









The project "Partnerships and active institutional networks of the Cyril and Methodius Route in the Moravian-Slovak border region" (CMR Partnership) is financed within the framework of the Interreg V-A - Slovakia-Czech Republic programme.

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INTRODUCTION | CYRIL AND METHODIUS ROUTE



Dear friends.

cultural routes are a very current topic in the field of European cultural tourism. The international network of localities and partners focusing on the heritage and legacy of the missionaries and early medieval period is being developed through the interest association of legal entities "European Cyril and Methodius Route", established by the Zlín Region and the East-Moravian Tourist Authority in 2013. Over recent years it has implemented a whole range of partial projects on the local, regional, national and cross-boarder level, focusing on the development of marking methodology, communications tools, marketing activities, or cooperation with educational, scientific or cultural institutions, destination management and regional governments. With each project that is implemented, the Route comes one step closer to becoming recognised as a Cultural Route of the Council of Europe. And it shall, of course under the condition of continued innovative cooperation in at least three European states, guarantee the sustainability and the promising development of the Cyril and Methodius Route, thus also the protection of the heritage of Saints Cyril and Methodius, which has bonded us with the European cultural environment since the early medieval period.

An approach fostering partnership is key to the success of every cultural route. Thus I would hereby like

express my thanks to all project partners and their teams for their active cooperation, even at the cost of making many compromises, for expanding the range of joint activities, for strengthening the bonds of friendship in the Central European region and for significantly contributing to spreading awareness about our joint efforts. Each and every small stone that helps pave the way for the Cyril and Methodius Route is of great importance - making it into a unique and authentic treasure for the both local residents and visitors from far abroad.

Ing. Martina Janochová, Director

European Cyril and Methodius Route, interest association of legal entities

What is contained in this publication and how should it be used?

The here presented publication is a short and clear summary of the goals, applied procedures and targeted outputs that we have achieved over the course of two years working in the cross-boarder group and individual regional working groups. The expert definition of the thematic scope and selection of the corresponding approximately 50 strategic localities

has been aligned with the work of local actors from various parts of the cross-border region. Each partner and their region has a different character and a different set of stakeholders (participating parties) and thus the task of mapping out good practice, joint-planned activities and related partial projects is exceptionally vibrant. This is because they reflect the opinions and potential of the stakeholders for developing the Route within the given locality and timeframe. Nevertheless, we are firmly convinced that the here provided information, procedures, strategies and proposed activities will serve as a clear guide for the Cyril and Methodius Route and will be very valuable not only to the teams of our project partners but also to all other current and potential members and partners of the association, and not only in the mapped out Moravia-Slovakia border region but also across the entire planned region of the Cyril and Methodius Route. This covers the wide-spanning region of Central, South-eastern and South-western Europe since especially here, in Slavic countries in particular, the Cyril and Methodius mission has left footsteps, which their subsequent disciples followed.

PARTNERSHIP

COOPERATION IS ESSENTIAL



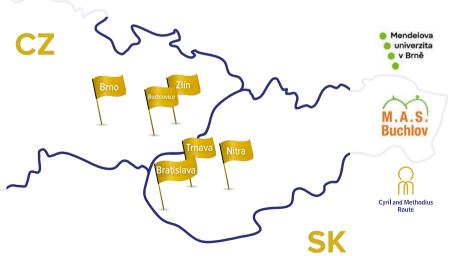
The interest association of legal entities of the European Cyril and Methodius Route is the coordinator of the activities of the Cyril and Methodius Route intended to promote and maintain the unique European heritage, the authentic story of the mission of Saints Cyril and Methodius leading to being awarded and retaining the certification "Cultural Route of the Council of Europe". The Route cannot function without the cooperation and participation of subjects at international, national, regional and local levels.

Six cross-border partners have agreed to enter into a partnership with the objective of establishing a single form with clearly defined activities. This procedure can be expanded and applied to other interest regions of the Cyril and Methodius Route.

In the first phase, a cross-border workgroup has been formed that is represented by all the participating partners. They have held regular meetings to discuss, approve and monitor the fulfilment of the activity implementation schedule, its set goals and the development priorities of the Route.

In the second phase, each partner will form a regional workgroup comprising of 5-7 experts (historian, archaeologist, marketing specialist ,church representative, government representative, etc.), who will inject their professional experience and knowledge of the given interest region into regional development. The regional workgroup has drawn up the development plan for the location of the Route.

The established cooperation system results in effective and transparent operation of the Route enlisting a wide group of subjects. The clear definition of priorities that tie into the activities, financial resource and the participation of other subjects, are key for the sustainable development of the Route at all its levels.



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PILLARS OF COOPERATION

CYRIL AND METHODIUS



The Cyril and Methodius Route is working on becoming certified as a Cultural Route of the Council of Europe. The activities of the entire network of partners has, since the establishment of the association in 2013, contributed to the Cyril and Methodius Route becoming perceived as a priority project of the Cultural Route in the entire Danube Region. On the basis of communications with the European Institute of Cultural Routes, which helps with proposed new cultural routes up to the decision of the Council of Europe, the implementation of the route and monitors its long-term performance, there were four areas of the development of the Cyril and Methodius Route, which were not met in a sufficient degree in order to achieve sustainable development and to be certified as a Cultural Route of the Council of Europe.

Based on the recommendations of the European Institute of Cultural Routes, four main pillars have been defined, the construction of which is based on the partnership and cooperation of subjects at various levels of development.

■ Pillar 1

Thematic framework and identification of strategic localities

The selected theme of the Cyril and Methodius Route must be discernible in a unified international context geographic location, time-frame or connected through identity. It must primarily be deeply rooted in generally accepted European values as well as the principles of uniqueness and identification for Europe. The theme must have a scientific basis providing research, quality interpretation and presentation of the theme.

■ Pillar 3

Strategy and action plans of the Cyril and **Methodius Route**

Without a rational defined goal, strategy and procedures, its attainment cannot ensure sustainable development, which the management of the Cyril and Methodius Route aims to achieve at all levels. Creating knowledge about the base in the form of a good practice database and concurrently presenting this practice directly on location was the first step towards better cognition of the geographic location and inspiration for drawing up of a development strategy and action plans for the Cyril and Methodius Route

■ Pillar 2

Strengthening of the partnership network of the Cyril and Methodius Route

Operation of the Cyril and Methodius Route is built on the cooperation of subjects in the public and private sectors. The initial step is an analysis of the subjects on a local, regional, national and international level and the identification of the degree of their participation in the preparation and execution of development activities for the Cyril and Methodius Route. Through regular meetings with the subjects, the network is strengthened and opportunities are created for the execution of new projects.

■ Pillar 4

Targeted promotion

The thematic framework for the Cyril and Methodius Route was defined in 2018, the common and defining points are life, presence, work and the related tradition of the works of Saints Cyril and Methodius. The primary contribution of their works is the spreading of Christianity and the related development of social and political organisation. On the basis of this definition, a total of 48 localities have been identified on the Cyril and Methodius Route in the Moravian-Slovakia border region, which are presented in the form of a folding map and an online database.

PILLAR 1

THEMATIC FRAMEWORK AND IDENTIFICATION OF STRATEGIC LOCALITIES

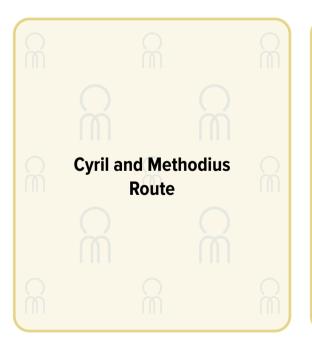


The theme is derived from the contents, i.e. from cultural sources of tangible and intangible heritage, which are studied by groups of multi-disciplinary experts and provide scientifically-backed interpretations of the individual themes.

TANGIBLE HERITAGE

Sacral buildings, statues, paintings, archaeological findings, archaeological sites and history parks — Slavic hillforts, museums, galleries, libraries and their cultural funds and exhibitions.

THEME



INTANGIBLE HERITAGE

Thoughts, ideas, art, symbolic and cognitive systems (language, writing system, speech). This includes, for example, the Slavic alphabet characters (Glagolitic script - creation of Saint Cyril, related to Cyrillic script and alphabet), Slavic languages and literature, liturgy, cultural and educational activities and programmes inspired by the legacy of the saints or the Christian tradition of Saints Cyril and Methodius.

MAIN THEME OF THE CYRIL **AND METHODIUS ROUTE**



Main theme of the Cyril and Methodius Route

The common and supporting point of the framework of the Cyril and Methodius Route are life, presence, work and the related tradition of the works of Saints Cyril and Methodius. As Pope John Paul II noted in his encyclical, "Their work is an outstanding contribution to the formation of the common Christian roots of Europe, roots which by their strength and vitality are one of the most solid points of reference, which no serious attempt to reconstruct in a new and relevant way the unity of the Continent can ignore" (Encyclical of Pope John Paul II, Slavorum apostoli, 2.6.1985).

