

# PP10 - ACTION PLAN

D.T 3.1.4.– ACTION PLAN

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COMUNE DI CERVIA



The project is funded by Interreg Europe, supported by the European Regional Development Fund, co-financed by the European Union and Hungarian State.

A projekt az Interreg Central Europe Programból, az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyar Állam társfinanszírozásával valósul meg.

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## EXECUTIVE SUMMARY

Please add in the box below a short summary of max 1 pages in English language about your action plan.

Tóserdő Pálinka House Museum and Culture Factory (TPH) is a group of buildings, a complex infrastructure and spiritual center at the same time aiming at preserving and demonstrating certain elements of traditional Hungarian Culture. The location itself is symbolic. THP is situated in the center of an ancient village, Felsőalpár, which played an important role in early Hungarian history as a crossing place across river Tisza, and was destroyed in the war between the Ottoman Empire and the Habsburg Empire at the end of 16th century (15-year war). Later a new village (Lakitelek) emerged on the ruins, and the place where today's TPH stands has always played an important role in the life of this village, as economic, administrative or cultural center of the settlement (concrete function changing from time to time). Today it is an important cultural point.

TPH is a complex institution, preserving and demonstrating several historical ages and Intangible Cultural Heritage elements of Hungarians. Since TPH consists of several buildings and organizes different kinds of programs, management of the institution and events is multiform. Profit-oriented activities finance non-profit activities of TPH. Informative lectures on several topics, e.g. archeology, intangible and tangible cultural heritage, Hungarian history, cultural events. These events are organized and financed by a non-profit limited company.

In this context, the general goal of action plan is facilitating the preservation and subsistence of certain elements of Hungarian intangible cultural heritage in the 21st century via presenting them and teaching people how to use and practice this cultural inheritance to make it a living tradition as opposed to "museum" pieces. TPH's AP rests on three pillars:

1. Preservation of ICH elements. TPH owns a pálinka distiller, and from time to time it is used to make pálinka. There are also pig killing events in TPH, and TPH has a rich connection with folk dance groups, who from time to time take part in events of TPH.
2. Presentation of ICH elements. All three elements are presented to interested visitors and/or participants of different events/festivals.
3. Education. People who are interested can learn how to make palinka and also can learn a lot about pig killing and its gastronomy. There are also folk-dance courses and dance houses. Through education TPH intends to make these pieces of Hungarian ICH a living tradition, and to persuade participants to become active in practicing these activities.

# CHAPTER 1. IDENTITY CARD

## ECOMUSEUM INVOLVED

Name

Tóserdő Pálinka House Museum and Culture Factory (TPH)

Location

H-6065 Lakitelek, Szikra tanya 28.

Website

<https://hu-hu.facebook.com/toserdeipalinkahaz/>

Body involved in the management of ecomuseums

Metszéspont Ltd., Anszoma Ltd., Templomhalom non-profit Ltd.

## Contact person involved in the preparation of action plan

Name and surname

Zoltán Felföldi

Body /entity / ecomuseum

TPH

E-mail, phones and other contacts

[felfold@yahoo.com](mailto:felfold@yahoo.com), +36/70/3364153

## CHAPTER 2. STATE OF ART

### 2.1- Intangible cultural heritage elements and safeguarding actions/program (cfr. WP T.1 – D.T.1.1.1)

Please describe in synthesis the state of art about actions or programs aimed at preservation, recovery and promotion of intangible cultural heritage and to make a picture of various methods and approaches used by particular ecomuseums; in synthesis describe the situation and approach about preservation, recovery and promotion of ICH. (Evidence also the potential of ICH in the area of ecomuseum )

*(max 2.000 signs)*

TPH is a group of buildings, a complex infrastructure and spiritual center at the same time aiming at preserving and demonstrating certain elements of traditional Hungarian Culture. The location itself is symbolic. THP is situated in the center of an ancient village, Felsőalpár, which played an important role in early Hungarian history as a crossing place across river Tisza, and was destroyed in the war between the Ottoman Empire and the Habsburg Empire at the end of 16<sup>th</sup> century (15-year war). Later a new village (Lakitelek) emerged on the ruins, and the place where today's TPH stands has always played an important role in the life of this village, as economic, administrative or cultural center of the settlement (concrete function changing from time to time). Today it is an important cultural point.

THP presents two periods of Hungarian and local history and preserves 3 ICH elements:

Historical periods, presented by THP:

1. Árpád-age. For 4 and a half century, king of Hungarians came from a family named after the second leader coming from this family (Árpád). They were descendants of the king of the Huns, Attila. 150 years of their ruling was before Hungarians were converted to Christianity, and 300 years after conversion. Felsőalpár was founded in early Árpád-age, and its church was built in the 11<sup>th</sup> century. Ruins of the church are situated in the territory of TPH. This period in TPH is represented by the ruins of the 11<sup>th</sup> century church and a building having the function of an Archeological Center. Visitors can visit the church, listen the history of the church and the village and take part in events in the Archeological Center.
2. 1930s, when today's Lakitelek went through an important development, and it became a modern village. This period is represented by a unique museum of an imaginary town (Pálinka Pharmacy Town) of the 1930s the main organizing element of which is palinka. Visitors take part in a guided tour lasting for about an hour, and they drink palinka after the tour (those who do not prefer palinka, can choose a coffee or a soft drink).

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ICH preserved and presented by TPH:

1. Pálinka-making. Pálinka is a traditional Hungarian spirit, made from pure fruit through a process of fermentation and distillation. Pálinka can be made from any fruit containing sugar and it preserves the original aroma, smell and taste of the fruit. Pálinka is protected by the EU, the right to use this name belongs exclusively to Hungarians. Pálinka enjoys the highest level of respect and protection in Hungary, it belongs to the limited group of

Hungaricums, and a specific law (Pálinka Law) exists in Hungary. Pálinka-making in TPH does not serve commercial aims, it is practiced exclusively for education and demonstration purposes, demonstrating the process of distillation for tourists and others who are interested. Pálinka tasting is a frequent event, and several of these tastings is combined with demonstrating palinka making. Naturally, palinka tasted is not the one distilled on the spot, because – similarly to other alcoholic drinks - palinka needs a time for maturation.

