



## Contents

Key words.....	3
Summary.....	3
Introduction .....	3
First focus: the place and its people .....	3
About the team .....	3
Hungary .....	4
Mór .....	6
Second focus: the project.....	7
The name .....	8
The blog.....	8
Posters, flyers .....	10
The SWOT analysis of the CAST project .....	11
The Ezerj3 (Thousandgood) educational trail .....	12
There is a need.....	13
Conclusion.....	15
Appendix .....	16
Recipes .....	16
Wine in Hungary and M3r.....	18
Wine in M3r .....	19
Selection of programmes throughout the year in M3r.....	22
Note from the teacher to the teachers .....	23
Sources .....	24
Acknowledgement.....	25

## **Key words**

gastronomy, Mór, German ethnic minority, traditions, wine, website, educational trail

## **Summary**

Mór is a little town in Hungary whose major “brand” is wine. It is the centre of one of the smallest wine regions in Hungary. There are numerous quality services available (hotels, restaurants, exhibitions), the town is attractive, the environment is pleasant offering various free time activities (hiking, cycling, horse riding). However, there are periods when the number of visitors drop down. We want to lift other, already existing and less well-known values into the set of attractions to strengthen the image of Mór. We want to build up the gastronomic traditions represented by the German ethnic minority by creating a website where all information is available about it. Furthermore we planned an educational trail about winery to help locals and visitors spend a day outside and learn about Mór, the German ethnic minority (Swabians), grapes, wines and traditions.

## **Introduction**

We let you, dear reader, through our project step by step. We tend to be short but thorough – so some information you can find in the appendix.

As a first step, we will introduce ourselves – and by this we do not only mean our team and school but our country, Hungary (with special focus on cuisine) and our town, Mór as well.

For the next step we will lead you through the misty dawn to the sunlight, that is, from the beginning of the project to the working ideas. We will write about how our steps were helped.

In the following steps, we will show you how we carried out the plans – from finding a name and displaying information to spreading.

The last steps will be the explanation of how we diversified our project by planning an educational trail.

## **First focus: the place and its people**

### **About the team**

The project team is made up of four of us: Dóra Ivanics, Marcell Radics, Nikolett Illek and Dorina Zelovics. Two of us are school graduates (Dóra and Marcell), and two are third-year students. Two



family has a vineyard.

**Marcell, Dóra, Nikolett, Dorina**

a Hungarian writer, teacher, journalist and politician in the 19<sup>th</sup> century. The school was founded in 1952. There are ca. 300 students and 20 teachers. There is a class specialised in German, one in English and one in IT. It has been an eco-school for four years, which means that in the curriculum a lot of emphasis is laid on nature conservation. Some 40-30 years ago viticulture as trade was taught in our school. That we began this project means we went back to the roots and also that we make use of the present specialisations.

Our School is named after Mihály Táncsics who was



**The school buliding**

**Hungary**



Hungary is a little country in Central-East Europe. It's about the same size as Ireland, covering an area of 93 030 square kilometres. There are 10 million Hungarians in our country, and about 5 other million elsewhere in the world. The capital city is Budapest, one of the most popular touristy places in Europe. People visit Hungary for our lively capital, the spas there, the lively life, the historic towns, lake Balaton and our gastronomy is also popular.

Hungarian cuisine is a prominent feature of the Hungarian culture. Traditional dishes such as the world famous Goulash ("gulyás" stew or gulyás soup) are well-known. Dishes are often flavoured with paprika (ground red peppers), a Hungarian innovation. The paprika powder, obtained from a special type of pepper, is one of the most common spices used in typical Hungarian cuisine. Thick,

heavy Hungarian sour cream called “tejföl” is often used to soften the dishes' flavour. The famous Hungarian hot river fish soup called Fisherman's soup or “halászlé” is usually a rich mixture of several kinds of fish.

Other dishes are chicken paprika, foie gras (it's) made of goose liver, “pörkölt” stew, vadas, (game stew with vegetable gravy and dumplings), “túrós csusza”, (dumplings with fresh quark cheese and thick sour cream). The *lecsó* is a dish originating from the Balkans, but it has become an integral part of Hungarian cuisine – we couldn't imagine life without it. It's a real summer dish made of sweet-succulent tomatoes, fresh paprika and some onions.