The primary contribution of their works is the spreading of Christianity in Central and Eastern Europe (Moravia, Western Slovakia, Transdanubia). Related to this is the development of social and political organisation in the region (formation of Slavic principalities in Moravia, Western Slovakia, Transdanubia and East-Alpine Slavic principalities, formation of Great Moravia and its expansion under Svatopluk I). An integral part of their influence was the spreading of scholarship and culture.

The lives and works of St. Constantine-Cyril and St. Methodius form the foundational motif for searching out the cultural and spiritual identity of Southern, Eastern and Central Europe. They constitute the symbol of the fundamental values of European civilisation - education, Christianity and dialogue between religions, cultures and nations. The works of St. Constantine-Cyril and St. Methodius had the greatest effect on Slavic nations. Their influence was reflected not only in the times of

their presence, but also persisted and later played a major role in the creation of their national identity and the formation of nations. Their mission lasted many years and left its mark on the cultural heritage of Europe in the form of a new alphabet - the Glagolitic script, in the translations of key liturgical works into Old Church Slavonic, their own literary writings, approval of Old Church Slavonic as the fourth liturgical language, but also in the formation of a new independent archdiocese.

Sub-themes of the Cyril and Methodius Route

Faith and religion - constitutes a sub-theme that interconnects an extensive European geographical region where St. Constantine-Cyril and St. Methodius were active. It comprises of the east part of the coastline of the Black Sea and the Sea of Azov, which was the location of their first known mission; Byzantium as their place of birth, education and first activities; Central Danube region as the area of their main activity; eastern part of the Frankish Empire (Austria, Bavaria) as the place of imprisonment of St. Methodius; Eastern Alps region (today's Slovenia), northern part of today's Croatia and northern part of Italy, through which both trekked on their way to visit the pope in Rome, bringing him the remains of St. Clement and by means of which St. Methodius returned back to Great Moravia, but also today's North Macedonia and Bulgaria, where Methodius' students later worked after being banished from Great Moravia. On the other hand, faith represents a sub-theme connecting the east and west of Europe, and not through just the two large Christian denominations - the catholic and the orthodox but also through the protestant faith.

Education, culture and art as sub-themes are another defining point of the works of St. Constantine-Cyril and St. Methodius. It enables not only the geographical connection of the already-mentioned regions but also a connection in time. Cultural influence of both scholars and their works manifested themselves not only during the course of their lifetimes. Through the invention of the Glagolitic script, the translation of the gospels into Old Church Slavonic language and through their own works they lay the foundations for Slavonic literature. All Slavic nations in Central and Eastern Europe feel a bond to their works and their importance in the areas of education, culture and art are clearly evident there to this day. Their life and work are a source of inspiration for many literary, musical, artistic and cinematic works. Concurrently, they have provided the impulse to many scientific and educational activities and the motive for the activity of several scientific institutions.

Finding one's identity is an important part in the life of every individual but also of all nations. The sub-theme enables the search for identity and the harmony of regions and nations. It represents the search for discovering what makes the individual localities unique and characteristic as well as what they have in common. It enables the study of both the distinct as well as the common elements in the cultural roots of the individual regions, at the foundation of states, in traditions, customs, festive and everyday life, but also in trades or gastronomy.

STRATEGIC LOCALITIES OF THE CYRIL AND **METHODIUS ROUTE**



Defining strategic localities can be divided into three basic categories that relate to the influence of St. Constantine-Cyril and St. Methodius, i.e. are related to their works or to the tradition of Saints Cyril and Methodius.

In the first category we include archaeological historical locations (e.g. archaeological sites, history parks, hillforts of Great Moravia, etc.), i.e. localities which during the Great Moravia period had the role of administrative, political and church centres. They are directly related to their activities. This category also includes localities that are key trail hubs on the Cyril and Methodius Route. In Moravia these are: Břeclav – Pohansko, Mikulčice, Olomouc, agglomeration of Staré Město and Uherské Hradiště (note: although today they are two independent towns in the early medieval period they most probably constituted a single unique extensive agglomeration with various types of residential units – fortified settlements, monastery, unprotected settlements in the adjoining hinterlands) and Znojmo. In Slovakia, here we include Bratislava-Devín, Bratislava Castle, Nitra and Trenčín.

The second category consists of sacral sites and important pilgrimage locations connected to the tradition of Saints Cyril and Methodius. As a rule, these consists of smaller historical sites bound with the spreading of Christianity after the fall of the Great Moravian Empire. They include Romanesque churches, Benedictine monasteries and the most important pilgrimage destinations that were part of the development of the Christian tradition.

The third category comprises of other historical sites with a strong tradition of Saints Cyril and Methodius or of Great Moravia. There are for example localities of Modrá or Chotěbuz-Podobora, Rajhrad in Moravia and localities of Bojná, Svatý Jur, Trnava, etc. in Slovakia.



STRATEGIC LOCALITIES OF THE CYRIL AND METHODIUS ROUTE



ARCHAFOLOGICAL SITES

- Bíňa, Slovakia
- · Bojná-Valy, Slovakia
- Bratislava-Devín, castle grounds, Slovakia
- Bratislava Staré Mesto, castle high ground, Slovakia
- Brno-Líšeň, Staré Zámky, Czech Republic
- Břeclav, Pohansko, Czech Republic
- · Divinka, Veľký vrch, Slovakia
- · Ducové, Kostolec, Slovakia
- Hradec nad Moravicí, Czech Republic
- · Chotěbuz-Podobora, Czech Republic
- · Majcichov, Várhely (Valy, Hradište), Slovakia
- Mikulčice, Valy, Czech Republic
- Modrá, Czech Republic
- Mužla-Čenkov, Vilmakert and Orechový sad, Slovakia
- Nitra, Slovakia
- Olomouc, Czech Republic
- Osvětimany, Czech Republic
- Pobedim, Hradištia, Slovakia
- Pružina, Mesciská, Slovakia
- Rajhrad, Czech Republic
- Smolenice, Molpír, Slovakia
- Staré Město and Uherské Hradiště, Czech Republic
- Starý Tekov, Várheď (Várhegy), Slovakia
- Svätý Jur, Neštich, Slovakia
- Tlmače-Lipník, Festunok (Hrádze), Slovakia
- Trenčín, Trenčín Castle, Slovakia
- Vysoké Pole, Klášťov, Czech Republic
- Vyšný Kubín, Ostrá skala, Slovakia
- Znojmo, Czech Republic

■ SACRAL SITES AND PILGRIMAGE SITES

- · Bratislava-Devín, Slovakia
- Bratislava Staré Mesto, Slovakia
- · Hronský Beňadik, Slovakia
- · Kopčany, Church of Saint Margaret of Antioch, Slovakia
- Kostoľany pod Tribečom, St. George´s church, Slovakia
- · Křtiny, Czech Republic
- Marianka, Marianka Valley, Slovakia
- · Močenok, Slovakia
- Nitrianska Blatnica, St. George's Rotunda, Slovakia
- · Podbranč, part: Podzámok, Branč Castle, Slovakia
- Radhošť, Czech Republic
- Skalka nad Váhom, Veľká Skala, Slovakia
- Svatý Hostýn, Czech Republic
- Šaštín-Stráže, Slovakia
- Terchová, Slovakia
- Trnava, Slovakia
- Trstín-Hájíček, Slovakia
- · Velehrad, Czech Republic
- Žarošice, Czech Republic







PILLAR 2 | STRENGTHENING OF THE PARTNERSHIP NETWORK OF THE CYRIL AND METHODIUS ROUTE



STAKEHOLDERS ANALYSIS

WHO?

A stakeholder is a person, group or institution that will most likely be affected by a proposed decision (either positively or negatively) or which may affect the result of a decision.

WHY?

The goal is to identify key interest groups that will have the greatest influence on the development of the Cyril and Methodius Route on the international, cross-boarder, national, regional or local level.

HOW?

For the purposes of the stakeholder analysis, a methodology has been drawn up that describes the main aspects of the selected procedure for identifying relevant entities for their inclusion into the development activities of the Cyril and Methodius Route.

