

WP 4 – Development, harmonisation and integration of attractions

Activity 4. 1. – Product development workshop series

– Guidelines for the preparation and implementation of the series of product development workshops, for PPs

When planning the product development workshops, we must have in mind that the whole WP4 is related to all 3 project's specific objectives. A series of product development workshops in each PP city is the 1st activity of WP4 and they represent the baseline for other 2 main WP4 activities (4.2. Preparation of local and joint tourism product portfolios, 4.3 Creation of cross-country thematic routes).

AF: In order to determine and improve local and joint ambition levels of Jewish heritage related cultural tourism development actors in each PP city, a series of product development workshops are planned to promote and connect local cultural initiatives, develop competences of players, identify and spread best practices, develop creative initiatives to valorise untapped heritage potential, and enable effective cultural cooperation and exchange of knowledge both on PP city and on partnership level. The preparation and implementation of the series of product development workshops (Inventory workshops, Capacity Building workshops, Match-making workshops) to be implemented in each PP city, for local tourism development partners, is supported by detailed guidelines prepared for PPs:

4.1 Product development workshop series - a series of product development workshops to promote and connect local cultural initiatives, develop competences of players, identify and spread best practices, develop creative initiatives to valorise (partly) forgotten heritage potential, and enable effective cultural cooperation and exchange of knowledge both on PP city and on partnership level.

1. Inventory workshops

- they should lean on the main guidelines defined for the Timisoara Walkshop and actually on the whole WP3
- they should be based on the Jewish heritage inventory of respective PP cities
- the 1st in the series of workshops to be organised in each PP city
- focus on overview and discussion of local Jewish heritage inventory (prepared in WP3), presentation of inspiring case studies from other PP cities and brainstorming of potential local and joint tourism products.
- deadline: end of Period 2, April 2019

- Main topics: focus on valorisation of the inventory elements (defining valuable elements to pursue further) and defining potential local and joint (cultural) tourism products; description of tangible and intangible Jewish cultural heritage of the city and surroundings (detailed descriptions of key heritage elements and short descriptions of other elements) with potential recommendations how these inventory elements can be presented to tourists and be formed into the heritage route
- you will probably need to contract a heritage expert (art historian, curator)
- Recommended participants: tourism operators, (cultural) tourism-related SMEs; universities and research institutions,; public and private cultural operators; innovation agencies;
- The workshop should contribute to the establishment of the Jewish heritage inventories of PP cities (a written document in the form of Excel table), containing the highlighted (marked) heritage elements with the highest touristic potential
- recommended duration: 2-3 hours (actually depending on the amount of valuable heritage in each city)

2. Capacity building workshops

- **must include cooperation skills development, product development methodology training and business planning methodology training**
- organised in each PP city for 20-25 selected local tourism development partners (community members, service providers, institutions) to develop their skills related to tourism product development
- the implementation of the Capacity building workshops for local tourism development partners empowers the participants to share ideas, develop joint initiatives and engage in product development and implementation processes. Since these partners are selected from authorities, SMEs and the civil sector, the events represent sustainable skill development on individual, institutional and stakeholder level.
- the participatory process of product development with intensive stakeholder involvement also enhances institutionalisation of achievements: several members of involved target groups will be direct stakeholders / partners of tourism product / services selected for implementation.
- deadline: Period 3, May 2019
- Recommended participants: tourism operators, (cultural) tourism-related SMEs; universities and research institutions,; public and private cultural operators; innovation agencies; local and regional government representatives, policy makers.
- Result of the workshop should be enhanced capacity of public and private tourism and cultural operators to manage cultural heritage sites and attractions, to 'exploit' their touristic potential and to create new services and products demanded on the touristic market
- Main topics:
 - A) **heritage management and cooperation skills development:** Introduction (general features of cultural trends in tourism, of (cultural) tourism products and services); key activity stakeholders in creating cultural tourism products; cultural heritage, cultural route and cultural event management; tourism destination development,

management and competitiveness; co-operation and communication of tourism community systems related to the development of complex tourist products for the market of special interest – 1-2 hours approximately