Desserts include the Dobos Cake, strudels (“rétes”), filled with apple, cherry, poppy seed or cheese, Gundel pancake, plum dumplings (“szilvás gombóc”), somlói dumplings, dessert soups like chilled sour cherry soup and maroon puree, “gesztenyepüré” (cooked chestnuts mashed with sugar and rum and split into crumbs, topped with whipped cream).

Food cannot exist without something to drink. Hungary is famous for the wine and the “pálinka”. Pálinka is basically fiery fruit brandy which is distilled from 100% fruit (almost everything, from peach and plum to grapes and blackthorn) - without the addition of any alcohol or artificial flavourings.

Hungary has 22 designated wine regions, and they all have something of interest to anyone who appreciates fine scenery and wants to discover Hungary first hand. The traditional Hungarian white wine varieties include furmint and hárslevelű (the white grapes used in Tokaj), olaszrizling, leányka, kéknyelű. These have



**Wine and wine glasses of Mór**

been joined lately by a raft of new crossings such as irsáy olivér, zefír and zenit, a number of which have been created locally by Hungarian growers. Their red counterparts are kadarka, blaufrankisch (known here as both *nagyburgundy* and *kékfrankos*), zweigelt, portugieser.

One of the smallest historic wine regions of Hungary is the Mór Wine Region. Mór is known for one indigenous variety, called Ezerjő, which makes a dry white wine with high acidity. Ezerjő is not well known elsewhere, mainly because its true character can only develop in the climate of the Mór



**The „aszú” quality thousandgood wine**

valley. The mild winters followed by the sunny and breezy summers prevent the development of grape disease.



## Mór

Mór, a little town halfway between the capital, Budapest and lake Balaton, in the middle Transdanubian region of Hungary. Mór lies between two hill ranges – the Vértes and the Bakony.

There are 15 thousand residents in Mór. There is a significant German ethnic minority in the region,

### Church in the town centre



because in the 17<sup>th</sup>



century settlers from Germany came here. They brought their special culinary traditions and also it was the German monks **Dóra in the Swabian kitchen** here who introduced viticulture here. During the past centuries they managed to preserve their identity and now their culture enriches Mór's life.

Swabian traditions, such as wedding ceremonies, folk dance and Swabian music, balls play an important role in the lives of people of Mór. Swabian cuisine is interesting too, and have become traditions by now, from bread baking to pig killing. Potato dumpling and smarni can't be missing from a Swabian family's table.

The meals are simple, mainly flour, bean, cabbage and potato are used. They eat less meat, eat soup every day and on Wednesday and Friday they eat noodles. As regarding the sweets, nusstangli (nut stick), katzen pratzl (cats' paws) and kvircedli (a kind of sponge cake) are essential for a traditional Swabian wedding or ball. It is interesting that the Swabians eat kvircedli with wine or wine soup because it's very dry.

### Nut stick

In Mór there are several values and sights that the visitors can find attractive, below you can see the list.

<i>Natural</i>	<i>Natural-Cultural</i>	<i>Cultural</i>
natural environment (slopes with forests)	fine landscape – slopes with vine stocks hiking tracks	built environment (castles in Mór, fortresses within close distance, wine cellars) cultural traditions (German ethnic, folk dance) gastronomy and wine cultural programmes (festivals)

The festivals usually attract many visitors but the periods between the events are times when museums, hotel rooms, restaurants and wine cellars are sparsely “populated”. This is the reason why we thought to emphasise something else besides Mór as a wine centre, because the two together may provide a stronger “brand”. This “other side”, as we have earlier mentioned, is the gastronomy of the German ethnic minority. Information so far has not been collected and displayed in one special website, there is a gap which we want to fill in with our project. Besides the Hungarian website, we made an English one as well.

**Second focus: the project**

As you have seen, there is a need to do something to attract more travellers to Mór.

When we heard the topic of the GTTP Research, we did a brainstorming, we jotted down the ideas and



collected names  
whom we would

**With our guest, Mrs. Möllmann**



like to speak with about the topic. Among our guests were wine growers, owners of local hostels, the owner of the local wellness hotel, and managers of the local Tourism Destination Management office, Swabian persons.