European institutions	Administration units	Non-profit organisations	Tourism organisations
Council of Europe (Committee of Ministers, European Institute of Cultural Routes, Enlarge Partial Agreement, etc.)		Respective non-governmental organisations	Destination management bodies (national, regional, district)
European Union (European Parliament, European Commission, Council of Europe, etc.) Regional administrative units (state, regions, districts, cities and municipalities)		Chambers of commerce	Tourism organisation associations, hotel and restaurant associations
Structural programmes of the EU (cross-border, international and inter-regional)	Development agencies	Unions of towns and municipalities, local action groups, micro-regions	Small- and medium-sized entrepreneurs
Other programmes for the support of tourism (COSME, Creative Europe, Erasmus+, etc.)		Research organisations, universities and educational institutions	Tourism offices and tourism operators
European tourism networks (NECSTouR, etc.)		Cultural institutions (museums, galleries, libraries, exhibition centres, etc.)	Guides, campsites, B&B
		Church organisations	Tourism dovolopment
		Civic associations	Tourism development agencies
		Volunteer associations	

Partners	What to expect from them	
Council of Europe, European Institute of Cultural Routes, Cultural Routed of the Council of Europe	Expert and methodological support for the establishment of thematic cultural routes leading to being certified as Cultural Route of the Council of Europe	
European Union, EU structural programmes, macro-regions	Financial and methodological support for the preparation and execution of projects on an international, transnational, cross-border, national, regional and local level	
UNESCO, ICOMOS	Support of international cooperation, for ensuring the protection, preservation and passing on of cultural and natural heritage to subsequent generations	
Ministries, Regions, Districts	Financial, strategic, project management, expert support (tourism, culture, education, regional development, GIS,)	
Towns and municipalities, unions of towns and municipalities	Financial, strategic, project management, expert support (tourism, culture, education, regional development, GIS,), relationship with local actors, knowledge of local environment (stakeholders)	
Local action groups (LAG)	Interconnect public and private sectors, project management, financial resources, create activities	
Scientific and research organisations university, archive, historical, social, archaeological, etc.	Provide scientific findings to the theme of a route Provide data for the evaluation of resources and attractions Provide interpretation and presentation	
Church organisations episcopal conference, episcopate, archdiocese, parishes, foundations	Provide historical findings to the theme of a route Provide public access to sacral historical sites Hold church events and pilgrimages	
Chambers of commerce	Provide opportunities and assistance in expanding business activities in international markets	
Historical site institutions (public-benefit corporations) museums, galleries, music, etc.	Provide high-quality scientific findings to the theme of a route Provide data for the evaluation of resources and attractions Provide interpretation and presentation	
Small-and medium-sized entrepreneurs service providers - accommodation providers and restaurateurs	Conclude contracts. Added value on the route, thematic value for various visitor segments (occasional thematic dinners, events, culinary exhibitions,)	
Travel agencies, tour operators	Provide goods and services on the route, thematically suitable for various visitor segments (e.g. for cyclists – offer BED & BIKE) Concluding agreements	
National tourism organisations, regional tourism organisations, district tourism organisations (DMO)	Provide assistance with the assessment of route resources for tourism purposes. Offer of packages organised for target groups (school children, students, specific groups: team building, foreign markets, archaeology lovers, artists) Contractual relationship	
Development agencies	Organisational support, project preparation, financing sources	
Local associations folklore, women, foundations	Participation in the establishment of activities and events and related structural content	
Artists, scientists, entrepreneurs	Participation in the establishment of activities and events and related structural content	
Teachers, tour guides and animators	Processing of content and interpretation for target educational groups, social groups,	





QUESTIONNAIRE SURVEY



Communicating with stakeholders is an essential for the operation of the Cyril and Methodius Route, Building marked trails of the Route and creating cultural tourism products directed at increasing the attractivity of walking tours and visits of archaeological historical sites of Great Moravia and sacral sites with a strong tradition of Saints Cyril and Methodius are some example of development activities on the Route. Four target groups have been identified on the local level, which need to be engaged in the building of trails and creation products. The survey was conducted via electronically-processed questionnaires that were prepared for each target group individually.

The primary objective of the questionnaire survey was to determine the facilities of the individual target groups, their level of engagement in the development of cultural tourism, organisation and implementation of projects, events and educational programmes, including the identification of opportunities and willingness for mutual cooperation in the preparation and implementation of tourism products for the Cyril and Methodius Route. The created questionnaire templates can be used for the creation of other products for the Route when other target groups are identified.

The general result of the questionnaire survey is based on a very low awareness of the existence and activities performed for the creation of the Cyril and Methodius Route. The questionnaires were filled out by entities from the target groups that are already cooperating or are in some way engaged in the activities of the Route. One of the positive results is the willingness of service providers to provide tourists with certain types of discounts on accommodation or meals in the event that specific conditions of cooperation and operation are defined. The tourist infrastructure of municipalities in terms of constructed cycle paths and cycle routes, nature trails as well as parking places, is at a satisfactory level. Municipality mayors warned about insufficient accommodation capacities in their municipalities and consider as positive the hospitality, personal and friendly approach of the people in their municipalities, and likewise the attractivity of the nature, historical sites and points of interest in their municipalities. Cultural facilities and administrators / owners of historical sites see the primary benefit of cooperation with the Cyril and Methodius Route Cultural facilities and administrators / owners of historical sites expect from the cooperation with the Cyril and Methodius Route to be promoted and presented in information materials in printed and electronic form.

Target groups	Theme of questionnaire	
Parishes	 church / cultural events Cyril and Methodius traditions / events services provided for tourists engagement in cultural tourism willingness to participate in activities of the Cyril and Methodius Route preferred form of cooperation 	
Municipalities	 civic amenities, transport accessibility, leisure facilities tourist and natural attractions accommodation and food facilities priorities and barriers to cultural tourism development willingness to participate in activities of the Cyril and Methodius Route preferred form of cooperation 	
Cultural facilities and administrators / owners of historical sites	 capacity, visitor numbers, provided services tourist points of interest, Cyril and Methodius traditions / events engagement in cultural tourism willingness to participate in activities of the Cyril and Methodius Route preferred form of cooperation 	
Service providers	 provided services, capacities engagement in (cultural) tourism willingness to participate in activities of the Cyril and Methodius Route preferred form of cooperation 	

Strengths	Opportunities	
Quality of civic amenities in the municipalities along the trails of the Route	Positive assessment of the idea of the Cyril and Methodius Route	
Sufficient accommodation and gastronomic capacities in the municipalities along the Cyril and Methodius Route	Willingness to engage in the activities of the Cyril and Methodius Route across all stakeholder groups	
Good facilities and level of provided services within the scope of cultural institutions and their surroundings	Cyril and Methodius Route support in the form of distribution of promotional materials	
Awareness and importance of (cultural) tourism for the municipalities, historical sites, region	High degree of expectation in receiving support from the Cyril and Methodius Route towards the stakeholders (promotion, increase in tourist numbers, benefit for the region, municipalities and individual entities)	
Positive experience with participation in established "certified" services / networks / projects at the local and wider level	Awareness of the Cyril and Methodius tradition in the location / region	
Experience with active participation in cultural tourism activities	Willingness to support cultural tourism as such (accommodation, discounts on services / products)	
Dense transport network		
Satisfactory proximity of transport hubs		
Good condition of parts of historical sites		
Weaknesses	Recommendations	
Low response rate — approx. 30 %	A higher degree of promotion required from the entities establishing the Cyril and Methodius Route (preferred channels: email newsletters, personal visits of representatives of the Cyril and Methodius Route)	
The Cyril and Methodius Route generally lacks interest from the stakeholders as a whole	Clear and unambiguous definition of the mission of the Cyril and Methodius Route and its benefit for the stakeholders	
Higher expectations from the Cyril and Methodius Route relative to willingness to actively participate in activities	Building an image of a reliable entity, particularly amongst church institutions and cultural centres / historical	
Insufficient level of presentation of historical sites	Utilisation of a positive approach and openness to the stakeholders with the objective of increasing and widening their engagement in the activities of the Cyril and Methodius Route	
Historical sites are partially in an unsatisfactory condition	Dissemination of examples of good practice amongst "undecided" entities	

PILLAR 3 STRATEGY AND ACTION PLANS OF THE CYRIL AND METHODIUS



SHARING AND TRANSFERING KNOW-HOW

For the needs of the Cyril and Methodius Route, a knowledge platform was created that contains good practice of sustainable development of cultural tourism (e.g. retaining and providing access to valuable historical and cultural heritage, utilisation of ICT technology, implementation of marketing tools, etc.) and management. Identified good practices are processed in order to inform about what needs to be performed, provided, at what financial cost and with what kind of cooperation to enable the implementation of this practice.

WHAT WAS THE ACTUAL PROCEDURE?