B) development of cultural tourism products: market research and analysis (SWOT), identifying the state and the main challenges in the commercialisation of complex tourism products for the market of special interests, the state and major challenges in co-operation and communication of tourist community systems, and identifying long-term, related educational needs; Concept development; elaboration of product development strategy; Pilot Product development and testing; branding, promotion and positioning of (cultural) tourism products; Commercialisation of complex tourism products for the market of special interests (cultural tourism) including: branding and marketing of (cultural) tourism products, visitors attraction, digital, online and multimedia tools in promotion of (cultural) tourism products, services and destination; communication skills in promotion and distribution of (cultural) tourism products and services. - 2 hours approximately

C) business planning methodology training in (cultural) tourism:

1) Strategic Business Review (to review current state and identify areas of competitive advantage and the position of the organisation with respect to the competition)

2) Business Visioning (to define the vision of the desired state and values, and critical success factors)

3) Business Strategy Development (to identify and screen opportunities, analyse opportunity gaps and availability of resources, organizational strategies and key performance indicators)

4) Implementation Formulation (to define, identify and prioritise the programmes to be implemented; to define and develop the implementation plan taking into consideration the impact on the business environment, encompassing all key activities and schedule + making contingency plans) – 2-3 hours approximately

- Expected results of the workshops: major challenges identified in the development and commercialisation of complex tourism products for the market of cultural tourism and further activities of education; 20 – 25 persons trained in (cultural) tourism product development and business planning methodology; at least 3 of the business entities involved into the training will develop, participate in or contribute to the development of new tourism product related to the Jewish cultural heritage
- recommended duration: a 1-day workshop recommended

D) Match-making workshops

- they should also lean on the main guidelines defined for the Timisoara Walkshop and actually on the whole WP3
- they should base on the heritage inventory and case studies / good practice examples from all the PP cities - both tables are or will be available in the Google Drive

- professionally moderated events aim at identifying integrated tourism initiatives and cooperation opportunities among the selected stakeholders and include the presentation of case studies from other PP cities
- organised in each PP city involving LSGs
- offers participants the opportunity to meet new cooperation and business partners for joint research projects, business ideas and technology transfer in pre-scheduled meetings.
- to connect the participants with institutions, SMEs and civil sector facilitating the formation of cross-border and cross-sector consortia. The workshops should follow a concept that allows participants to learn about each other's activities and to create teams around specific ideas. The goal is to enable the participants to enter the dialogue about ideas, visions and potential collaboration spaces.
- it would be ideal if match-making workshops resulted in creating quality partnerships for participating in cross-border, international projects and facilitate new project ideas and proposals and the set-up of project consortia for upcoming calls
- also it would be very useful if match-making workshops resulted in new (joint) services and (cultural) events in each PP city (new guided tours, new exhibitions, new research and publications et al.)
- deadline: Period 3, June 2019
- recommended participants: tourism operators, (cultural) tourism-related SMEs; universities and research institutions, technology centres; public and private cultural operators, such as museums, libraries, parks, foundations; technological clusters, innovation agencies; local and regional government representatives, policy makers.
- recommended topics for match-making: matching advanced cultural heritage technologies, innovation demand of cultural institutions and cities, novel applications from SMEs; heritage sites and their potential for incorporating into existing cultural / thematic routes (for example into Subotica-Osijek Secession route – S.O.S. project + Art Nouveau route of Szeged and Subotica + Art Nouveau Interreg Danube project – Subotica, Szeged Tour, partners from Slovenia, Romania, Austria, Serbia, Bulgaria, Hungary and Croatia, Réseau Art Nouveau Network; Miller's route Osijek – Orfu; Industrial Legacy of Pannonia Route - Belišće, Komló and Beremend; Central Danube Tour – Osijek-Baranja County, Ilok, Vojvodina) + to propose potential new routes if possible / applicable (e.g. famous artists route; culinary / eno-gastro routes of different nationalities and minorities, including the Jewish cuisine)
- recommendation: to explore the potential of educational aspect of this heritage – cooperation with the educational institutions and CSOs dealing in human rights, minority issues and peace education
- structure of the workshops: define what you have in the city, what is missing, what you need related to the cultural tourism products and then define who and what can be the subject(s) of future cooperation and partnership