After the discussions we come to the decision to make a homepage with information about all things that can be connected with Swabians of Mór and gastronomy. Our goal is to draw attention to

**Int he Bozókv wine cellar** the traditional Swabian cuisine by offering multiple opportunities for those who are interested. We collected the already existing services that an average traveller wouldn't even think of. We'd like to attract tourists, help them spend their time more effectively and to give information about the town.

## The name

We gave the name "Móka" to the Hungarian name of the project – it is the abbreviation of *Móri Kulináris Kalandozások a sváb hagyományok útján* – that is in English: *Culinary Adventures On the Way of Ethnic German Traditions*. "Móka" in Hungarian means fun, having a good time.

For the English blog we gave the name – cast-about-mór. CAST – for Culinary Adventures on the way of Swabian Traditions. Swabian means ethnic German, this is a German word. Cast is a word with several meanings. According to Oxford English Dictionary online "cast about" means "search far and wide (physically or mentally)" – in connection with our purpose, to search for information about Mór. Or simply cast your attention towards Mór...

## The blog

We brainstormed a lot about what kind of homepage we could use for the website.

We thought about the homepage of our school – but unfortunately adding information there is very slow and complicated.



We thought we could use Facebook, for currently it is the most popular and widely-used website in Hungary. Later we rejected the idea because not everyone in our team is member of FB and some object to using FB.

Using the tourist site of Mór is still open – it is under construction and permanently it is not working well, the structure is not good for our purposes.

Therefore, we chose a free blog site. We have two websites, two blogs, one in Hungarian (<http://tmgturizmus.blogspot.hu/>) and one in English (<http://cast-about-mor.webnode.hu/>).



There are different folders, where we put and refresh information – these are the following:

**Coming soon!** – here you can find programmes which will happen in the following weeks, festivals, folk dance houses, etc

**Programmes** – here you can see what Mór offers during the year

**Kitchen & wine culture** – here you can see where you can find exhibitions about traditional kitchen utensils, with stories and questionnaires.

**Where to taste food?** We put here the list of restaurants and cake shops where special ethnic German food can be eaten.

**How to make?** – We have recipes here.

**Where to taste wine?** – here you can find the addresses of wine cellars. We also mark if wine tasting is offered in English or German

**Where to buy?** – here you can find places where you can buy special things that are needed for the preparation of the Schwabian food (for example kvircedli press), or any souvenirs to remind you of your visit and take home for your beloved ones.

**Useful information** – information about Mór (accommodation, official good-to-knows)

In Mór a lot of people speak German and the number of people speaking English is also growing. With student volunteers we can give a hand in providing English interpretation during the programmes.

With the English website we aim at inviting more foreigners to Mór. At the time of the Wine days in October there are some hundred visitors from abroad or from Budapest, the capital. With the website more people could find the way to Mór.

## Posters, flyers

We think that it would capture the potential visitors' attention better if they got a flyer in their hands.



can discover this side of Móra when they are on a business trip, on the other hand we can attract more people from Budapest for a one-day visit.

When we made the first poster, we chose the young people. We decided that for some reasons. On the one hand we belong to that age group. On the other hand it's important that the „hamburger generation” should know more about the gastronomy.

The design of the publication is important. A one-paged poster would be the basic. We can capture the attention of different target groups. Depending on the target audience we can design different flyers. We can do it for groups like people who speak English, German, for youngsters, for middle-aged people or the elderly.

The English version would be important, because there are foreigner companies in Móra, so they



We noticed that people don't really know what *kvircedli* is. The *Kalandozók Klubja* (Club of Adventurers) is a local group, which organises long-distance hikes. One of these hikes is held around 20<sup>th</sup> January, with the name of *Vincézés-pincézés* (Vince is a Christian name, Vincent, "pincézés" means going to cellars). Some students and teachers from our school who help at checkpoints told us that at one of the cellars they give *kvircedli* to the hikers, and most of them haven't even heard of it (according to reports on the internet, some of them couldn't remember its name even after this). We have a lot to do to make Swabian cuisine more well-known and popular.

The posters and flyers would be placed advisedly – for example at student hostels, high schools, colleges, or even on Facebook.

If the database is full, checked and approved, the translation – if needed – is ready, with opening times, etc., then the propagation can begin.

### The SWOT analysis of the CAST project

In the following we made an outline of the pros and contras of the CAST project.