Drawing up a standard form of good practice for ensuring a uniform approach for collecting information

Selection and implementation of good practice in the area of cultural tourism development and management

Creating an online database of good practice containing the drawn up form including documentation that is freely downloadable

Carring out study visit, where selected good practices were presented

■ IDENTIFIED GOOD PRACTICES

- Velehrad Quest, Veligrad Quest
- Trail marking methodology and graphic design manual for the Cyril and Methodius Route
- · Project Open Gates
- · Cooperation agreement for the marking, renewal and maintenance of pilgrimage trails of the Cyril and Methodius Route in the Czech Republic
- · Pilarim house
- Building the infrastructure of pilgrim houses for the needs of religious-cultural tourism
- Building the transport infrastructure for the needs of establishing a joint archaeological park in Mikulčice – Kopčany
- International cooperation of academic institutions related to the Cyril and Methodius legacy
- Historical sites of the Cyril and Methodius legacy through a photo lens (thematic monography)
- · Discover the life of Great Moravia
- · Wanderings with a spiritual dimension, Slovakia Region
- Weeks in Great Moravia educational programme for primary schools
- Nitra, dear Nitra... Pribina and Saints Cyril and Methodius festival
- · Encounter with Great Moravia
- Script for the Encounter with Great Moravia workshop
- · Saints Cyril and Methodius Festival in Bojná
- In the footsteps of Saints Cyril and Methodius from Drazovce via Zobor to Nitra
- Multimedia teaching aid in an internet historical environment "Slavs and Europe in the early medieval period" for high schools
- · Wandering along the trail of the Solun Brothers from Močenok to Nitra Castle within the scope of the national festival of the Gorazdův Močenok Christian Theatre
- · Bicycle-pilgrimage from Močenok to the National Cyril and Methodius Pilgrimage to Nitra to Nitra
- · Online mobile application Story map "Thematic Cyril and Methodius Route"
- · Glagolitic Academy
- Recommended methodological procedure for creating strategic tourism documents
- · Tourism product creation manual
- The Moravian Karst House of Nature (DPMK) certified tourist information centre
- Meeting in the central part of the Karst Slavs at Stará huť (the old smelting works)

GOOD PRACTICE DATABASE



All documented good practices, managerial tools and other relevant directives and manuals form a database that is the knowledge base platform of the Cyril and Methodius Route. The database is ready to be expanded by new best practices and tools according to a defined procedure. The database can be considered as inspiration for the preparation of development activities of the Cyril and Methodius Route.

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PARTNERSHIP CMR | 17

STUDY TOUR | NITRA REGION





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STUDY TOUR | ZLÍN REGION





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LOGICAL FRAMEWORK FOR THE SUCCESSFUL CERTIFICATION OF THE CYRIL AND METHODIUS ROUTE



CULTURAL ROUTE OF THE COUNCIL OF EUROPE CERTIFICATION

NETWORK

■ 1A

Membership base

The network must specify the main initiators, participants and other partners forming a network from various member states and identify other partnership organisations on the international level with whom it is interested in cooperating on development activities.

The network must encompass at least three member states in all or in parts of its "projects" irrespective of whether they are financed from internal or external (subsidy) sources.

THEME

■ 2A

Story of the cultural identity of Slavic nations

Story of Saints Cyril and Methodius that continues to this day is a story of the cultural identity of the Slavs, thus a story of a large part of Europe. The contribution of the mission to the Slavic language and literature cannot be separated from the contributions to the building of Christian cultural identity.

Based on the recommendations of the European Institute of Cultural Routes, the Cyril and Methodius Route should build primarily on the topic of pilgrimage, but present itself as a cultural route.

The thematic framework of the Route must achieve international consensus of all the member states included in the network of the Cvril and Methodius Route.

■ 2B

Physical historical/ pilgrimage route

2C

Virtual route with a specific theme

CULTURAL HERITAGE

■ 3A

Tangible heritage

Identification of interest localities derived from the defined theme: archaeological sites, archaeological history parks, sacral buildings and pilgrimage localities with a strong Cyril and Methodius tradition, etc.

■ 3B

Intangible heritage

Slavic languages, literature, liturgy, Glagolitic script, traditions, folklore, etc. MULTI-YEAR
DEVELOPMENT PLAN

■ 4A

Visions/goals

■ 4B

Development areas

- Cooperation in research and development
- Enhancement of memory, history and European heritage
- Cultural and educational exchanges for young Europeans
- Contemporary cultural and artistic practice
- Cultural tourism and sustainable cultural development

4C

Actors

Identification of all entities from whom the implementation of each specific activity with the framework of development areas is expected

4D

Calculations and financing

Calculations of financial costs and identification of financial sources for the implementation of activities BRAND

■ 5A

Branding

- Clear understanding of the basic identity and values of the brand
- Logo manual for the brand with instructions for its use.
- Strategy of a brand for internal and external use
- Rich combination of graphical components that highlight the importance of each one

Strategic section	Area of activity	Measures
1. Establishing a European network	1.1 Regional presence of the ECRCM association and cooperation	1.1.1 Create conditions for the membership of self-governments, non-profit entities and business entities, which by means of their attractivity and offering will support the development of the Cyril and Methodius Route
		1.1.2 Commence active recruitment of new members for the ECRCM association from the private sector, self-governments and the service sector
		1.1.3 Intensify cooperation with members and focus it on specific development projects
	1.2 Service to members of the ECRCM association	1.2.1 Clearly define the priorities of the association activities for each year in relation to the conceptual documents of the association and approve members of the Route
		1.2.2 Formulate a motivational offer of member (and non-member) benefits and regularly expand it via new opportunities
		1.2.3 Expand the human resource capacities of the ECRCM association in line with the growth of the membership base
		1.2.4 Reassess and create a proposal of a sustainable model of the international association (establishment of national coordinators of the ECRCM association – change of organisational structure)
	1.3 Public relations (PR) of the ECRCM	1.3.1 Implement regular meetings with partners
		1.3.2 Maintain a database of members and other partners and to publish a regular newsletter about the activities of the ECRCM association
	association	1.3.3 Build a positive relationship of the public to the Cyril and Methodius Route
	2.1 Thematic and territorial definition	2.1.1 Define the priority of the thematic focus of the Cyril and Methodius Route — dominant theme is set by the cultural heritage and relationship with other sub-themes
		2.1.2 Define the meaning of the theme in the history of European countries and civilisation and its significance for the present in a context of the cultural values of the Council of Europe
2. Definition of		2.1.3 Define the European origin of the theme and common values that increase understanding of the European cultural concept
a European	2.2 Support of the Scientific Committee	2.2.1 Reassess the present composition of the members of the Scientific Committee – members only experts from the academic sphere (archaeology, history, Slavic studies, etc.)
theme		2.2.2 Define main and principal annual "theme" of the Cyril and Methodius Route three years in advance that will the subject of research
		2.2.3 Contribute to the ECRCM association towards successful certification by the Council of Europe and subsequently fulfil the obligations arising from it
	2.3 Scientific studies	2.3.1 Justify the potential of the Cyril and Methodius Route as a perspective international cultural tourism product based on the heritage of Saints Cyril and Methodius and the early medieval period
	24 Tananihla alamanda	3.1.1 Clearly define the components of tangible heritage of the Cyril and Methodius Route (monumental and physical cultural remains)
	3.1 Tangible elements	3.1.2 Create a list of cultural historical sites of the Cyril and Methodius Route
3. Identification	2.2 later eible elemente	3.2.1 Clearly define the components of intangible heritage of the Cyril and Methodius Route (traditional knowledge, local customs and cultural industries)
of tangible and	3.2 Intangible elements	3.2.2 Create a list of the intangible heritage of the Cyril and Methodius Route
intangible heritage	3.3 Strategic localities	3.3.1 Identify other strategic localities of the Cyril and Methodius Route divided for example into archaeological / medieval, sacral and other historical sites
nemage		3.3.2 Presentation of the strategic localities of the Cyril and Methodius Route
		3.3.3 Create an information service for the strategic localities of the Cyril and Methodius Route

