

Community-sourced Jewish Cultural Heritage Valorisation Handbook

**Community-sourced
Jewish Cultural Heritage
Valorisation Handbook**

Foreword

“Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region” is the title of the three-year INTERREG REDISCOVER project, of which the present handbook is the condensed result.

Heritage is experiencing a renaissance during the last decades, not only in its classical sense but the popularity of “vintage” designs is also almost everywhere to be seen. On one hand, this revival connects more and more the “things” we experience around us to the notion of “Heritage”, while, on the other hand, the Heritage of our rich central European History is in many areas yet to be uncovered. One of these areas is the Jewish heritage of the Danube Region. The first challenge of REDISCOVER was - in the original sense of the word - to “discover” the Jewish cultural heritage in each of the project partner cities with the help of local Jewish communities and the civil society. The discoveries made during the journey of REDISCOVER surpassed the goals “expose and exploit” described in the title of the project.

More than exposing the Jewish heritage, the partnership created awareness and made the public open their eyes, their senses and some partners even recreated the local Jewish heritage, thus allowing the local communities to emerge from their own Jewish heritage.

More than exploiting the newly rediscovered heritage, the partnership made it then available to a wider audience by co-creating products and services, implementing activities and actions. Even more important, the project initiated a dialogue between locals, tourists and communities. This connection, which both occurred on a cognitive and emotional level, created an ownership that could be seen and felt more strongly throughout the project.



The main lessons learnt were:

1. The Danube region shares a common Jewish Heritage, but there are many different and colourful local specificities within the region.
2. The proposed Valorisation model in this handbook proved to be effective and stimulated creative co-creation that enables the partner cities to reach new audiences.
3. The strong involvement of local (Jewish) communities created a trustworthy atmosphere where powerful resources for innovation were unlocked.
4. The REDISCOVER project drew bridges between heritage, modern life and identities.
5. Only the structured and methodological approach that was applied (and can be understood with the help of this handbook) enabled substantial results with so many different stakeholders and individual contexts involved.

Today with the New Leipzig Charter in place and a massive European Investment Program the “Green Deal” coming, Green papers and voices are emerging which suggest that Cultural Heritage should play a major role in the implementation of these policies. The REDISCOVER project has already shown how (Jewish) heritage can be activated and used to improve the Quality of Life for local communities. Furthermore just as the Jewish architects, like Arie Sharon or Marcel Breuer for instance, played a major role in the original Bauhaus, ideas and concepts based on Jewish heritage could also be used as resources in the current New Bauhaus Movement.

Handwritten signature of Matthias Ripp and Alizée Bertrand in blue ink.

Matthias Ripp and Alizée Bertrand,
Regensburg April 2021

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1 Introduction

INTERREG Danube Transnational Programme

The Danube Transnational Programme is a financing instrument of the European Territorial Co-operation (ETC), better known as Interreg. It provides a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States.

One of the priorities of the Danube Transnational Programme is to strengthen joint and integrated approaches to preserve and manage the diversity of natural and cultural assets in the Danube region as a basis for sustainable development and growth strategies.

Fostering sustainable use of natural and cultural heritage and resources is one of the Specific Objectives covered by this priority.

Further information can be found on the programme webpage:

► <http://www.interreg-danube.eu/>



REDISCOVER Project

REDISCOVER is a project funded by the Danube Transnational Programme. It is a partnership of 10 institutions in eight countries from the Danube Region. The partnership is based on cities of similar historical background with Jewish heritage and similar cultural and tourism missions. The project partners:

- Municipality of Szeged (Hungary, the Lead Partner),
- Szeged and Surroundings Tourism Nonprofit Ltd. (Hungary),
- Municipality of Galati (Romania),
- World Heritage Management City of Regensburg (Germany),
- City of Osijek (Croatia),
- Institute for Culture, Tourism and Sport Murska Sobota (Slovenia),
- Municipality of Timisoara (Romania),
- Municipal Museum of Subotica (Serbia),
- Municipality of Kotor (Montenegro),
- City of Banja Luka (Bosnia and Herzegovina).

The thematic partners associated with local governments also involved in the project are: Municipality of Subotica, Municipality of Murska Sobota, Jewish Community of Szeged, Jewish Community of Timisoara, part of Federation of Jewish Communities of Romania, Jewish Community of Osijek, Jewish Community of Montenegro, Jewish Community of Banja Luka and Romanian Institute for Research on National Minorities.

The main objective of the project is to improve the integrated cultural heritage management and valorisation capacities of mid-sized cities of the Danube Region, along with dedicated cultural and tourism institutions / actors involved, in order to safeguard the tangible and intangible Jewish heritage for upcoming generations, by building on partially undiscovered potential, and developing it into contemporary tourism solutions, while arranging its visibility, accessibility and sustainability.