<p style="text-align: center;"><u>Strengths</u></p> <ul style="list-style-type: none"> <li>- offering diverse programmes</li> <li>- can be appealing to various kinds of people: based on origins (local, from another countryside, even another country), or based on age (from primary school to older people)</li> <li>- minimal expense, efficient advertising opportunity for contractors</li> <li>- opportunity for cooperation</li> <li>- can be extended (additional information)</li> <li>- up-to-date information</li> </ul>	<p style="text-align: center;"><u>Weaknesses</u></p> <ul style="list-style-type: none"> <li>- appearing on a less popular website</li> </ul>
<p style="text-align: center;"><u>Opportunities</u></p> <ul style="list-style-type: none"> <li>- joining other programmes, in the region</li> <li>- Mór's image can get stronger</li> <li>- making smartphone applications</li> <li>- the starting and spreading ecological cultivation</li> </ul>	<p style="text-align: center;"><u>Threats</u></p> <ul style="list-style-type: none"> <li>- it is based on trust and teamwork, if someone doesn't supply quality service, it will negatively influence the rest and the opinion of guests</li> </ul>



	<ul style="list-style-type: none"><li>- short-term thinking</li><li>- inefficient communication</li><li>- seeing each other as an opponent</li><li>- neglecting the website updates</li></ul>
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### **The Ezerjő (Thousandgood) educational trail**

When we considered entering the GTTP competition and started brainstorming in the classroom, we thought of two things. The first was to collect the gastronomic values, programmes and sights in a bunch to make the information available for everyone by displaying in a single website. We also wanted to start something useful that is beneficial for us and for the visitors. That's how the idea of a study trail began to develop in our minds and now we are ready to share the idea with supporters and those who can help in the carrying out of it.

In the following paragraphs we tell you why the idea came, how we plan this trail, what further steps will have to be taken.

### **There is a need...**

The idea was based on an imperfection we noticed. Every September in our school we organise a hike. We walk 8-10 kilometres in the Vértes hills or at the foot of the hill. There are checkpoints we have to pass, with quizzes about natural sciences. An educational trail would make organising these hikes easier, as there would be a permanent route, with fixed checkpoints. The trail would also be useful during student exchange programmes, for some information would be written in German and English as well.

You get to know a place well if you walk there a lot, then you will know the little beauties that can pop up from behind a corner. But nowadays work, internet and laziness set many people back to discover the secret paths. They have to be helped.

When a local family want to spend a day outside they often go to the Vértes hill, but avoid the foot of the Vértes where the vineyards are, simply because they think there is nothing there to see... On the contrary, we think there is a lot to see and feel among the vineyards in every season. The sight from the dirt roads among the plantations over the hills and the valley, the growers working there, the growth of the leaves and grapes, the ripening, the scent that surrounds you there, the open sky or the sun behind a wild pear tree are just some that can grab the hearts of those who are open to it. But to encourage them, they have to be offered ways, paths, places to sit down and have a rest... Nowadays many plantations and earlier roads have been fenced off – it is challenging to find the good way – but to be honest, not many dare to take this challenge. That's why they have to be shown

which path to follow, what they can expect.

There are also visitors from other towns, countries who could also use it for a day's programme.

There is a trail called "Ezerjő borút" or Thousandgood Wine Trail. There are six settlements belonging to the Mór Wine region and there is a road one can get to one village to another via this. There are vine producers who

offer wine tasting in their cellars among this road. But it is available for those who drive or ride the bicycle. That's why we offer a trail for the walkers.

We studied the wine and grape trails that can be found on the internet. We visited one of them (the Iszkaszentgyörgy palace estate study trail) and given the local possibilities (the wine culture and the



**The plan**

geographical position) we created a pathway consisting of 7 stations and is about 9 kilometre long.



We will give you a brief introduction of them.

The starting board would be in the Saint Stephen park which just got renewed this year. The park is basically the centre of the town between three palaces. The next station is the recently renovated Saint Orbán chapel located on the Kecske hill, it is approximately a 15 minute trip on foot with a beautiful view on the town, the Vértes hills

and the vineyards. The following stations are in an even distance from each other touching the vineyards, the forest and the cellars.

The trail's name would be *Ezerjő*, named after Mór's flagship wine.