Strategic section	Area of activity	Measures
		4.1.1 Create working group / project teams working with cooperation in research and development
		4.1.2 Support of research in the area of archaeology, history, architecture and cultural heritage
	4.1 Cooperation in research and development	4.1.3 Support the organisation of expert scientific events relating to the study of heritage, namely the heritage of Saints Cyril and Methodius, workshops about structural elements of architectural heritage, analysis of the cultural-historical environments in the regions as preparation for other activities on the Route
		4.1.4 Support the writing of scientific publications and research papers focused on the impact of the mission of Saints Cyril and Methodius on the regions and nations and on the creation of their identity
		4.1.5 Organise study visits to enable members and even candidates to get to know each other and to share know-how and experience, to make contacts and opportunities for making contacts
	4.2 Enhancement of memory, history and European heritage	4.2.1 Create working group / project teams working with strengthening awareness, history and European cultural heritage
		4.2.2 Manage and support projects focused on the restoration and protection of cultural, religious, archaeological and historical sites
		4.2.3 Identify elements of cultural heritage (e.g. in dance, traditional music, religious festivals, clothing, architecture, etc.)
		4.3.1 Interconnect the networks of educational institutions supporting the mobility of European youth, namely high schools, universities and possibly also other educational and scientific institutions
	4.3 Cultural and educational	4.3.2 Support the development of informal education, cultural and educational activities
	oxchanges for young Europeans	4.3.3 Create offers for European youth
4. Coordination of		4.4.1 Create working group / project teams working with current cultural and artistic practices
joint activities in five development areas	4.4 Contemporary cultural and artistic practice	4.4.2 Support artistic projects that are intended to create a stronger bond between heritage and current culture, whether belonging to the visual arts, theatrical arts, creative trades, architecture, literature or any other forms of cultural expression
development areas		4.4.3 Establish pan-European cultural dialogue via the sharing of experience and knowledge of the artistic expression by means of study visits, permanent and mobile exhibitions
		4.4.4 Support modern, contemporary art and its utilisation for the interpretation of historical sources to the modern audience
	4.5 Cultural tourism and sustainable cultural development	4.5.1 Create working group / project teams working with cultural tourism and the substantial development of culture
		4.5.2 Propose and mark out inter-regional trails to enable tourists to discover locations connected with the history and heritage of Saints Cyril and Methodius
		4.5.3 Identify specific locations, destinations and cultural locations and passportise the infrastructure of services and accessibility
		4.5.4 Support and network producers of local (gastronomic and trades) products along the tracks
		4.5.5 Engage travel organisations and agencies into the creation of products for cultural tourism on the Cyril and Methodius Route at various levels of development
		4.5.6 Create a system for operating and introducing Route passports and memory certificates along the marked trails of the Cyril and Methodius Route in cooperation with selected contact locations (information centres, visitor centres, etc.)
		4.5.7 Strengthen the identity of the brand of the Cyril and Methodius Route
		4.5.8 Create a special tourist website for presenting the created tourism products of the Cyril and Methodius Route
		4.5.9 Communicate the Cyril and Methodius Route using modern marketing tools and engaging "storytelling"
		4.5.10 Produce an image video and short product and segmentation videos for online promotion
	54.0	5.1.1 Members and partners of the Cyril and Methodius Route utilise the rules for work with the logo (logo manual) in their communications materials
5. Joint visibility of the	5.1 Brand	5.1.2 The logo manual is published in all the language mutations of the participating European states in the Cyril and Methodius Route
Route	5044	5.21 Create a manual for the uniform physical marking of the trails, tourist localities, cultural locations, historical buildings and locations connected with the Cyril and Methodius Route
	5.2 Markings	5.2.2 Create a standardised handbook for the uniform publication of printed materials, information panels, etc.

MARKETING COMMUNICATION – TRAIL OF THE CYRIL AND METHODIUS ROUTE

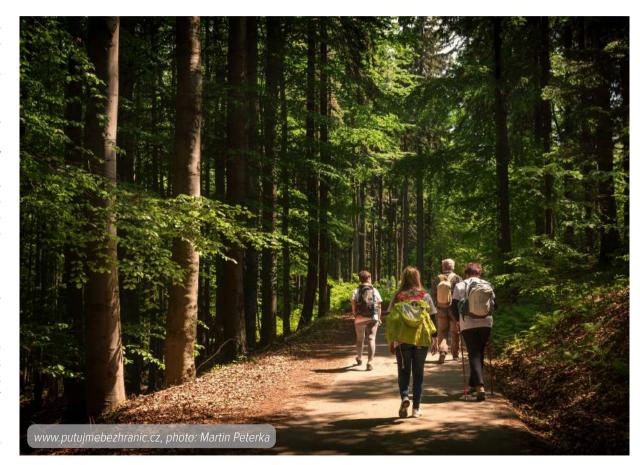


Vision:

The Route in the footsteps of Cyril and Methodius is a successful European trail visited by thousands of travellers, pilgrims and tourists. The project in the Czech Republic and Slovakia is the first phase of a European project.

In the nearest period 2019/2020 the activities focus namely primarily on placing solid foundations; activities in later years (2020–2024) will already be building on these foundations. The following development will, likewise, depend on the cooperation with members and other partners of the association, namely with respect to the stable financing of the development of the Route outside ad-hoc project calls.

In the first period, it is necessary to produce and test basic offers of pilot products without participation of tour operators and to establish a firm order in international management in the uniform marking of trails and creation of products. It is necessary to improve the quality of communications directed into the framework of partner networks and communications directed at visitors. Only after mastering these tasks is it possible in the second phase to commence marketing pilot products, completing the product offering and to prepare targeted marketing communications.



TOOLS FOR DRAWING UP ACTION PLANS (METHODOLOGY/TEMPLATE)









Trails of the CM Route



Strategic part

Part A

deals with the aspects "select, document and evaluate"

- **A1.** Geographical definition
- A2. "Thematic" geographical definition
- **A3.** Overview of initiators / stakeholders
- **A4.** Analysis of the tourism offering
- A5. Analysis of tourism demand
- **A6.** SWOT analysis

Part B

deals with the aspects "define and passportise" the trail/s

- **B1.** Identification/marking-out trails
- **B2.** Identification of localities

Part C

deals with the aspects "propose and phase"

- **C1.** Goals and strategies
- C2. Planning

ACTION PLANS OF THE CYRIL AND METHODIUS ROUTE

- SELF-GOVERNING REGION OF TRNAVA

Theme/geographical definition

The monitored region primarily spreads out across the districts of Trnava, Skalica, Senica, Hlohovec, Piešťany and Galanta with substantial potential for the utilisation the tourism and cultural potential of the Self-governing Region of Trnava. The natural riches comprise of the Záhoří region, the Little Carpathians, the basins of important waterways and waterworks.

The central concept of the thematic framework of the Cyril and Methodius Route is the life, presence and legacy of Saints Cyril and Methodius, and the associated spreading of scholarship, religion, culture as well as the development of social and political organisation in the respective regions.

The Cyril and Methodius Route opens up the potential for forming significant sub-themes:

1. Faith and religion

Pilgrimages bearing the legacy of the missionaries as well as traditions originating in Christianity, strategic localities in the monitored region.

2. Education, culture and art

Historical localities, primarily, resp. secondarily, related to the Great Moravian period and its traditions

(Church of Saint Margaret of Antioch in Kopčany, Ducové-Kostolec. Smolenice – hillfort Molpír, Maicichov – hillfort, Branč Castle, Our Lady of Sorrows Church in Šaštín-Stráže, Saint Nicolas Church in Trnava, Trstín-Hájiček) and memorial locations (rooms, parishes, parental homes) of national revivalists, who drew inspiration from the tradition of Great Moravia. and Cyril and Methodius that can be visited: Jozef Miloslav Hurban (Hluboké), František Víťazoslav Sasinek (Skalica), Ján Hollý (Borský Mikuláš, Dobrá Voda), Juraj Fándly (Naháč), Ivan Krasko (Piešťany), Ján Palárik (Majcichov).

3. Searching for identity

Historical research, study of historical elements of the region with the objective of elucidating the significance of hillforts, legacies of tradition, trades and crafts, architecture and lifestyles in the Great Moravia period: manors (Kopčany - Mikulčice), power centres (Ducové-Kostolec), defence and economical function (Brodské-Veleš, Maicichov, Moravany, Podbranč - Old Castle, Prašník - Fajnorov Courtvard. Smolenice – hillfort Molpír, Châteaux Hlohovec), supplementary authentic exhibits found in local and regional museums.

Cooperation

The project reacts to the need to implement a sys-

tematic approach to the development of the Cyril and Methodius Route with focus on key cooperation with experts from the public and private sectors: entities of regional and local self-governments, tourism organisations (Oblastná organizácia cestovného ruchu, Krajská organizácia cestovného ruchu, etc.), research institutions, cultural institutions (museums, galleries, etc.), educational institutions (universities, schools, enlightenment centres), entities developing free-time activities for the public (umbrella organisations for tourists and bicycle-tourists), parish offices and church communities, service providers.



Trails / points of interests



■ 1a)

Kopčany – Holíč – Skalica – Podbranč, Majer (option of connecting to the South Moravian Region),

points of interests in the TTSK region: Church of Saint Margaret of Antioch in Kopčany, Rotunda of Saint George in Skalica, Châteaux Holíč,

■ 1b)

Kopčany – Gbely – Šaštín-Stráže – Senica – Podbranč, Majer, points of interests in the TTSK region: Our Lady of Sorrows Church in Šaštín-Stráže, Church of Saints Cyril and Methodius

■ 1c)

in Senica.