2. Pig killing. Pig killing is not merely the killing of a pig, and it does not serve fun purposes like bullfighting in Spain. Pig killing is a process of making food from a pig and it is an inherent part of Hungarian peasant culture. Its origins go back to the 16-17<sup>th</sup> centuries, when the central part of Hungary was occupied by the Ottoman empire and peripheral parts were also often subject to invasions. Cows, goats and sheep were driven away by Turks. But muslims were not interested in pigs. That was the reason why Hungarians started to keep and eat pig in a big quantity. Although pig meat was a part of Hungarian cuisine earlier, too, in the Turkish era pig became a substitute of other meat, and Hungarians developed the making of all kinds of food from pig to a perfect level. Pig killing is unique, also because cc. 80% of a pig can be used in kitchen, whereas the same ratio is cc. 50% in case of a sheep or a cow. Even the end part of legs can be used, as far as the brain, nose and ears, certain inner parts (sausage is staffed into bowels). TPH regularly organizes pig killing event at the end of which participants eat, and/or take home food made from the pig.

3. Hungarian folk dance. Hungarian folk dance is a part of Hungarian national cultural heritage. Folk dance and dance houses were a form of entertainment, and an institution, important in finding one's couple before the mid-20<sup>th</sup> century. In certain places - first of all the Hungarian populated areas of Transylvania – authentic folk dance was an inherent part of everyday life till recently.

Hungarian folk dance is very rich and varies from region to region in the Carpathian Basin and in some occasion beyond it (in case of "Csángó" Hungarians living in Moldva). Dance House Movement aims at preserving traditional folk music and folk dance, and bringing them into modern – often urban – society, while they are disappearing in their traditional village environment. Dance House Movement is an acknowledged Hungaricum, protected by law in Hungary. TPH joins Dance-House Movement by organizing folk-dance events, festivals and courses.

## 2.2 – Management of ecomuseum (cfr. WP T.1 – D.T.1.1.1)

Please describe in synthesis analysis of current ecomuseum management system and assessment of its effectiveness and efficiency, with also indications about the actual state of art, approach used, points of strength and weakness.

*(max 2.000 signs)*

As described above TPH is a complex institution, preserving and demonstrating several historical ages and Intangible Cultural Heritage elements of Hungarians. Since TPH consists of several buildings and organizes different kinds of programs, management of the institution and events is multiform.

Buildings and the land under them are owned partly by natural and partly by legal persons.

Bodies, managing TPH consist of profit-oriented and non-profit companies. A restaurant is an integral part of TPH. It is run by a profit-oriented company. The same company organizes profit-oriented events, e. g. team building trainings and other events for companies, family events, such as weddings, birthday and other parties.

Profit-oriented activities finance non-profit activities of TPH. Informative lectures on several topics, e.g. archeology, intangible and tangible cultural heritage, Hungarian history, cultural events. These events are organized and financed by a non-profit limited company.

Management of both (profit-oriented and non-profit) companies is in the hand of the inventor, founder and main owner of TPH, an architect, who moved to Lakitelek from the city of Kecskemét, 30 km-s away.

TPH has several partners, involved in the development and management of the place. Some of them are employees in one of the companies, others are outside partners, who work as outside service providers. Staff of the restaurant and the kitchen are employed, as well as the guide of the tours in Pálinka Pharmacy Town.

Outside service providers are involved mainly in the organization of events of greater scope. Some of them are service providers in the classical sense of the word, who invoice as a reward for their services. Besides them there are many volunteers, helping in the organization of events, both private persons and civil organizations (e.g. Civil Defense Organization, Association of Volunteer Firemen, other associations, civil organizations).

Since it is located away from main road, in a village of 4.600 inhabitants, which is not a densely visited tourist destination, TPH does not have regular opening days and hours. It can be visited after preliminary registration and/or in the time of organized events.

## 2.3 . Stakeholders and players

Please describe in synthesis the main stakeholders, players and in general bodies, entities etc that actual manage the ICH, other than stakeholders and players that could influence the models and methods of conservation, valorization and preservation of ICH .

*(max 2.000 signs)*

Day-to day management of ICH in TPH is done by employees and outside service providers. However, they are active not only in day-to-day management, but also in organization and execution of special events and festivals.

Three ICH elements are presented with the help of different outside service providers, both non-profit and profit-oriented.

TPH has a contract with a professional pálinka-making company, which provides pálinka for the restaurant and for events. Colleagues of the company regularly deliver pálinka-tasting for guests of TPH, and they are active participants in all events connected with pálinka.

In case of pig killing TPH co-operates with a professional butcher. Food prepared in case of pig killings (sausage, meat, grace, cracklings, bacon, etc.) is made with his assistance, and pig-killing breakfast (fried blood) lunch (fried meat) and dinner (fried sausage, fried welt, stuffed cabbage) is prepared by the kitchen staff.

Presentation of Hungarian folk dance and organization of dance-houses is done by civil organizations. Two local civil organizations are active in this, Lakitelek Folk Dance Group “Kösönnyű” and its members, and another local civil organization (Civil People for “Árpádszállás” Train Stop). In certain events folk dance groups of the region, and groups from other regions of the Carpathian Basin also take part. A famous Hungarian folk-artist, winner of “Kossuth-prize”, Mr. János Csík is also active in the presentation of Hungarian folk music as a volunteer. He is a regular guest in TPH, gives concerts and organizes folk music and folk dance events for children.

Civil organizations are active in the Life of TPH in other sectors, too. Civil Self-Defense Organization, Association of Volunteer Firemen regularly organize programs for those who are interested in the work of these organizations. TPH is also a home for Lakitelek Amateur Theatre Group who practice and present pieces of Hungarian drama or comic literature from year to year.

Education is an important element within the activity of TPH. Local kindergarten and primary school, primary schools of the region, and secondary schools of surrounding towns often organize tours to TPH to present their students a feeling of rural Hungarian life, and pieces of Hungarian history and culture.