The themes of these stations are the following:

1. Starting board: supporters, route, open cellars, gastronomic locations (for example what can be found in our internet collection).
2. Wine region of Mór – History, The Orbán chapel
3. Typical grape types found in Mór
4. Abandoned grape plantations and biodiversity. Finding the ideal place for this board is getting harder over time since the entrepreneurs are slowly discovering these places too. On one side we should be happy for this because there is nothing interesting in a messy plantation. At the outskirts of Mór the Látó-hegyi lakes can be found. These are fishing lakes in a relatively untouched natural environment full of many protected reptile, amphibian, bird, mammal and insect species. Near the lakes there was an abandoned grape plantation with a biodiversity getting richer over time partly because of the wet environment. The preservation of this place is very important, because if the grapes won't be pesticide free, then the pesticide and poison can get into the lakes, damaging the ecosystem. Sadly the management can't understand this, so it is very likely that an oasis is already gone. If the grape plantation won't be there in the form we want it, then the board can still be there as an important sign, as a lesson.
5. Swabian cellars, tools of wine making
6. Wines made in Mór, characteristics of the wine (with the list of the open wine cellars)

## 7. Wine programs, traditions

We find it important to place out weather and damage resistant boards along with some tables and benches. The latter is not expensive at all, considering it can be made from simple black locust pillars with volunteer work.

The idea is supported both by the local tourism office and the people we contacted. Sadly the making of a pathway is always costly. One way of covering the costs is to enter different applications – however this can take a lot of time. The most ideal thing would be if the people interested in development such as entrepreneurs, farmers and craftsmen would put it together. To achieve this, we need cooperative work from the organizers, and a good plan, so that the steps of development can be well seen. Even though the coordination of the pathway is beyond our team's limits, with our plan and ideas we would like to contribute to its realization. Our long term goal is the implementation of the pathway with the work of us and future Travel and Tourism students.

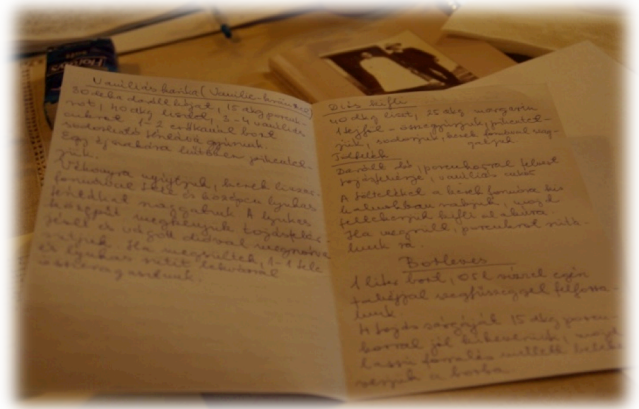
## Conclusion

In the past months we have been working hard on the project. Interviews, talks with professionals, planning, preparing just to name some parts of the work. We have learnt a great variety of skills, it was astonishing for all team members how



diverse this project is, and to what it can develop into. We got to know a lot about our town, about our culture and gastronomy, about the people who live among us. Cooperation with local entrepreneurs, owners and tourism representatives has started to take a serious, efficient and useful way.

We and the future Travel and Tourism students are responsible for the developing and updating of the website <http://cast-about-mor.webnode.hu/> - our mission is to help future visitors find the way for the perfect holiday in our town, Mór. What's more, the Thousandgood educational trail will be a pleasure for all the people living here or there.



## Appendix Recipes

### Wine soup

5 eggs

5 spoons of sugar

one litre of wine

some cloves

cinnamon

Mix the eggs and the sugar, until it is smooth.

Put the clove and cinnamon in the wine and slowly boil it. Take it off and when it is not boiling put the egg and sugar mixture in it and stir gently.

*Wine soup served two purposes. One was that it was not decent from the ladies to drink wine in public. But wine soup is not wine, so it was allowed. The second was that the other typical German*

*ethnic sweets are dry and kvirceli has got a neutral taste and it was dipped into wine soup and than eaten – by man and by woman as well.*

### **Kvircedli**

Mix 3 whole eggs and 4 egg yolks with 15 spoonfuls of sugar. Put 2 dkg of ammonium-carbonate ( $\text{NH}_4\text{HCO}_3$ ) (if you haven't got, baking-powder might do as well) and stir until it is thick, put some flour as much as it can take (ca. 70 dkg). Roll it and put patterns with the special press on it. Cover it, than next day you can put it in the oven.