The project started on June 1, 2018 and ends on May 31, 2021.

Further information about the project can be found on the REDISCOVER webpage:

► <http://www.interreg-danube.eu/approved-projects/rediscover>



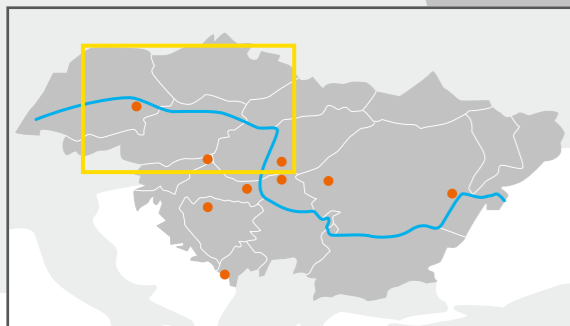
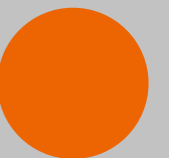
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MURSKA SOBOTA

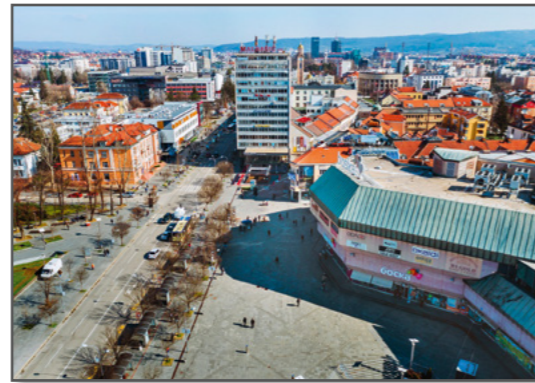


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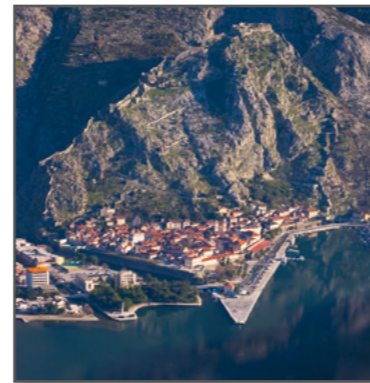
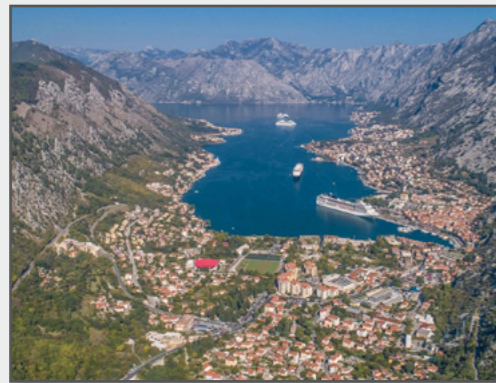