Local community who enjoys services of TPH is also an important stakeholder. However, the reach of TPH is much larger than Lakitelek itself, so inhabitants of the region – three main cities of which are Kecskemét, Szolnok and Kiskunfélegyháza – are also important stakeholders.

## CHAPTER 3. PARTECIPATORY APPROACH

### 3.1 Evidenced the Main conclusion and results of participatory approach in terms of innovative methods of preservation and performing Intangible Cultural Heritage and planning for their application

Please describe the main goal and conclusion of workshops realized evidenced in particular:

- a- What innovative methods of preservation and recovery of intangible cultural heritage based on creative industry and information and communication technologies ? please describe in synthesis
- b- What Best Practices on ecomuseum intangible cultural heritage could be used as inspiration ? please describe in synthesis

The innovative methods used are defined by the characteristics of the ICH related skills/knowledge. The first group of stakeholders covers the individuals and groups who inherited the ICHs from their predecessors. It covers indigenous individuals and their networks. This group is mostly relating to oral traditions, performances, cuisine and handcrafts with strengthening creative industry solutions. The second group learned the traditions and try to keep and present them. It mostly related to ecological livestock breeding, mining, festivals, wine producing and utilization of unique flora and fauna in general. Being a heterogenous group, some are still far from CCI and ICT related approaches, while the festivals and wine producers are widely use these opportunities.

From an organizational perspective, the integration of CCI and ICT is heterogenous: 1) state institutions (national parks, museums, offices, National Agency for Tourism, etc.) seems to be the drivers of these initiatives, mostly from public applications; 2) municipalities concentrate on public services, as such, no dedicated initiatives are given; 3) educational institutions (especially primary and secondary schools to transfer the ICHs from generation to generation) try to integrate the ICT related approach to their curricula; 4) the growing importance of NGOs can be seen, especially on protection of small-scale individual ICHs has not enough financial resources on the investigated topic; 5) for-profit organizations (mainly the operators of tourism related ICH attractions).

The investigated ecomuseums offer lots of good opportunities to the utilization of ICHs. It stimulates the cultural and business life in mostly rural areas. Several sources of revenue are generated from the settlements and new jobs are created as well by them. Additionally they give the opportunity for joint actions in the involved areas all year around. Finally, the ones that offer unique offers (as TPH does) can be viable and transferable.

### **3.2 Evidence the main results and conclusion of workshops in terms of existing individual offers and development of integrated offers within traditional tourism offer**

The main conclusions can be summarized as follows:

- large proportion of ICH related traditions and skills is related to small villages with aging population and population decline; it means that transferring to them becoming harder;
- the ICHs are just having peripheric interest of the public bearers in most cases
- most of the ICH traditions have no direct economic value, so they are not in the spotlight of local development (especially tourism related one)
- the market of handicrafts is pushed down by the mass products, touristic utilization is low
- the number of new-comers (mostly former urban middle-class) is growing, and they try to keep ICH related traditions upon their own way that can be effectively supported by ICH related tourism offers
- lack of financial incentives for NGOs dealing with this tradition can be solved by cooperative utilization
- the region is strong in tourism, but its focus is active tourism with partial relation to ICHs

Anyway, we think important to stress that the touristic potential of the ICHs is growing that supports to safeguard and keep them in the core of interest. By doing so, the role of ICHs in the heritage protection and interpretation had significant growth in the last two decades. It is rooted from the growing need of internal tourists.

## CHAPTER 4. SWOT ANALYSIS

### 3.1 SWOT

Please fulfill the following table with the indication of the main point of **Strengths, Weaknesses, Opportunities, Threats: (MAX 1 PAGE)**

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>- Big enough area for festivals and other large events</li> <li>- Several buildings with different functions in a group</li> <li>- Ruins of an 11<sup>th</sup> century church in the area</li> <li>- Unique and innovative museum (Pálinka Pharmacy Town), popular in the circle of all visitors</li> <li>- Restaurant in the area, guests can eat and drink</li> <li>- Guesthouse in 300 meters from TPH, run by TPH group</li> <li>- Competent and motivated employees, strong outside partners</li> <li>- Strong involvement of civil organizations in the activity of TPH</li> </ul>	<ul style="list-style-type: none"> <li>- Distance from bigger cities, first of all Kecskemét is bigger, than ideal</li> <li>- Financial situation of the institution is weak – high investment costs → insufficient resources for marketing and running the institution</li> <li>- Poor marketing</li> <li>- Poor/amateur management of the institution due to financial situation</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>- Increasing tourism in general, and increasing number of people, who are interested in rural tourism in particular</li> <li>- TPH may become a central point of tomorrow's bicycle tourism</li> <li>- Government policy strengthening the knowledge and popularity of pálinka</li> <li>- Lakitelek People's College, having a big number of inland and overseas guests throughout the whole year is very close</li> <li>- Potential co-operation of tourism service organizations (hotels, thermal baths) of the region</li> </ul>	<ul style="list-style-type: none"> <li>- Enthusiasm of civil organizations may erode with time</li> <li>- Difficulty to find competent colleagues, if key employees leave</li> <li>- Poor financial situation may endanger long-term sustainability</li> </ul>

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# CHAPTER 5. ACTION PLAN

## ECOMUSUEMS

### 5.1 General goal and strategy of action plan

The general goal of action plan is a sort of general strategy to fit the aim of action plan. It is one and general and strictly connected with the background . Evidenced also the main needs and main goal and the vision you are heading for as a desired state, so a sort of introduction evidences the reasons of action plan

General goal of action plan is:

Facilitating the preservation and subsistence of certain elements of Hungarian intangible cultural heritage in the 21<sup>st</sup> century via presenting them and teaching people how to use and practice this cultural inheritance to make it a living tradition as opposed to “museum” pieces.

There is a pyramid of so-called national values in Hungary laid in law. Local values are situated at the bottom of this pyramid. Next floor is county level, then national values take the third floor. There are outstanding national values above national values, and hungaricums make the top of the pyramid. National values from local values up to hungaricums are categorized by their nature. One of these categories is cultural heritage, another category is agriculture and food economy. The number of hungaricums is 70. TPH and its current project aims at preserving and presenting certain elements of these values, namely two elements from the list of hungaricums (dance house and pálinka) and one element from the list of national values (pig killing).