### **Cat paw**

30 dkg ground nut

20 dkg sugar

10 dkg crumbs of biscuit

2 white of egg

1 yolk of an egg

1 spoonful of cocoa

Whip the white of the eggs with the sugar and mix the yolk in it. Add the other ingredients and make the dough. Put flour into the press form and put some dough in it than put in on the cake pan. Put it

**The cat paw press form** in the oven onto a low heat, dry it.

### **Nusstangli – nut stick**

50 dkg ground nut

40 dkg sugar

20 dkg crumbs of biscuit

4 white of eggs

2 yolks

grated skin of one lemon

juice of the lemon



Whip the white of the egg with 35 dkg of sugar.

Mix the nut, the crumbs and the grated skin of the lemon and the yolks. Pour 2/3rds of the whipped white into it and knead together. Roll it (1 cm). Whip the rest of the white with another 5 dkg of sugar to get hard mousse and spread over the dough. Cut the dough into 1 cm wide strips and put it into oven (dry it).

## **Wine in Hungary and Mór**

When it comes to Hungarian wines, it's Tokaji that pops up in most heads first. Hungary has always been best known for the sweet wines created in the region of Tokaj in the North East of the country. *Tokaji Aszú* was the drink of choice for everyone from Louis XIV through to Beethoven and Peter the Great, it's the *Wine of Kings, and the King of Wines*. The "nectar" from the grapes of Tokaj is also mentioned in the national anthem of Hungary. It is one of the world's finest dessert wines. Aszú is made with grapes that have succumbed to the botrytis cinerea fungus, otherwise known as noble rot. If conditions are just right - the convergence of three rivers on Tokaj creates a unique microclimate, the botrytis mould causes sweet grapes to dry out and shrivel. The resulting Aszú berries have a very high concentration of sugar and rich flavors, and must be hand-picked to separate them from unaffected grapes. It is the shriveled grapes that lend Tokaji Aszú its intense color and distinctive range of flavors. The second most people think of is perhaps "Bull's Blood," (*Bikavér* in Hungarian).

However, there is so much more to be discovered. Hungarian winemaking has diversified a lot over the past years, with small wineries offering "artisan" wines mushrooming all over the country.

## **Wine in Mór**

Wine here was produced most certainly as early as the Roman Age, but the first written evidence originates from the Middle Ages: the nobleman Miklós Csák mentioned the vineyards of Vajal (today the outskirts of Mór) in 1231 in his last will.

The Turkish rule was extremely disadvantageous to grape growing in the area, since the Turkish army stationed in the Csókakő castle while withdrawing set the settlements on fire and thus the vineyards were also destroyed. The Capuchin friars and the German immigrants who were settled down here had a significant role in the recovery of grape growing in the 18<sup>th</sup> century. They brought their more advanced devices and viticulture. The Capuchin friars in Mór were in close contact with the monks in Tokaj who, according to traditions, sent Ezerjő vine-shoots for replanting. The upward trend in grape growing and winemaking must have had a significant role in the event that Mór became a market-town in 1758.

The Swabian families settled in Mór and in its vicinity in the 17<sup>th</sup> and 18<sup>th</sup> century brought their own viticulture and typical press-house building style. This style can be characterised by a press-house with a large decorated door and two windows built symmetrically on the sides. In the press-house there is a room for relaxing

**Wooden press in service of a restaurant**



and a wooden winepress equipped with a weight made of stone which give a special character to it. The entrance of the wine cellar opens directly from the press-house.

In the traditional vineyards in Mór, the characteristic way of grape cultivation of the wine region is still practiced: vine-stocks are supported by stakes and the plants are maintained by plug cutting. The point is that in this way the clusters of grapes get closer to the ground emitting heat during the day, which ensures good ripening and better quality.

According to historical records, it was in 1834 that grape with aszu quality was first harvested in the region.

After the request in 1901 a decree establishing the Wine Region of Mór was issued in 1928. The first Wine Day of Mór was held in 1934 in order to propagate the wines of Mór.

After World War II until the end of the 1980s, the cultivation of grapes, the technological background of processing, the stocking capacities and possibilities of sale were provided by the State Farm of Mór. By the middle of the 1980s the area of grape growing areas reached the greatest extension of previous centuries.