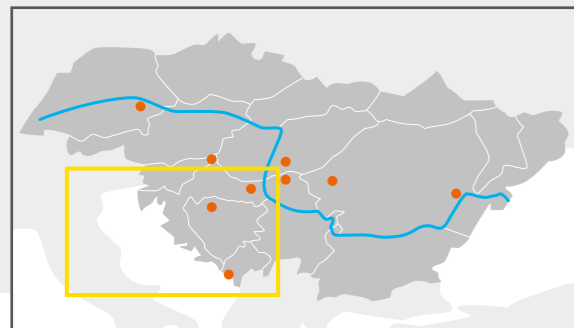
← **OSIJEK**



← **BANJA
LUKA**



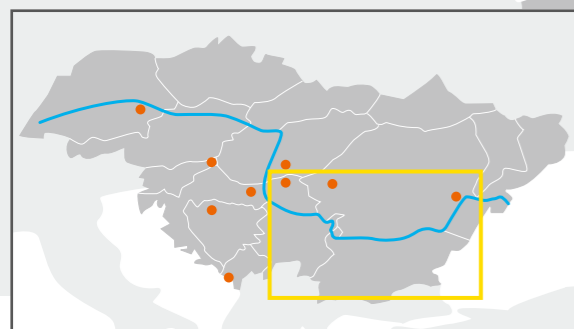
← **KOTOR**



SUBOTICA

TIMISOARA

GALATI



2 List of Abbreviations

AEPJ	European Association for the Preservation and Promotion of Jewish Culture and Heritage	JVS	Joint Visibility Strategy
AP	Transnational Jewish Cultural Heritage Initiatives Action Plan	LoP	Local Portfolio of Potential Tourism Products related to Jewish cultural heritage
ASCE	Association of Significant Cemeteries in Europe	LP	Lead Partner
CH	Cultural heritage	LSG	Local stakeholder group
CSS	Cascading Style Sheets	OTWG	Online Thematic Working Groups
DR	Danube Region	PP	Project partner
DS	Draft study	Q&A	Question and answer
EDJC	The European Days of Jewish Culture	QR	Quick Response (code)
ETC	European Territorial Cooperation	RANN	Réseau Art Nouveau Network
FRH	Future for Religious Heritage	SME	Small and medium-sized enterprises
HTML	HyperText Markup Language	SO	Specific Objective
ICT	Information and communications technology	SWOT	Strengths-Weaknesses-Opportunities-Threats
JC	Jewish Community	UNWTO	United Nations World Tourism Organization
JCH	Jewish cultural heritage	WJT	World Jewish Travel
JPP	The Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities	WP	Work Package
JS	JavaScript	WS	Workshop
		WW II	The Second World War

3 Readers Guide

Background Information

Central and Eastern Europe was home to flourishing Jewish communities before WW II, growing in population, economic output and social contribution, and widening local cultural diversity. Though the tragic turmoil of mid-20th century and emigration of surviving population depleted many of these communities, their roots and heritage are still there to be found.

Mid-sized cities (20 000-200 000 inhabitants), in contrast to the capitals and large regional centres, have limited built cultural heritage and small Jewish communities with preserved religious and cultural features. For these cities, the main challenge is to find ways to capitalise on a limited amount of visible Jewish cultural heritage, and how one can develop it into complex and competitive cultural attractions with potential tourism prospects, taking advantage of intangible heritage.

Through the REDISCOVER project, nine mid-sized cities in the Danube region cooperated to meet this challenge and build competitive advantage through innovative initiatives and networking. During a three-year period, they were engaged in a careful research and inventory of tangible and intangible local Jewish cultural heritage with tourism potential, developed and tested cultural products and services based on the re-discovered heritage, evaluated them, and drew conclusions for the further integration of the pilot results into larger scale national and international networks.

The project is based on the qualitative approach to heritage tourism development rather than on the quantitative one. A key element of this approach is that intangible heritage is considered as a valuable asset in attracting visitors, creating meaningful experiences for them and achieving educational goals rather than business objectives. Therefore, the project partners have focused on a slow tourism products and services, which combine synagogues, cemeteries, memorial sites and buildings with oral history, photo collections, legacy of famous local born Jewish personalities as well as Jewish culture and religion.

Moreover, accessibility issues fostered by the EU were considered during the product and service development within REDISCOVER. Some pilots made local JCH sites and events accessible to people with different needs, for example, by lowering the position of the descriptions in the exhibition and making them in the eye-level of visitors in wheelchairs, by making audio guides for visually impaired, etc.

The purpose of this Readers Guide is to help you to understand how to use this handbook. Not every part might be useful for you, and we want to enable the best possible experience for you.

This handbook reviews and evaluates the experience of REDISCOVER project: its activities and results. It provides guidance and advice for city administrations, local decision-makers, communities, tourism service providers and anyone interested in the discovery of and benefits to of their own Jewish cultural heritage on how to develop new cultural products and services through the community involvement, how these products and services can be transferred to other locations, and how the tourism offer and international networking, based on the rediscovered cultural heritage, can be sustained and improved.

How to use this handbook?

The readers might be interested in reading the whole handbook consistently or they might pay attention only to the parts which correspond to their specific interests. Below you can find an outline of the separate chapters, which will guide you through the handbook.

If you want to learn about the methodology applied by the REDISCOVER project, read **Chapter 4 – Community-sourced Jewish Cultural Heritage Valorisation Model**. Here you will find the description of the project phases and the main steps taken by the project partners, as well as the tools and resources used in the process of product and service development, based on a community focused survey of tangible and intangible Jewish heritage portfolios of the project partner cities. From here on the different phases of the Valorisation Model will be explained.

If you are interested in the initiation of the process, look through **Chapter 5 – Engaging with a topic and in the process** (Phase 1 of the Model) It will give you an overview of how local stakeholder groups were established (cf. **5.1**), what methodological tools for surveying JCH were developed (cf. **5.2**), how the initial inventory workshops in project partner cities were organised (cf. **5.3**) and how the inventories of tangible and intangible JCH were developed (cf. **5.4**).