Vision of TPH is, that these pieces of Hungarian culture will not disappear, instead they will become an active part of more and more people’s normal life.

TPH’ s strategy rests on three pillars:

1. Preservation of ICH elements. TPH owns a pálinka distiller, and from time to time it is used to make pálinka. There are also pig killing events in TPH, and TPH has a rich connection with folk dance groups, who from time to time take part in events of TPH.
2. Presentation of ICH elements. All three elements are presented to interested visitors and/or participants of different events/festivals.
3. Education. People who are interested can learn how to make palinka and also can learn a lot about pig killing and its gastronomy. There are also folk-dance courses and dance houses. Through education TPH intends to make these pieces of Hungarian ICH a living tradition, and to persuade participants to become active in practicing these activities.

## 5.2 Objectives of action plan

Objectives are more specific. Consider ordering your work plan by "SMART" objectives: specific, measurable, achievable, realistic and, timely (or time-bound).

Evidence also if the objects are linked with the issues of project :

- a) Effective and sustainable management*
- b) Innovative preservation and recovery of Intangible Cultural Heritage through creative industry, and Information and Communication Technologies*
- c) Integration of the offer based on local identity within the traditional tourism offer for responsible tourism purposes*

Improving public awareness and increasing public knowledge of certain elements of Hungarian intangible cultural heritage.

Valorising certain elements of Hungarian intangible cultural heritage through inspiring people to make them a part of their normal life.

Increasing the quality of eco-museum services.

### 5.3 List the actions to reach the objectives

For each objective one or more actions could be needs. Each actions could be articulated in phase or steps actions, together with the identification of resources, people /stakeholders / players involved and timing to realize the action. Please identify also if the actions proposed could be connected with some best practiseses , if yes, please describe the best practiseses. **(Full fill the schemes below)**

<b>Objective 1</b> Improving public awareness and increasing public knowledge of certain elements of Hungarian intangible cultural heritage	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	People taking part in events and courses imbedded in these events where they get acquainted with selected pieces of Hungarian ICH.
<b>How will you measure this?</b>	Number of participants can be measured by signing attendance register.
<b>How much change do you expect?</b>	We expect that as a result of taking part in TPH events and getting acquainted with pálinka-making, pig killing and folk dance, knowledge of participants about these pieces of Hungarian ICH will increase.
<b>When will this change occur?</b>	The changes will occur in two phases: <ol style="list-style-type: none"> <li>1. As a direct result of taking part in the events, right after the events have finished.</li> <li>2. We expect, that some participants will be inspired by the events to gather further information, and they will read and study special literature on the topic in the month after the events.</li> </ol>
<b>Actions to reach the objectives 1</b>	
<b>1.1 One-day pálinka programme for beginners: open distilling, pálinka-tasting with pálinka experts, introduction into pálinka-making</b>	
<b>1.2 Pigstickers' festival and competition: a funny competition of registered teams, who compete in making pork food of freshly slaughtered pigs. Teams have to manage the whole process from killing a pig to serving food made by them to the special jury.</b>	
<b>1.3 Irregular history class to secondary school students on Hungarian folk dance. A lesson on dances of different regions of Carpathian Basin, history of dances and their role in people's everyday life. A lecture combined with video presentation, and personal presentation by professional folk-dancers.</b>	
<b>Notes ..(Optional )</b>	

**Objective 2**

Valorising certain elements of Hungarian intangible cultural heritage through inspiring people to make them a part of their normal life

**SMART objectives**

<b>The specific outcome that you want?</b>	People taking part in events which aim at making popular certain elements of Hungarian ICH, and inspiring participants to practice these activities of Hungarian ICH.
<b>How will you measure this?</b>	Number of participants can be measured by signing attendance register.
<b>How much change do you expect?</b>	We expect that some of the participants will be inspired by these events to practice these elements of Hungarian ICH in their normal life. Some will start and try palinka-making, and those who have done it before will do it on a higher level. Others will start attend dance houses. Others will buy fresh pork-food from butchers or buy living pigs, which will be slaughtered and processed by professional butchers, and thus they will consume healthy food originating from pig killing instead of factory-made food.
<b>When will this change occur?</b>	In the year after TPH events.

**Actions to reach the objectives 1**

**2.1 One-week folk music and folk dance course for music primary and secondary school students with Mr. János Csík, Kossuth Prize winner folk artist**

**2.2 Pálinka Festival for the memory of Saint Michael**

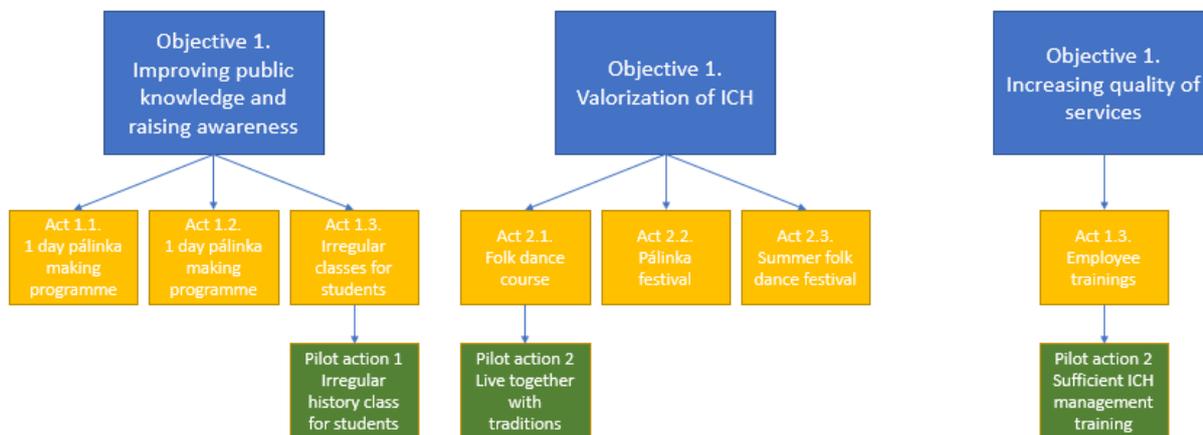
**2.3 Summer folk-dance festival and pálinka course**