Hard times came again: after the change in the regime in 1990 the State Farm was liquidated, its wine-making capacities were eliminated. With the privatisation procedure the fate of the wine region got into the hands of the local decision makers, producers and wineries. The wine producing area of the wine region decreased to its present area, 685 hectares. It is bordered by six settlements: Csákerény, Csókakő, Mór, Pusztavám, Söréd, Zámoly. The areas today are cultivated by approximately 880 growers.

The structure of economy has changed recently. Oenology became profession for more families, therefore today there are about 20-25 developing wineries in Mór and its vicinity.

As technology becomes more and more modern, the experience and the competence of the winemakers get more profound, so become their wines more varied and therefore more popular among the consumers. The variety Ezerjő, which was once the dominant and flagship wine of the wine region, has recently been supplemented by several, mainly white types of grapes. The “Zöldveltelini”, the “Rizlingszilváni”, the Rhine-Riesling, the Chardonnay, the “Leányka”, the “Királyleányka”, the Sauvignon blanc, the “Szürkebarát” and the Tramini are some of these. When the wine of Mór is mentioned, even today the “Móri Ezerjő” (Thousandgood) is meant by this everywhere - the result of the meeting of the good habitat and the excellent variety. This grape variety is produced at more places in Hungary, but it has found its true place on the slopes of the Vértes.



**Exhibition about local wines in the Lamberg Palace (cultural centre)**

## Selection of programmes throughout the year in Mór

April: Saint George Week (end of April) – cultural and gastronomy festival

May: open wine cellars days (end of May)

August: Mórikum festival and tradition preserving Swabian wedding

October: Wine Days (first week of October)

November: Martin day (new wine, Swabian tradition preserving cultural programmes)

*Here are three photos of the recent Saint Martin's day (11<sup>th</sup> November):*



**Móri Bornapok**  
2013. október 3-6.  
RABA

Antal Timi  
Október 5. 18 óra

Molnár Dixieland Band  
és Gájer Bálint  
Október 4. 18 óra

Kákics Együttes  
Október 5. 16.45 óra

Szalóki Ági és az  
Ökrös Együttes  
Október 3. 18 óra

Janicsák Voca  
Október 6. 18 óra

Kalácska Együttes  
gyermekműsora  
Október 5. 10 óra

Karthago  
Október 6. 19.15 óra

Péterfy Bori & Love Band  
Október 5. 21 óra

Rózsa Magdi  
Október 4. 20.15 óra

...és még sokan mások!

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MÓRI BORNAPOK



## **Note from the teacher to the teachers**

My role in the project was that of the facilitator, to help student develop their ideas, to encourage them and to give feedback.

It is important that when brainstorming at the start of the research, tell the students that all ideas are valuable and must be noted. But an idea counts when it is justified, when students can say why that project idea is realistic or not. The teacher, as a facilitator, can help them, but to invite professionals and experts is invaluable help. Together they can argue, say for and against to the ideas.

However, there are some thoughts that should be considered: locality, whether the project fills in a gap and the degree of accomplishing, of upkeep. Locality is central in the CAST project – the students are motivated, they can use already existing things and the whole school indeed can be drawn into the project (our secondary school is specialised in German, English and IT). Furthermore, local owners, contractors, representatives can be invited for the discussions, and can be motivated for cooperation. In the CAST project there are two aims – one is the homepage the other is the educational trail. With the website project there are various ways in which these students and the new T&T students can develop it. Just to name some: adding extra information to the site, advertising it, either via flyers or different channels on the internet. To make the educational trail is not something to be done alone, but cooperation is needed. The students shoulder a major part in the calling of the meetings for those concerned and participate in the planning of the board and the route etc.

When you already have the idea, I regard the following things important: time management (with flexibility), feedback, reports (to those concerned), encouragement.

If the kind reader is not from Hungary, the moral of the story I would say (since the number of English language sources are limited) is to see how the students can find gaps in local tourism which can be filled by them so that everyone can benefit from that. If you are a Hungarian reader, you can find several sources in Hungarian, so you could use the case study (and compare it with the internet based information) to show an example to your students how a simple idea can create a complex project.

It has been a project that will definitely not come to and end with this day, or is written for the drawer. An idea is worth it if that is executed. With the CAST project the students of T&T in the secondary school in Mór will have the challenge for a long time.

Andrea Nagy

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