Kopčany – Holíč – Radošovce – Senica,

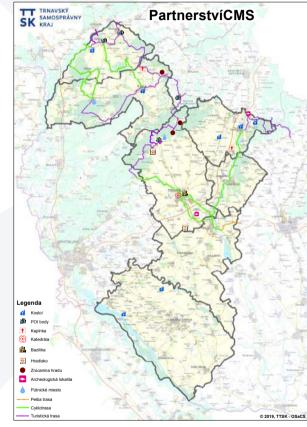
2

Podbranč, Majer – Brezová pod Bradlom – Dobrá Voda – Trstín – Doľany (option of connecting to the Bratislava and Trenčín Self-governing Regions),

points of interests in the TTSK region: Branč Castle, Dobrá Voda Castle, Katarínka monastery, Trstín-Hájiček, Smolenice – hillfort Molpír,

PLANNED ACTIVITIES

- Creating a network of partners,
- monitoring objects of tangible and intangible heritage,
- support of the creation of cultural tourism products,
- promotion and marketing of cultural heritage,
- increase awareness of the spiritual and historic legacy of Saints Cyril and Methodius



3

Dol'any – Trnava – Šúrovce – Hlohovec – Piešťany (option of connecting to the Nitra Self-governing Region),

points of interests in the TTSK region: Saint Nicolas Church in Trnava, hillfort Majcichov, Chapel of Saints Cyril and Methodius in Drahovce, Church of Saints Cyril and Methodius in Piešťany,

4

Piešťany – Ducové – Bojná (option of connecting to the Trenčín and Nitra Self-governing Region), points of interests in the TTSK region: Ducové-Kostolec.

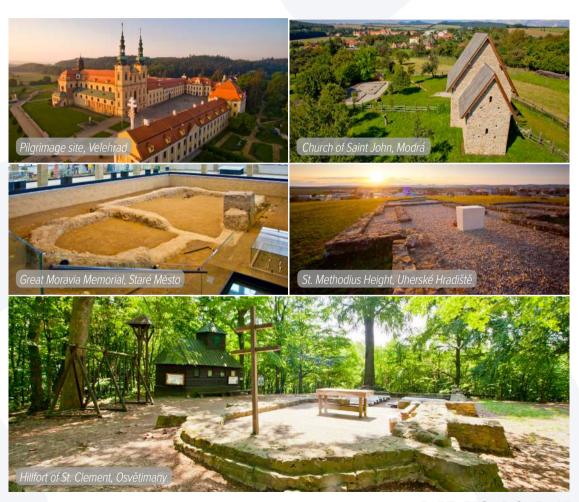
ACTION PLANS OF THE CYRIL AND METHODIUS ROUTE

- LAG BUCHLOV



The region of South-eastern Moravia is filled with sunny fertile plains following with the flow of the Morava River, guarded from the east by the ridges of the White Carpathian Mountains and from the west enclosed by the Chřiby forests. A landscape where the people give it its character, filled with beautiful nature, traditions and customs. The wide Lower Morava Valley in the vicinity of the Morava river has, due to its positive climatic conditions, been inhabited since the last ice age. At the end of antiquity, in the 6th and 9th centuries, the Morava Valley region became the centre of Slavic settlement of the Great Moravian Empire, through which important trade routes led to the Mediterranean

The goal of the action plan is to implement a systematic approach to the development of the Cyril and Methodius Route as the fundamental prerequisite for the smooth operation of the European cultural route, which will lead to the sustainable development of this plan. The foundation will consist of cooperation between partners and multi-disciplinary experts combined with the participation of local residents as well as organisations from the public and private sectors, whose priority will be the support of commerce, investments and development of tourism in the given locality. This encompasses not only the project "Partnerships and active institutional networks of the Cyril and Methodius Route in the Moravian-Slovak border region" but also other entities that have an interest in development activities in the given region. When the project is completed, the LAG (local action group) will continue to focus its activities on developing cooperation between partners both in the Moravian-Slovak border region as well as in other countries that claim part in the tradition of Saints Cyril and Methodius.



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Trails / points of interests

■ Trail A

St. Methodius Height (Uherské Hradiště) – Velehrad

Trail: Uherské Hradiště – Staré Město – Modrá – Velehrad

The trail is suitable for pedestrian and bicycle tourism / difficulty: low / lenath of trail: 10 km

Trail B

Hillfort of St. Clement (Osvětimany) - Velehrad

Trail: Hillfort of St. Clement – Pod Kazatelnou – Na Pile – Pod Holým kopcem – Buchlov Castle – Pod Břesteckou skalou – Břestek/Chabaně – Velehrad

The trail is suitable for pedestrian and bicycle tourism / difficulty: medium / length of trail: 18 km

Points of interests:

Velehrad – Basilica of Ascension of Virgin Mary and St. Cyril and Methodius – the most important pilgrimage location in the Czech Republic, **underground of basilica with lapidary and exhibition** "Martyrium – witnesses of faith in the 20th century" with golden rose, which was given to the basilica by John Paul II, **Church of the Epiphany,** also known as Cyrilka.

Staré Město – Museum of Moravian Slovakia – national cultural historical site – situated in the location "Na Valách" was built on the foundations of a cemetery church from the 9th Century, **archaeological locality "Na Špitálkách" –** national cultural historical site – renovated foundation layout of a mid-9th-century church from the Great Moravia period, in the vicinity of which a burial site was uncovered.

Osvětimany – Hillfort of St. Clement – national cultural historical site – Great Moravia hillfort with exposed foundations of a dominant church building, one of the oldest pilgrimage localities in the Czech Republic.

Modrá – archaeological locality "Na Díle" – national cultural historical site – remains of a church established by missionaries in 3rd and 4th decades of the 9th century during the Great Moravian period, **Church of St. John –** a hypothetical replica of a church from the Great Moravian period in the 9th century, the foundations of which were uncovered in its direct vicinity, **Archaeological Open-Air Museum –** presents a reconstruction of a Great Moravian fortified settlement in central Moravia from the 9th century.

Uherské Hradiště – archaeological locality "St. Methodius Height" – national cultural historical site – remains of an important set of church buildings from the turn of the 9th century in the Great Moravian period, **Centre for Slavonic Archaeology – Moravian Museum –** permanent exhibition of St. Cyril and Methodius and the beginning of Christianity in Moravia.



PLANNED ACTIVITIES

- Build awareness, media publicity and support for the building of facilities on the Cyril and Methodius Route that connects five principal locations: Uherské Hradiště, Staré Město, Modrá, Velehrad, Osvětimany,
- create supplementary tourist trail circuits and support in creating new activities on trails and circuits in the Chřiby ranges and foothills.
- participate in the organisation of cultural, social, historical and educational events related to the theme of Saints Cyril and Methodius.
- support activities related to increasing awareness about the traditions of the Saints Cyril and Methodius and Great Moravia in the form of programmes focused on bringing up children and youth.
- participate in the preparation of development projects in the region,
- create a methodology for developing product packages,
- support and consultation in creating product packages,
- increase awareness about the legacy of Saints Cyril and Methodius via the internet, social networks, media, presentations at trade shows and tourism exhibitions,
- · monitor subsidy titles,
- consulting activity and project advisory services to aid development and improve the quality of tourist infrastructure.

ACTION PLANS OF THE CYRIL AND METHODIUS ROUTE

- SELF-GOVERNING REGION OF NITRA



Theme / geographical definition

The area of today's Nitra Region and its centre, the ancient city of Nitra, have played an exceptionally significant role in the history of the Slovak nation and Slovakia, its culture and education.

The Nitra Region is significant as an agricultural, economic and cultural region with remarkable historical sites and outstanding prerequisites for the development of tourism. It is rich in natural beauty, culturally-historic and spiritual heritage, with exceptionally good prerequisites for further development of culture and cultural sophistication.

Localities with a bond to the tradition of Saints Cyril and Methodius and Great Moravia are found in the districts of Nitra, Topoľčany, Nové Zámky and Komárno, and together with the natural treasure of the inland delta of the Danube, they have significant potential for utilisation for the benefit of the development of cultural and pilgrimage tourism in the Nitra Self-governing Region.

The Nitra Self-governing Region will focus primarily on:

- · Caring for the trail of the route passing through the region and maintenance of its markings,
- marking of historical sites, memorial locations and strategic localities and the maintenance of these markings,
- creation and continuous expansion of the network of partners with a relationship to the theme of the Route.
- providing support to activities that reinvigorate historical sites, memorial locations and strategic localities related to the theme of the Route.
- determining methods for financing maintenance and providing access to historical sites, memorial locations and strategic localities as

well as carrying out activities leading to their reinvigoration,

· creating continuous publicity about the Route in the media, promoting and marketing it as a tourist and pilgrimage product in the region in cooperation with other entities building also other cultural and pilgrimage routes passing through the Nitra Self-governing Region.

The Nitra Self-governing Region will primarily support:

- Pilarimages, fairs and liturgical festivals held at pilarimage localities bearing the legacy of the missionaries as well as traditions originating in Christianity,
- · strategic localities in the monitored region,
- historical localities, primarily, resp. secondarily, related to the Great Moravia period and its traditions (Nitra, Bojná, Nitrianska Blatnica, Bíňa, Štúrovo, Mužla, Komárno, Nové Zámky, Močenok),
- activities in localities in the Nitra Self-governing Region such as for example professional seminars and conferences focused on the heritage of Saints Cyril and Methodius and its meaning in the pres-

ent day, the Festival of Saints Cyril and Methodius in Nitra, Bojná or Komárno, tourist-educational fairs and pilgrimage events, museum and archaeological exhibitions in Nitra and Bojná, Levice, Topolčany, Nové Zámky, historical festivals of early medieval life, Christian theatre festivals and concerts in Nitra, Močenok, Bojná),

· historical research, study of historical elements of the region with the objective of elucidating the significance of hillforts, centres of power, manors, legacies of tradition, trades and crafts, architecture and lifestyles in the Great Moravian period utilising authentic exhibits located in local and region museums in Nitra, Bojná, Komárno, Nové Zámky, Levice, Topolčany.