If you want to know how the results of the scoping and engaging phase were used to develop JCH-based cultural products and services, go to **Chapter 6 – Developing Jewish cultural heritage-based products and services** (Phase 2 of the Model). It will lead you through a participatory co-creation process advancing through the steps taken by the project partners, including the organisation of capacity building and match-making workshops (cf. **6.1**), creating local portfolios and pilot ideas (cf. **6.2**), creating a comprehensive tourism service and attraction portfolio and joint thematic routes (cf. **6.3**) and ending up with a common transnational JCH thematic initiatives action plan, including a visual presentation of how JCH element were arranged into categories and the latter were organised into clusters (cf. **6.4**).

If you are looking for inspiration and examples of how tangible and intangible JCH can be used in a creative and innovative way to produce new cultural attractions, you can find it in **Chapter 7 – Implementing local Pilots** (Phase 3 of the Model). Here you will learn what common tools were used by the PPs (cf. **7.1**) to develop cultural products and services (cf. **7.2**), including Jewish cuisine (cf. **7.2.1**), guided tours (cf. **7.2.2**), built heritage (cf. **7.2.3**), virtual museums and exhibitions (cf. **7.2.4**), and events (cf. **7.2.5**). The description of 36 pilots is complemented with pictures, links, and good practices, which you might find useful. The chapter ends with a strategic evaluation of the pilot projects (cf. **7.3**), which is a key resource for the concluding phase of the Project.

If you are interested in sustainability issues, **Chapter 8 – Sustaining project products, experiences and networks** (Phase 4 of the Model) might be worth reading. It will give you an outline on how the project achievements within each of its strategic objectives can be sustained in the longer term, including local community's engagement in the recognition of JCH value (cf. **8.1**), the integration of the pilots into tourism offer (cf. **8.2**), and the prospects for the project partnership (cf. **8.3**).

If you want to find a concise account of REDISCOVER experience in rediscovering the Jewish cultural heritage in mid-sized cities and developing it into cultural attractions, read **Chapter 9 – Conclusion**. It includes concluding statements on the overall universal value and practical applicability of the project processes and outputs.

Finally, If you want to take over results and experiences of the project, you might be concerned with **Transferability and lessons learnt**. It summarizes the Project experiences that can be transferred to other cities with Jewish cultural heritage as well as outlines the main lessons learned by the PPs.



4 Community-sourced Jewish Cultural Heritage Valorisation Model

This Community-sourced JCH Valorisation Model is the synthesis of the REDISCOVER project, based on its three-year experience. It can be used as a role model by other European cities and regions who want to explore their own JCH and develop it into community-sourced tourism products and services.

The model gives a picture of the project at a glance and explains its methodological approach. Through the Valorisation Model, the methodology of the REDISCOVER project can be transferred to different environments in Europe.

First, this chapter presents the general overview of the model, including the project's main and specific objectives, as well as its activities broken down into phases and steps. Then, it presents each project phase in more detail, including the steps that were taken by the PPs to achieve the project's objectives, common tools that were used by the PPs, and common resources, which were used in the subsequent phases.

This chapter includes:

- 4.1 Overview of the Model and general outline
- 4.2 Phase 1: Scoping & Engaging
- 4.3 Phase 1: Developing
- 4.4 Phase 3: Implementing
- 4.5 Phase 4: Sustaining

4.1 Overview of the Model and general outline

The Project addresses the **Danube Transnational Programme's priority 2**: Environment and culture responsible Danube region and **Specific objective 2.2**: Foster sustainable use of natural and cultural heritage and resources. The Project's outputs contribute to the **Programme's expected results**:

- Improved frameworks, capacities and solutions for sustainable tourism development in the Danube region based on protection and sustainable use of natural and cultural heritage and resources.
- Improved strategies and tools for sustainable use of cultural and natural heritage and resources for regional development in order to avoid or limit land-use conflicts (e.g. with tourism, natural resource consumption).

The main objective of the Project is to improve the integrated CH management and valorisation capacities of mid-sized cities of DR, along with dedicated cultural and tourism institutions / actors involved, in order to safeguard the tangible and intangible Jewish heritage for upcoming generations, by building on partially undiscovered potential, and developing it into contemporary tourism solutions, while arranging its visibility, accessibility and sustainability.