**Notes ..(Optional )**

<b>Objective 3</b> Increasing the quality of eco-museum services.	
<b>SMART objectives</b>	
<b>The specific outcome that you want?</b>	Knowledge and management capacity employees and outside service providers of TPH as an eco-museum will increase as well as the quality of services provided by them.
<b>How will you measure this?</b>	Visitors of TPH will be asked to fill in a satisfaction questionnaire after they visited TPH. Result of questionnaires before and after training of employees and outside service providers will be compared and evaluated.
<b>How much change do you expect?</b>	We expect that TPH will provide services on a higher level. We also expect that management of the institution and its events will be more professional.
<b>When will this change occur?</b>	Some of the changes will occur right after the training, others need more time and depend on changes made by leader of TPH.
<b>Actions to reach the objectives 1</b>	
<b>3.1 Training for employees and outside service providers on communication, event organisation and customer account management</b>	
<b>Notes ..(Optional )</b>	

## 5.4 LOGICAL FRAMEWORK -

Interlinkages between Actions, Objectives and Pilot. The diagram below shows the hierarchy of these issues.



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## 5.4 ACTIONS

### Action 1.1

**One-day pálinka programme for beginners: open distilling, pálinka-tasting with pálinka experts, introduction into pálinka-making.**

<b>Objective 1.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim of the action is to introduce people into the spirit and technique of pálinka-making.
<b>General description of tasks and activities to</b>	It will be a one-day course designed specially for beginners, theory combined with practice. Theory will be presented by a pálinka expert during the morning. Participants will take part in a distillation process after lunch. Supper will be combined with pálinka tasting. Participants will be recruited from Kecskemét, and they will be carried to the place of the course and back home by bus.
<b>Stakeholder and players to involve</b>	Being a simple action main player is pálinka-expert/trainer who is leader of the course. Depending on the possibility, tasks may be divided between to trainers.
<b>Target group</b>	Target group is those people who are interested in pálinka making on a basic level. Professional pálinka-makers definitely do not belong to the target group.
<b>Results and impact with the realisation</b>	Knowledge of pálinka-making will increase, as well as the number of those who start making pálinka at home.
<b>Good practises to be use as example? If yes, please specify</b>	Basic wine tasting courses.
<b>Resources need (in €) amount estimate</b>	1.500

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**Action 1.2**

**Pigstickers’ festival and competition: a funny competition of registered teams, who compete in making pork food of freshly slaughtered pigs. Teams have to manage the whole process from killing a pig to serving food made by them to the special jury.**

<b>Objective 1.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim of the action is to improve public awareness of healthy pork food, as the end-product of traditional Hungarian pig killing, and to inspire people to consume products of traditional pig killing rather than factory food.
<b>General description of tasks and activities to</b>	Although pigstickers’ festival and competition is organised by TPH, it requires active participants, rather than visitors. Visitors are also important, they are the “audience”, but the show is presented by the teams. Thus the main task is to recruit competing teams. The ideal number of teams is between 10 and 20. Each team may require one or half pig. The adequate number of pigs must be ensured, and also the means of transport to bring them to the place at dawn of the event. Each team has to stick its own pig and start processing. For this the adequate infrastructure must be assured: tents, tables, benches, etc. Members of the jury must be invited and the adequate conditions for them to be assured.
<b>Stakeholder and players to involve</b>	Staff of TPH who organise and manage the event. Teams taking part in the competition. Team members can be pigstickers, butchers, cooks, or anyone willing to take part. Jury to evaluate food/end-product made by the teams. Jury may consist of cooks, gastro-bloggers, chefs, etc. General public who can try, buy and take home end-products, eg. sausages, cracklings, bacon, etc.
<b>Target group</b>	Target group is 1) those who practice the tradition of pig killing and are willing to take part in a funny competition, and 2) local citizens and inhabitants of the region who are interested in the tradition of pig killing and who pay attention that they eat healthy, hand-made food, as opposed to factory-made food.
<b>Results and impact with the realisation</b>	Popularity of pig-killing and consuming healthy, hand-made food will increase.
<b>Good practises to be use as example? If yes , please specify</b>	Pigstickers’ Festival in Mezőgecse (a Hungarian village in Supcarpathia, Ukraine)
<b>Resources need (in €) amount estimate</b>	7.000

<b>Action 1.3</b>	
<b>Irregular history class for students on Hungarian folk dance. A lesson on dances of different regions of Carpathian Basin, history of dances and their role in people's everyday life. A lecture combined with video presentation, and personal presentation by professional folk-dancers.</b>	
<b>Objective 1.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim of the action is to increase awareness and knowledge of Hungarian folk dance as a Hungarian intangible cultural heritage among secondary school students.
<b>General description of tasks and activities to</b>	Primary and secondary school students learn history and culture at school. During this event they take part in an irregular history and culture lesson- lasting for a whole day outside their usual environment. This is a one-day course for students between the age of 13 and 18. Besides presentation of history they will watch video presentations and try some figures of Hungarian folk dance of a selected region.
<b>Stakeholder and players to involve</b>	Staff of TPH who hosts the event. Students, their teachers and those experts of folk dance and folk culture and professional dancers, who will be "lecturers" of this irregular class.
<b>Target group</b>	Target group: primary school of lakitelek and surrounding villages (elder students) and secondary school students of surrounding towns, i.e. Kecskemét, Kiskunfélegyháza, Szolnok and their history teachers.
<b>Results and impact with the realisation</b>	Knowledge of Hungarian folk dance among primary and secondary school students will increase.
<b>Good practises to be use as example? If yes , please specify</b>	Irregular classes, which started in Hungary at the end of the 18 <sup>th</sup> century by a famous Hungarian poet named Mihály Csokonai Vitéz.
<b>Resources need (in €) amount estimate</b>	1.500