Cooperation

The Nitra Self-governing Region focuses on key cooperation with experts from the public and private sectors:

- · Entities of regional and local self-governments (cities, municipalities),
- · tourism organisations (Nitra Tourist Board, Krajská organizácia cestovního ruchu),
- · research institutions (Archaeological Institute SAS),
- cultural institutions (theatres, museums, galleries),
- educational institutions (universities, schools, enlightenment centres),
- entities developing activities for leisure-time enjoyment of the populace (organisations for tourists, bicycle tourists, interest associations, cultural associations, theatres, museums, enlightenment centres),
- service providers in the areas of gastronomy, hotel industry, relaxation, culture and entertainment.



Trails / points of interests



■ Trail A: Pedestrian, bicycle, car, bus, train

East

Bojná - Topoľčany - Nitra-Dražovce - Nitra - Kostoľany pod Tribečom - Hronský Beňadik - Levice - Bíňa - Štúrovo - Mužla - Komárno

■ Trail B: Pedestrian, bicycle, car, bus, train

West

Bojná - Nitrianska Blatnica - Biskupová - Nitra-Dražovce - Nitra - Močenok - Nové Zámky - Komárno

■ Circuit 1: Pedestrian, bicycle, car, bus, train

North

Nitra - Nitra-Dražovce - Oponice - Topoľčany - Bojná - Nitrianska Blatnica - Biskupová - Nitra-Dražovce - Nitra

■ Circuit 2: Pedestrian, bicycle, car, bus, train

Centre

Nitra - Nitra-Zobor - Kostoľany pod Tribečom - Topoľčianky - Hronský Beňadik - Tlmače - Levice - Horný Pial - Šurany (Nitriansky Hrádok) - Močenok - Nitra

■ Circuit 3: Pedestrian, bicycle, car, bus, train

South

Komárno - Nové Zámky - Šurany-Nitriansky Hrádok - Bíňa - Štúrovo - Mužla - Komárno



PLANNED ACTIVITIES

- Analysis of all subsidy titles.
- creation of a network of partners and project teams.
- preparation and creation of development projects,
- consulting activities and project advisory,
- creation of action plans.
- monitoring objects of tangible and intangible heritage.
- physical marking of strategic localities and objects,
- restoration of archaeological localities, construction of new and expansion of existing archaeological parks,
- development and restoration of infrastructure.
- creation of an events calendar, publication of articles in magazines.
- organisation of festivals, historical events, musical concerts, mobile exhibitions, presentations of trades, gastronomy,
- creation of itineraries, passportisation and documentation of trails,
- creation of cultural tourism products,
- presentation of the Cyril and Methodius Route, press releases, websites, promotion and marketing of cultural heritage.
- increasing awareness of spiritual and historic legacy of Saints Cyril and Methodius in the media, on the internet, on social networks, in thematic printed materials.

ACTION PLANS OF THE CYRIL AND METHODIUS ROUTE

SLOVAK HOUSE OF CENTROPE

Starting points: produced structured database

- Complex perspective of the available offering in the region,
- living library, utilised by entities responsible for building and maintaining the cultural route.

Strategic goal: achieve cultural cooperation of partners and stakeholders in the required development areas

The determining factors for creation of the database were:

- 1. Its structure is determined by the purpose of its utilisation,
- 2. the content range of the database is subordinated to the geographical criteria it captures the necessary information along the trail of the cultural route and its neighbouring regions,
- the attractivity of the trail requires including among the places of interest also other attractions that do not directly relate to the main theme but by their significance provide an enriching element for the visitor

The Slovak House of Centrope as the coordinator of the development of the cultural route in the Bratislava Region, will focus in the subsequent development process, in cooperation with the stakeholders, namely on the coordination of joint activities in five development areas.

1. Cooperation in research and development

Operational goal: transfer current scientific findings into the subse-

quent development of the CM Route and stimulate inter-disciplinary research amongst the members and the partner network.

Scientific workshops and projects (options).

Scientific studies elucidating truthful information based on historical and archaeological facts.

Scientific seminars and conferences dealing with, for example, religious, ecumenical, educational, cultural or legal impacts of the mission of Saints Cyril and Methodius on history and the present day.

Cataloguing localities of Saints Cyril and Methodius and the early medieval heritage and historical and biographical sources of CM heritage in the Bratislava Region.





Engagement of entities: Slovak National Museum, Museum of the City of Bratislava, The Monuments Board of the Slovak Republic, Small Carpathian Museum in Pezinok, universities.

2. Enhancement of memory, history and European heritage

<u>Project proposals for the protection and renovation of historical sites:</u>

Restoration of archaeological localities – increase intensity of research work on the hillfort in Neštich and popularise the gained scientific findings about the historic significance of the locality by building an exhibition directly on location.

- Assess the possibility of creating an archaeological museum utilising traditional trades and materials somewhere in the Bratislava Region (Devín, Svätý Jur, Modra),
- develop and restore infrastructure improve access and quality of services for visitors of Devín Castle – construction of a new information centre.

Support of cultural heritage - overview of possible activities:

- Events calendar in the Region (full-year) supporting TC,
- organisation of new events (concerts, festivals, theatrical performances, trades and crafts markets, ...),
- networking and promotion of the individual events across Slovak regions (joint visibility),
- events e-newsletter (once per year).

3. Cultural and educational exchanges for young Europeans

- Interconnect the networks of educational institutions supporting the mobility of European youth, namely high schools, universities and possibly also other educational and scientific institutions.
- support the development of informal education, cultural and educational activities.

Overview of possible activities:

Summer schools and camps – thematic, intended for children to comprehend the legacy of Saints Cyril and Methodius in a playful manner

Publication of informative publications – trip planners – teaching aids

Workshops and creative workshops in cooperation with stakeholders – designed to enable children to comprehend the legacy of Saints Cyril and Methodius in a playful manner

4. Contemporary cultural and artistic practices

Overview of possible activities:

Support and network artistic projects that are intended to create a stronger bond between the past and current modern art form.

5. Cultural tourism and sustainable cultural development

Operational goal:

Support the development of products and tools of cultural tourism of the CM Route as a part of a destination offer focused on potential target groups and enable their promotion in cooperation with destination management organisations.

Possible measures:

- Create a working group for the development of cultural tourism and sustainable cultural development,
- ensure the care of marked hiking trails providing a connection of localities associated with Saints Cyril and Methodius history and heritage,
- identify specific locations of the destinations and passportise the infrastructure of services and accessibility by updating the created database,

- support regional products via the producers of local (gastronomic and trades) products along the trail.
- engage destination organisations and stakeholders (municipalities, entrepreneurs, NGOs) into creation tourism products for the Cyril and Methodius Route.
- participate in the creation of a joint specialised tourism website to present the existing tourism products of the Cyril and Methodius Route,
- communicate the Cyril and Methodius Route using modern marketing tools and engaging "storytelling",
- produce audiovisual spots for promotion in the online space and utilise innovative visualisation tools (Augmented Reality, 3D projection, etc.),
- increase the identity of the Cyril and Methodius Route brand in connection with the title of the Cultural Route of the Council of Europe after successful certification.



ACTION PLANS OF THE CYRIL AND METHODIUS ROUTE

MENDEL UNIVERSITY IN BRNO

- 1. The objective of this action plan is to support regional identity and to increase awareness of historical and cultural heritage in the given location of the South Moravian Region. The activities of the action plan are focused on the geographical location between the municipalities of Vranov u Brna and Křtiny, which are connected by a marked trail of the Cyril and Methodius Route. The entire interest region is located within the borders of the Moravian Karst Nature Reserve, in the historical location called Moravian Switzerland. The objective of this action plan is achieved by the organisation of a one-day commented tour along the Cyril and Methodius Route. The commentary to the individual stops will be provided by experts in the theme connected with history, cultural and natural heritage of the area.
- 2. The implementation of the action plan requires close cooperation between the participating entities -Mendel University in Brno, The Moravian Karst House of Nature, Technical Museum in Brno, Moravian Museum, Křtiny Châteaux, parishes, municipalities and other partners on the Route's trail.
- 3. The trail between Vranov u Brna and Křtiny is 15 km long with an elevation difference of 400 m.

■ The main points of interest are:

Vranov u Brna - Pauline Monastery, Church of the Nativity of the Blessed Virgin Mary and the Mausoleum of the House of Lichtenstein, an important pilgrimage location that is known for its legend of the miraculous epiphany of Saint Mary in the deep forests in the vicinity of the Nový Hrad (New Castle) near Vranov.