The Project has three specific objectives (SO):

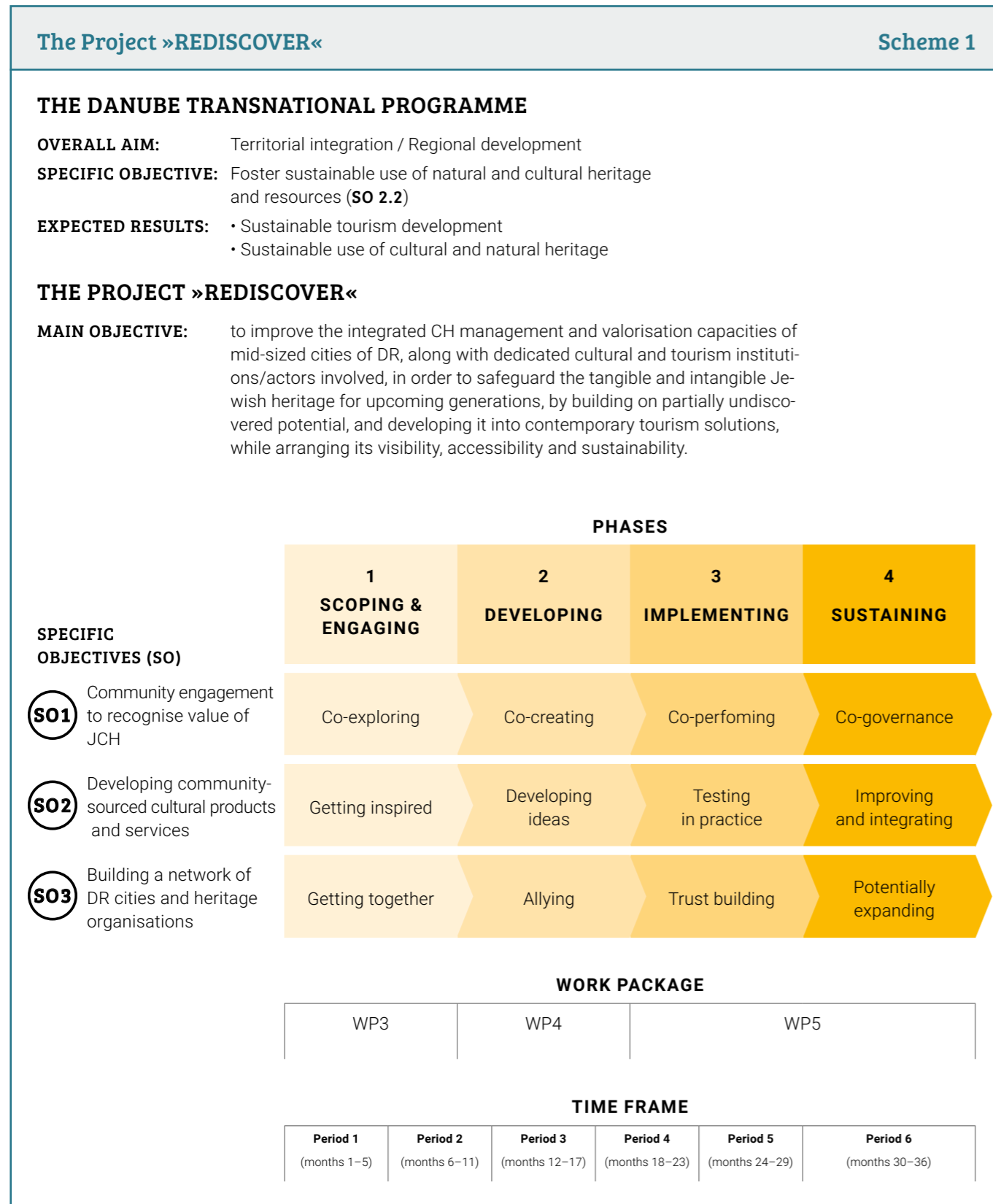
- SO1** to involve relevant local stakeholders in a participatory process aiming at recognition of JCH as an asset and potential attraction
- SO2** to develop new JCH-based cultural products / services
- SO3** to establish sustainable cooperation networks and to promote solutions' transferability to interested third party cities.

The main Project result is the rediscovery of locally available JCH assets and turning them into jointly developed synergic cultural and tourism products via a community-based co-creation process (SO2). As a precondition for that, a wide stakeholder involvement process was organized to mobilise local citizens, to support JCH value recognition and to stimulate bottom-up initiatives (SO1). From the other side, in order to sustain and to mainstream innovative practices developed and tested in frames of the Project, a network of participating cities and heritage organizations was established (SO3).