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<b>Action 2.1</b>	
<b>One-week folk music and folk dance course for music primary and secondary school students with Mr. János Csík, Kossuth Prize winner folk artist</b>	
<b>Objective 2.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim of the action is that music primary and secondary school students get a deeper knowledge of Hungarian folk music and folk dance. Many of those who study in music schools will become professional artists/musicians. The goal is that at least some of them choose folk culture (folk music and dance) as the direction of their professional development.
<b>General description of tasks and activities to</b>	Since this course is a residential course, i.e. children taking part stay in Lakitelek for a week, this has to be taken into account when organising the course. Food and shelter must be provided for cc. 50 children. Recruitment of both participants and volunteers is an important part of tasks.
<b>Stakeholder and players to involve</b>	Participating students between the age of 8 and 15 are the main target group and stakeholders, as well as their parents. Staff of TPH provide place for the course, food and shelter. Children are taught in smaller groups. Each group is lead by a professional teacher (folk artist or musician or teacher of music). These teachers also must be recruited, as well as volunteers, who also spend time with children (handcrafting, story-telling, etc.)
<b>Target group</b>	Students between the age of 8 and 15.
<b>Results and impact with the realisation</b>	Knowledge of Hungarian folk music and folk dance will increase among music school students of age between 8 and 15 years. Number of music school students who will later specialise on folk music will be significantly higher among participants of the course, than among students who did not participate.
<b>Good practises to be use as example? If yes , please specify</b>	Several folk music and folk-dance courses in the Carpathian Basin.
<b>Resources need (in €) amount estimate</b>	15.000

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<b>Action 2.2</b>	
<b>Pálinka festival for the memory of Saint Michael.</b>	
<b>Objective 2.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim of the action is to increase the culture of consuming pálinka.
<b>General description of tasks and activities to</b>	It is a one-day event full of activities connected with pálinka making: open distillation, lecture on how we get pálinka from fruit, pálinka tasting and a competition of amateur pálinka-makers
<b>Stakeholder and players to involve</b>	Staff of TPH who hosts the event. General public, interested in the culture of pálinka. Lecturers, pálinka expert, presenting distillation and pálinka experts in the jury of the competition.
<b>Target group</b>	Inhabitants of Lakitelek and surrounding towns and villages, who like pálinka, or just want to participate in a cheerful gastro event in the cold and dark days of December.
<b>Results and impact with the realisation</b>	The general culture of consuming pálinka will increase.
<b>Good practises to be use as example? If yes , please specify</b>	-
<b>Resources need (in €) amount estimate</b>	3.000

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<b>Action 2.3</b>	
<b>Summer folk-dance festival and pálinka course.</b>	
<b>Objective 2.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim is to present two pieces of Hungarian ICH to visitors of a summer festival organised by and in TPH: Hungarian folk dance and pálinka-making. Beside presentation an important aim is to increase participants' knowledge, involve them in dancing and in the process of pálinka-making, and to inspire them to pursue these activities after they return home.
<b>General description of tasks and activities to</b>	Planned activities will fill a whole day of summer festival "Tiszavilág" (River Tisza World), and that day will be closing day of the festival. Folk dance groups will arrive from the region and also from further regions of the Carpathian Basin, and all of them will present Hungarian folk dance – different dances from different regions of the Carpathian Basin. A common dance house will be organised after the presentations during the evening in which visitors of the festival will be invited and involved, and they will be taught traditional Hungarian folk dance.  A parallel event will be going on during the day: those interested in pálinka-making can attend a half-day course on theory and practice of making pálinka at home. Aim of course is to present basic rules of making pálinka at home, what the main mistakes can be, how they can be avoided and what is necessary to make a good quality pálinka.
<b>Stakeholder and players to involve</b>	Visitors of the festival are the main target group and stakeholders. Other stakeholders are folk dance groups, presenting their repertoire in the festival, pálinka expert presenting the course on pálinka-making at home, craftsmen, presenting their activity and selling their products in the festival, all those eating houses, bakehouses, buffets who sell food and drink in the festival.
<b>Target group</b>	Target group is visitors of the festival, first of all and of course those visitors, who are interested in Hungarian folk dance and/or pálinka making at least on a basic level.
<b>Results and impact with the realisation</b>	We expect that some people will consider to make pálinka at home, others who already do it, will do it on a higher level, and thus quality of home-made pálinka will rise. On the other

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**CULTURECOVERY**

	hand we expect, that some people will get acquainted with Hungarian folk dance not only as audience, but also as participants in the dance house, and this will inspire them to attend dance houses later as a form of leisure-time activity.
<b>Good practises to be use as example? If yes , please specify</b>	There are examples of folk-dance programmes, and also of pálinka festivals. Sometimes they are even combined, but those events usually do not contain course on palinka-making, merely consumption of pálinka, or pálinka-tasting as a maximum. Combination of pálinka course and teaching of folk dance is new.
<b>Resources need (in €) amount estimate</b>	8.000

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<b>Action 3.1</b>	
<b>Training for employees and outside service providers on communication, event organisation and customer account management</b>	
<b>Objective 3.</b>	
<b>Aim of actions (please evidences also the input provided by workshop, participatory approach, the origin of idea of action etc)</b>	Aim of the action is to increase the level of services provided by TPH as well as management capacity of staff through their training.
<b>General description of tasks and activities to</b>	A training will be organised consisting of 3 moduls: <ol style="list-style-type: none"> <li>1. Communication.</li> <li>2. Event organisation.</li> <li>3. Customers account management.</li> </ol> .
<b>Stakeholder and players to involve</b>	Staff of TPH and trainers.
<b>Target group</b>	Employees and outside service providers of TPH.
<b>Results and impact with the realisation</b>	Level of service provided by TPH will increase. Communication organisation of events and customers account management will develop. Management of TPH itself and management of events organised by TPH will become more professional.
<b>Good practises to be use as example? If yes, please specify</b>	Numerous corporate trainings.
<b>Resources need (in €) amount estimate</b>	4.500