Adamov - St. Barbara's Church with its Gothic the Zwettl Altar from 1516-1525, a national cultural historical site of the Czech Republic since 2010.

Old Iron Works near Adamov - national cultural historical site, metallurgical complex with the Františka furnace, with indoor and outdoor exhibits dedicated to the development of iron metalwork in the region, presentation of the life of the first Slavs (event of the Technical Museum: "Slavs at Stará Huť", "Experimental melting in replicas of the early medieval iron bloomery furnaces"). Caves of the Josefov and Křtiny valleys – Jáchymka, Býčí skála and Kostelík, areas with multiple historical and natural attractions with rare types of biocoenosis of the Moravian Karst.

Mendelova

univerzita

v Brně

Křtiny – pilgrimage baroque Church of the Name of the Virgin Mary built according to the design of architect Jan Blažej Santini-Aichel "Pearl of Moravia" with a Marian pilgrimage tradition dating back to the 13th century, Châteaux with park and statue groups of Saints Cyril and Methodius, Křtiny ossuary, according to legend not far from the "Křtiny Valley" (Vallis baptismi) heathens were christened after the arrival of Christianity in Moravia.









PLANNED ACTIVITIES

- Organised, commented tours along the trail of the Cyril and Methodius Route between Vranov u Brna and Křtiny will be conducted in the spring and autumn periods. The one-day tour will be open to the wider public and all age groups. The participants of the one-day tour will have the opportunity to continue on their own in the following days along the marked trail from Křtiny to Velehrad,
- the expert commentary provided by workers engaged by the organisation, will focus on the theme of history of the area from the last ice age until the present, as well as natural points of interest, the relationships between natural and cultural heritage, historical utilisation of the area with a focus on the activities of the first Slavs. history and contemporary aspects of the pilgrimage localities,
- the expert part of the tour will be supplemented by exhibits at the Moravian Museum ("Slavs at Stará Huť", "Experimental melting in replicas of the early medieval iron bloomery furnaces") and a part of the whole thematic tour will be a tasting of historical foods and regional products.

PILLAR 4 | TARGETED PROMOTION



■ FOLDING MAP OF INTEREST LOCALITIES OF THE CYRIL AND METHODIUS ROUTE

The publication contains a map with illustrations of 48 interest localities of the Cyril and Methodius Route in the Czech-Slovakia border region including their description on the reverse side.



ONLINE DATABASE OF INTEREST LOCALITIES OF THE CYRIL AND METHODIUS ROUTE



■ ARCHAFOLOGICAL LOCALITIES



SLOVANSKÉ HRADIŠTĚ MIKULČICE (JIHOMORAVSKÝ KRAJ. ČR)

Mikulčice patří k výjimečným lokalitám z období raného středověku. Koncentrovala se zde politická moc, kulturní a církevní správa spolu se vzdělaností. Svědčí to tom četné kostely, nálezy s křezíanskými symboly, množství honosných výrobků vysoké umlěcké úrovně, zbraně, jezdecká výsroj, luxusní a importované předměty...



HRADISKO SV. HYPOLITA, ZNOJMO (JIHOMORAVSKÝ KRAJ, ČR)

Hradiště sv. Hippolyta se nachází na malém skalnatém ostrohu severně nad ohybem řeky Dyje. Navzdory přirozené ochrany bylo hradiště opevněné dřevozemním valem, který se však do současnosti zachoval jen na některých mistech. Jeho výstavba se klade de 80. led 5. století a zámík do průběhu pvní poloviny 10. století...



VÝŠINA SV. METODĚJE. UHERSKÉ HRADIŠTĚ (ZLÍNSKÝ KRAJ. ČR)

Národní kulturní památka se nachází v jihovýchodní části města Uherské Hradiště na tzv. Výšině sv. Metoděje (Sadské výšině). Jedná se o pozůstatky významného církovního komplexu z období Velkomoravské říše, Křesťanští misionáří zde už na přelomu S. a 9. století vybudovali jedna z prvínch zděných kostelú na sever od Dunaje...



STARÉ MĚSTO (ZLÍNSKÝ KRAJ. ČR)

Patrně nejvýznamnější hradisko vrcholného období Velkomoravské říše se rozkládalo na území dnešního Starého Města a Uherského Hradiště. Jeho celková plocha výrazně přesáhla 300 ha. Zástavba byla účelově členěna podle funkcí. Najdeme zde výrobní aredky, sdílátě, mocenské i církevní centrum...



SKANZEN MODRÁ (ZLÍNSKÝ KRAJ. ČR)

Archeeskanzen Modrá – Velkomoravské sídlíště středního Pomoraví je významným subjektem názorně osvětlující jednu z nejvýznamnějších etap naších národních dějin. Skanzen žije každodenním životem, naučnými představeními, programy, pokusnými tavbami kovů, výrobou keramiky, zemádělskou výrobou i neustále prováděným archeologickým výzkumem...



HRADISKO SV. KLIMENTA, OSVĚTIMANY (ZLÍNSKÝ KRAJ, ČR)

Hradiště svatého Klimenta (Klimentek) je poutní místo, národní kulturní památka a archeologická lokalita. Výhodně situovaná a dobře chráněná poloha na staré obchodní stezce, která spojovala Pomoraví s Brněnskem, neunikla pozornosti osadníků již v době Velkomoravské říše. Dnes jsou v vyznačeny zbytky základového zdíva a stojí zde novodobá kaple...

■ SACRAL LOCALITIES



ROTUNDA SV. JURAJA, NITRIANSKA BLATNICA (NITRIANSKY KRAJ, SR))

Rotunda sv. Juraja patri do extravilánu obce Nitrianska Blatnica a je od nej vzdialená prhližne 5 km. Osamotená stojí na skanatom výbežku pod úpätím vrchu Marhát, obkolesená lesmí Považského Inovca. Je jediným zachovaným stojacím svedkom dávneho zaniknutého osídlenia. Vysledky "C datovania určili jej vznik do roku 330±40 rokov...



VELKÁ A MALÁ SKALKA, SKALKA NAD VÁHOM (TRENČIANSKÝ KRAJ, SR)

História pútnického miesta Skalka pri Trenčíne začína začiatkom 11. storočia, kedy tu žili benediktíní – pustovnící – sv. Andrej – Svorad a Benádik, ktorých pôsobenín sa Skalka salia postupne pútnickým miestom. O jaskyní, v ktorej itlo svácí žili, je prvá přesomná zmienka o jaskyní na Slovensku. V 13. storočí bol na tomto mieste založený benediktínsky kláštor. ..



BAZILIKA SEDEMBOLESTNEJ PANNY MARIE, ŠAŠTÍN-STRÁŽE (TTSK, SR)

Bazilika minor Sedembolestnej Panny Márie v Šaštine-Strážach je jedným z najvýznamnejších chrámov na Slovensku. Stavať sa začal v roku 1736. Baziliku každoročne navštív niekoľko desiatok tisíc pútnikov, predovšetkým na Slávnosť zoslania Ducha Svätého (Turce) a Slávnosť Panny Márie Sedembolestnej (16. spetmbra).



PÚTNICKE MIESTO HÁJIČEK, TRSTÍN (TRNAVSKÝ KRAJ, SR)

Poloha Trstina pri vstupe do jedného z malokarpatských prechodov na trase tzv. Českej cesty ho predurčila na osídlenie už v ranom stredoveku. Obec leží v bezprostřednom kontakte s územím Smolenického krasu, je z nej výborná dostupnosť na Záruby – Nahyvšší vrch Majích Karpát (768 m. n. n.) a poskytuje možností pošej aj cyklistickej turistiky...



BAZILIKA SV. MIKULÁŠA, TRNAVA (TRNAVSKÝ KRAJ, SR)

Siluetu Trnavy tvoria veže mnohých kostolov, pre ktoré je mesto prezývané ...Malý Rím. Krása sakrálnych skvostov od gotiky po baroko, je svedectvom slávy takmer tristoročného pósobenia ostrhomských arcibiskupov. Výraznou pamiatkou je Bazilika sv. Mikulska, ktorej Trnavčania nepovedia inak ako Hrubý kostol...



DÓM SV. MARTINA, BRATISLAVA (BRATISLAVSKÝ KRAJ, SR)

Táto katedrála je hlavným chrámom Bratislavskej arcidiecézy. Na počiatku zrodu tohto impozantného architektonického diela bol pápežský súhlas s premiestnenim prepoštského kostola z hradu do podhradia. Žiladosť uhorského horáľa Imricha odbril pápež. Procent III. v roce 1221. Prestavba dovdedajšého farského kostola sa začala v 14. storočí...























CYRIL AND METHODIUS ROUTE

SEARCHING FOR THE STORY OF THE CULTURAL IDENTITY OF SLAVIC NATIONS