To reach its objectives the Project progressed through 4 phases:

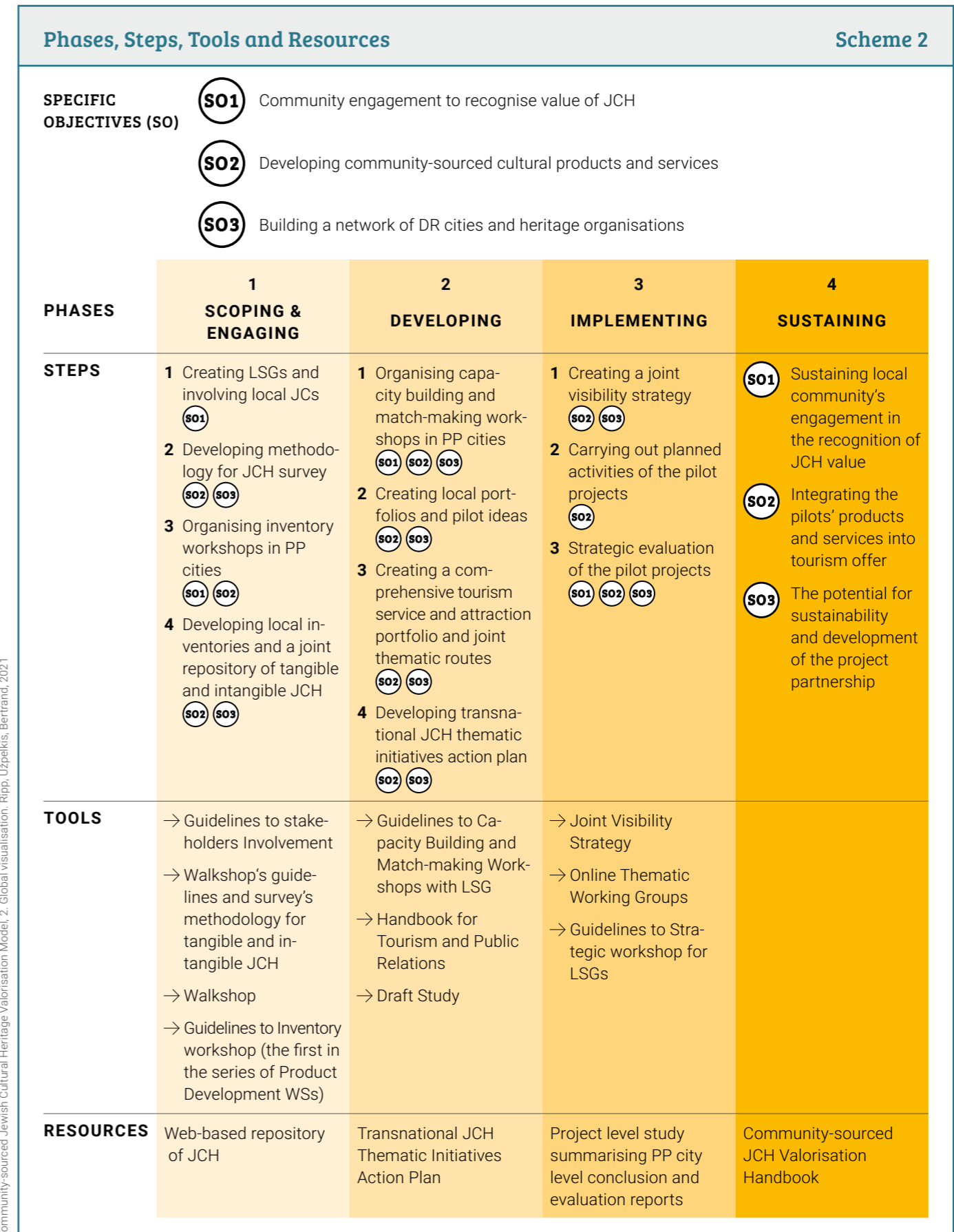
- SCOPING & ENGAGING**
- DEVELOPING**
- IMPLEMENTING** and
- SUSTAINING,**

which corresponded with the Projects' division into work packages 3, 4, 5, the latter covering phases 3 and 4 (see a scheme below). Thus, the intention was to advance the community engagement (SO1) from minimal involvement before the Project to a stage of shared responsibility (*co-governance*) as a sustainable outcome of the Project through *co-exploring*, *co-creating* and *co-performing*. In the same vein, new cultural products and services were developed (SO2) from a number of individual JCH assets through the stages of *getting inspired*, *developing ideas*, *testing* and *improving and integrating* into tourism offer. To facilitate the progress with regard to community engagement and product development, the Project network was built (SO3) by *getting together* for the Project implementation, *allying* based on common interests and principles, *trust building* while working together and *expanding* as a follow up of the Project.



Community-sourced Jewish Cultural Heritage Valorisation Model, 1. Project's visualisation. Ripp, Uzpelkis, Bertrand, 2021

To achieve the abovementioned transformations a model was developed that consists of 4 different phases, whereby in each phase different actions and activities were carried out. (see the scheme below). Since all three SOs of the project are closely interrelated, the steps often contributed to the achievement of more than one SO. Even when this model suggests a linear timeline of the different phases to conceptualize and understand the whole process, in reality the different phases were sometimes implemented in parallel.