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## 5.6 PILOT ACTIONS

<b>Objective Title:</b> Improving public awareness and increasing public knowledge of certain elements of Hungarian intangible cultural heritage		<b>Objective Number: 1</b>	
<b>Action Title: Irregular history class to secondary school students on Hungarian folk dance. A lesson on dances of different regions of Carpathian Basin, history of dances and their role in people's everyday life. A lecture combined with video presentation, and personal presentation by professional folk-dancers.</b>		<b>Action Number: 1.3</b>	
<b>PILOT ACTION TITLE :</b> <b>Irregular history class to students of Lakitelek primary Schhol in TPH.</b>			
<b>Background:</b> <i>Please describe the input provided by workshops, participatory approach, the origin of idea of action that constitute the basis for the development of the present action pilot as soon as good practices identified</i>			
<p>Hungarian folk dance was an integral part of people's everyday life through centuries. Dance evenings in villages were a form of leisure-time activity as well as events for boys and girls to meet and get to know each other. With the erosion of traditional village/peasant life, this form of leisure-time activity started to disappear. Then, with the erection of dance-house movement Hungarian folk dance moved to cities, and started to become a sub-culture of a social layer (young, urban, educated people, interested in rural values and in preserving these values). However, as time is passing, younger generation is getting further and further from folk dance and folk culture – both in time and in mentality. The origin of the idea is, that folk dance, and - in a wider sense – folk culture should be presented to today's children, under circumstances, other than school desks. If they get a hint of folk dance, some of them may become interested in it, start to learn folk dance and later attend dance houses.</p>			
<b>Theme:</b> (specify the category of your action)	<input type="checkbox"/> - ICT application, creative industry;  X- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH;  <input type="checkbox"/> - actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.		
<b>Action / Intervention</b> that will be realized	<b>Responsibility</b> (Who will do it)	<b>Resources need</b> (Information, money, materials)	<b>Timeline</b> (Start and end dates)
<b>1. Contacting local primary school.</b>	TPH leader	None	Beginnig of the school year

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**CULTURECOVERY**

<b>2.</b> Survey among teachers and classes with the aim of selecting the class who will take part in the programme	Director of school. Teachers of school	Leaflet with the idea and content of the irregular history é2class, € 200.	4 weeks before the event
<b>3. Selecting the participating class.</b>	Director of school. Teachers of school	None	t2 weeks before the even
<b>4. Inviting lecturers and dancers</b>	TPH leader	None	3 months before the event
<b>5. Organising the event, presenting the irregular history class</b>	TPH, teacher of the class, invited lecturers and dancers	€ 1.300 (room rent, fee of invited lecturers and dancers)	Date of the event
<b>6. Supplying catering</b>	TPH	€ 200	Date of the event

**MAIN IMPACTS**

<b>Main impacts on - ICH</b> preservation, conservation and valorisation of ICH	More people will be convinced that Hungarian folk dance is a valuable part of Hungarian ICH worth of being preserved. Hungarian folk dance will be better preserved.
<b>Main impacts on</b> relation between public and private	Lecturers and dancers get in touch with TPH and local primary school.
<b>Main impacts on</b> local communities, citizens, target groups	Student members of local community (future adult local community members) get acquainted with Hungarian folk dance. Hungarian folk dance is planted in brain of participants, as a valuable part of Hungarian ICH

**MAIN RESULTS**

<b>Which main results do you want realized?</b>	We want that students participating in the class have a more clear picture and a better knowledge of Hungarian folk dance, and as a result of this they look on Hungarian folk dance as a “friend”, rather than an “alien”.
<b>What are the main indicator to measure the results?</b>	Number of students participating in the class – 30 students at a time. Level of knowledge of Hungarian folk dance among participants before and after the class – measured by a questionnaire before and after the class. Attitude towards Hungarian folk dance among participants before and after the class – measured by a questionnaire before and after the class.

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<b>Objective Title:</b> Valorising certain elements of Hungarian intangible cultural heritage through inspiring people to make them a part of their normal life		<b>Objective Number: 2</b>	
<b>Action Title: Summer folk dance festival and palinka course.</b>		<b>Action Number: 2.1</b>	
<b>PILOT ACTION TITLE:</b> <b>Live together with traditions.</b>			
<b>Background:</b> <i>Please describe the input provided by workshops, participatory approach, the origin of idea of action that constitute the basis for the development of the present action pilot as soon as good practices identified</i>			
<p>Origin of the idea is, that although several elements of Hungarian ICH are known and kept in mind by majority of Hungarians, most people look on these as museum pieces, or something they cannot practice, it should be left for professionals. It is true in case of Hungarian folk dance, which in the eyes of many people belongs to past, and is preserved by professional dancers/artists, whose task and job is the preservation and demonstration of this cultural element. In case of palinka situation is slightly different. Hungarians treat palinka as a traditional Hungarian ICH which has its role in today's gastronomy, but most people think that palinka should be made by professional palinka makers, so the culture of palinka-making is a pure technological process, rather than a real cultural heritage. Idea is that as many people as possible should be involved in active folk dance and practical pálinka-making thus they should be inspired to "live together" with these traditions to put these activities into their normal life practice, i.e. they should be inspired to attend dance houses and/or to try to make palinka at home.</p>			
<b>Theme:</b> (specify the category of your action)	<input type="checkbox"/> - ICT application, creative industry;  X- participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH;  <input type="checkbox"/> - actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.		
<b>Action / Intervention</b> that will be realized	<b>Responsibility</b> (Who will do it)	<b>Resources need</b> (Information, money, materials)	<b>Timeline</b> (Start and end dates)
<b>1. Planning the festival programme together with local civil organisations and volunteers</b>	TPH leader	None	8 months before the festival

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**CULTURECOVERY**

<b>2.</b> Setting up the organisation team (OT) of the festival.	D TPH leader and volunteers.	None	8 months before the event
<b>3.</b> Deciding on the circle of folk-dance groups participating in the festival	TPH leader, participating civil organisations, volunteers, OT	None	7 months before the event
<b>4. Inviting folk dance groups, pálinka experts and other participants (craftsmen, teachers, leading children's programmes, musician, etc.)</b>	OT, and person	€ 200	6 months before the event
<b>5.</b> Organising the administrative part of the festival (fire brigade, medical attendance, permits, etc.)	OT	€ 500	4 months before the event
<b>6. Informing and inviting media</b>	OT and person encharged by OT	€ 200	3 months before the event
<b>7. Advertising the event</b>	OT and person encharged by OT	€ 1500	2-1 months before the event
<b>8. Ensuring equipment necessary for the festival (tents, stage, toys for children, mobile toalets, etc.)</b>	OT and person encharged by OT	€ 800	2-1 months before the event
<b>9. Organising travel, food and accommodation of participating folk dance groups.</b>	OT and person encharged by OT	€ 3000	1-0 months before the event
<b>10. Show of folk dance groups as a part of the festival</b>	Invited folk dance groups.	None	On day of festival.
<b>11. Pálinka course during the festival</b>	Invites palinka expert	€ 800	On day of

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**CULTURECOVERY**

			festival.
<b>12. Evening dance house in the festival</b>	Encharged dancers	None	On day of festival.
<b>13. Concert of a popular folk group.</b>	Invited popular folk group.	€ 1000	On day of festival.
<b>MAIN IMPACTS</b>			
<b>Main impacts on - ICH preservation, conservation and valorisation of ICH</b>	Valorisation of two pieces of Hungarian ICH will be enhanced through an event where participants will take part not as simple observers (“museum visitors”) but rather as active participants. The idea that these elements can be made a part of normal life will be planted in participants’ brain, and some of them can put this idea into practice later.		
<b>Main impacts on relation between public and private</b>	Festival will be organised during a widespread co-operation of private and public actors, which will strengthen public-private relationship.		
<b>Main impacts on local communities, citizens, target groups</b>	Being an outstanding event of the year in Lakitelek festival will have a serious impact on local communities. Many of them will take part as members of the organisation team, volunteers before and during the festival. Besides local civil organisations and volunteers masses of local people will attend the festival.		
<b>MAIN RESULTS</b>			
<b>Which main results do you want realized?</b>	We want that students participating in the class have a more clear picture and a better knowledge of Hungarian folk dance, and as a result of this they look on Hungarian folk dance as a “friend”, rather than an “alien”.		
<b>What are the main indicator to measure the results?</b>	<p>Number of visitors in the festival.</p> <p>Number of participants in the pálinka course.</p> <p>Number of people actively taking part in the evening dance house.</p> <p>Number of folk groups, presenting their repertoire in the festival.</p> <p>Number of different dances presented on the stage.</p>		

<b>Objective Title:</b> Increasing the quality of eco-museum services		<b>Objective Number: 3</b>	
<b>Action Title: Training for employees and outside service providers on communication, event organisation and customer account management.</b>		<b>Action Number: 3.1</b>	
<b>PILOT ACTION TITLE:</b> <b>Sufficient ICH management training for employees</b>			
<b>Background:</b> <i>Please describe the input provided by workshops, participatory approach, the origin of idea of action that constitute the basis for the development of the present action pilot as soon as good practices identified</i>			
Amateur management, which sometimes means poor management was identified as one of the main weaknesses of TPH. The reason behind it is partly insufficient financial background, which makes a barrier to employ professional staff with high salary. But raising the level of services and moving management of the institution towards a more professional level can be reached not only by employing professional staff with high salary, but also with the means of training current staff.			
<b>Theme:</b> (specify the category of your action)	<input type="checkbox"/> - ICT application, creative industry;  <input type="checkbox"/> - participatory processes for involvement of active locals in the recovery, interpretation, maintenance, transfer of knowledge on ICH;  <input checked="" type="checkbox"/> - actions for the inclusion of the cultural heritage enjoyment within an innovative responsible tourism offer.		
<b>Action / Intervention</b> that will be realized	<b>Responsibility</b> (Who will do it)	<b>Resources need</b> (Information, money, materials)	<b>Timeline</b> (Start and end dates)
<b>1. Identifying main weaknesses of current staff and management.</b>	TPH leader together with TPH staff.	One day of common thinking of TPH leader and staff.	4 months before the first training day.
<b>2. Finding trainings which can be a useful means to handle identified weaknesses.</b>	TPH leader.	List of training possibilities and information about training contents.	3,5 months before the first training day.
<b>3. Contacting training institutions and ask them to present offers concerning concrete training</b>	TPH leader	None	3 months before the first training day.

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**CULTURECOVERY**

<b>and price.</b>			
<b>4. Selecting training institution and concrete trainings for the staff.</b>	TPH leader and staff	None	2 months before the first training day.
<b>5. Specialising training programme for TPH and its staff.</b>	TPH leader and selected training institution	1 expert day (€ 400)	2 weeks before the first training day.
<b>6. Organising the training.</b>	TPH leader	9 expert day: 3 trainings, 2 days each + plus 3 days for preparation of training material (€ 3.600) plus food for trainers and participants for six days (€ 500)	3 times 2 days in three consecutive weeks.
<b>Main impacts on - ICH preservation, conservation and valorisation of ICH</b>			
<b>Main impacts on</b> relation between public and private		Preservation and demonstration of selected Hungarian ICH elements (palinka making, pig-killing and Hungarian folk dance) will be carried out on a higher level.	
<b>Main impacts on</b> local communities, citizens, target groups		Communication and share of work between private and public actors will be better.	
<b>Main impacts on</b> local communities, citizens, target groups		TPH will serve local communities, citizens and target groups on a higher level. Situation of TPH will become more stable, local community, citizens and target group can rely on TPH and services provided by it in long term.	
<b>MAIN RESULTS</b>			
<b>Which main results do you want realized?</b>		1. Better trained, more professional staff. 2. More satisfied visitors.	
<b>What are the main indicator to measure the results ?</b>		1. Each staff member will aooly at least 3 new practices, lerned during training, and not used before ir. 2. Level of visitors' satisfaction will rise 1 point on a 10-point scale, measured by satisfaction questionnaire in the year before and after training.	

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