Community-sourced Jewish Cultural Heritage Valorisation Model, 2. Global visualisation. Ripp, Uzpelkis, Bertrand, 2021

Each Project phase was based on the methodological approach, which involved, first, the development of common methodological tools on the Project level, then the tools were used to carry out activities on the PP cities' and / or network level, and, finally, the activities resulted with common outputs, which served as resources for the subsequent phases.

4.2 Phase 1: Scoping & Engaging

The initial **SCOPING AND ENGAGING** phase of the Project was focused on engaging with a topic and engaging all interested stakeholder groups in the process. Four steps were involved in this phase:

- STEP 1** Creating Local Stakeholder Groups and involving local JCs
- STEP 2** Developing methodology for JCH survey
- STEP 3** Organising inventory workshops in PP cities, and
- STEP 4** Developing local inventories and a joint (the Project level) repository of tangible and intangible JCH

The process involved the preparation of a number of methodological tools – guidelines¹ and organizing an innovative networking event – Walkshop. By the end of the phase a Web-based Repository of JCH was developed as a major resource for the following Project phase.

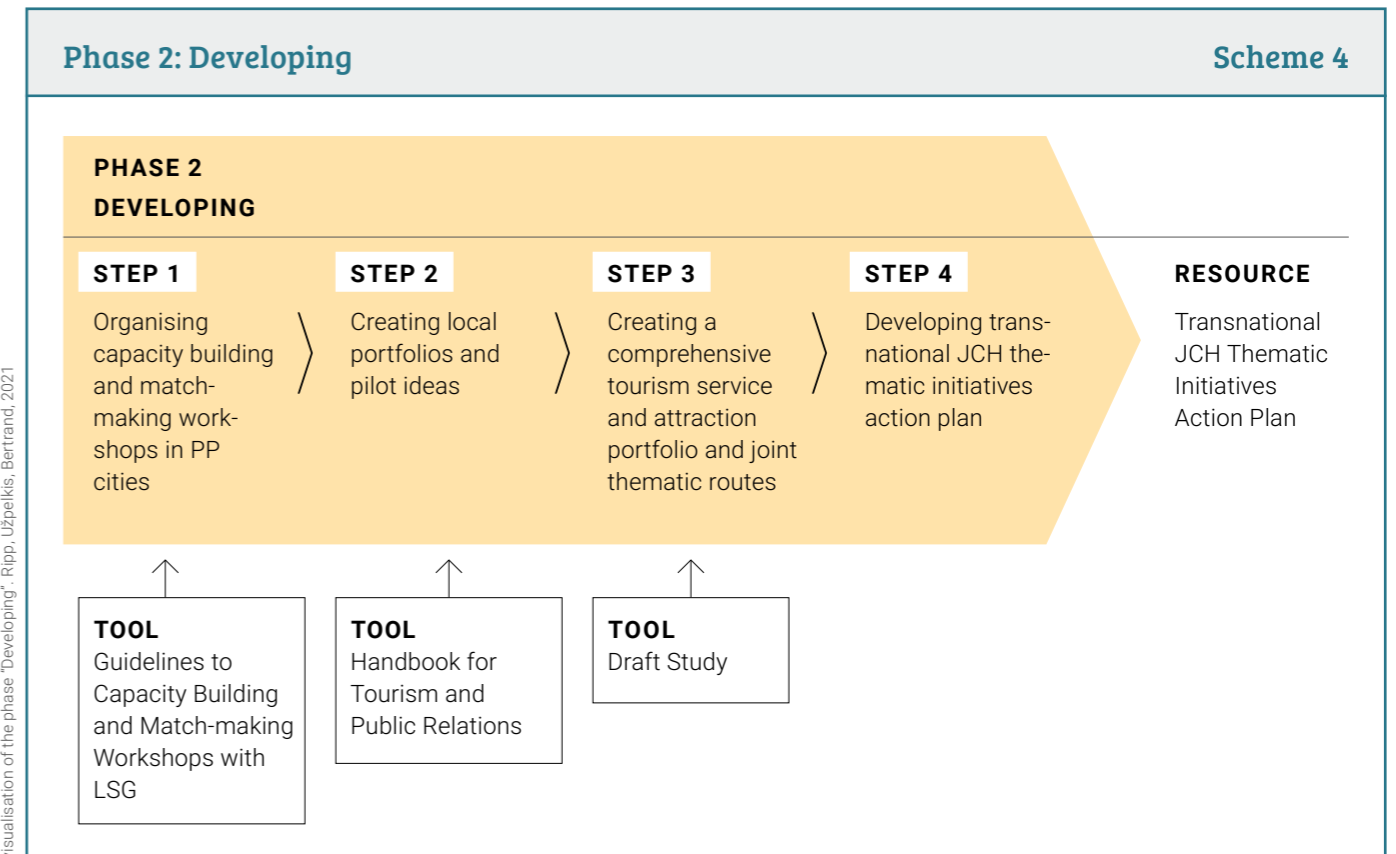
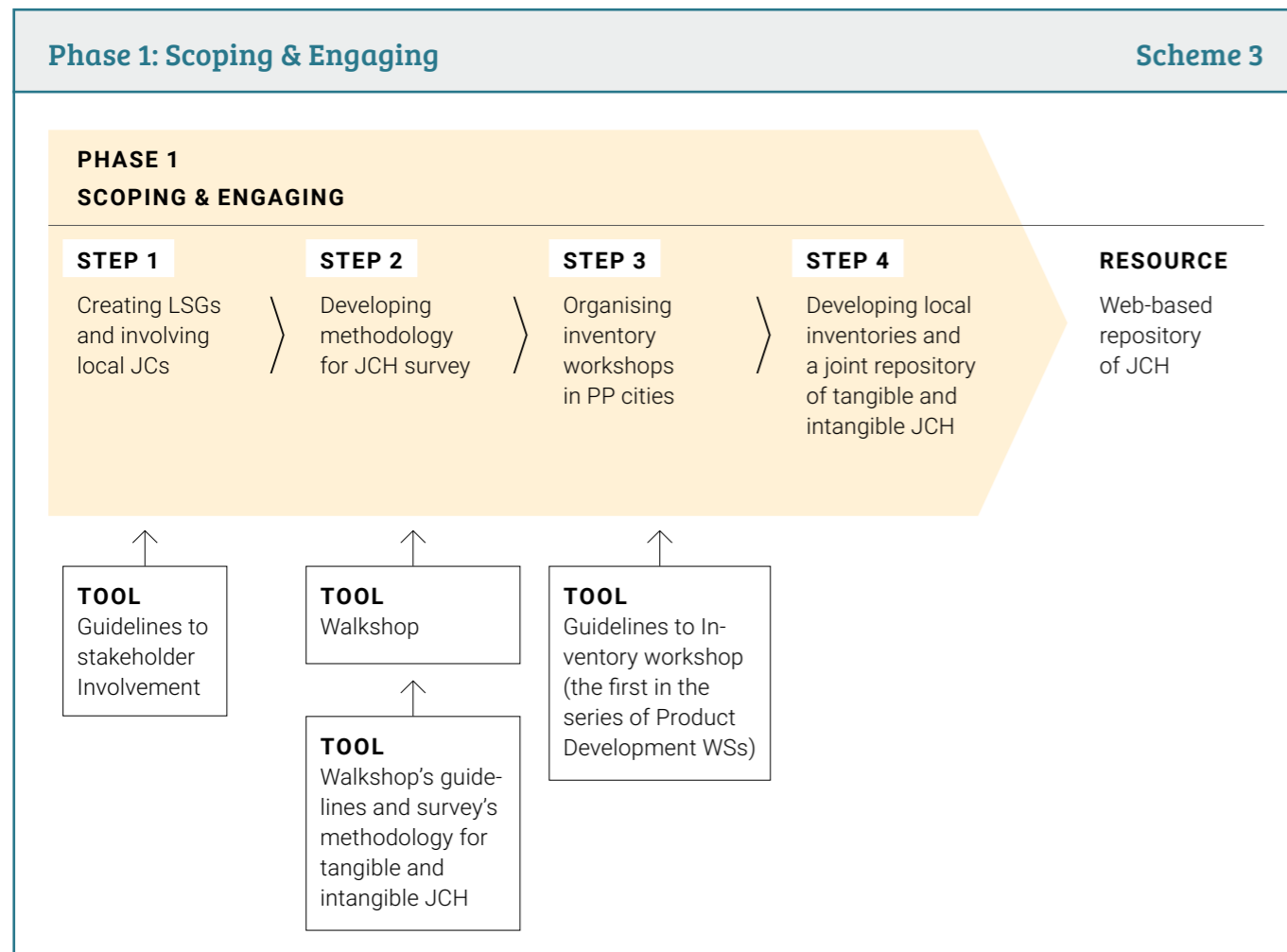
¹ Guidelines for the Preparation and Implementation of the Series of Product Development WSs, for PPs provided with methodological guidance for organizing 3 types of workshops: Inventory, Capacity-building, and Match-making. The first one belongs to the Engaging, whereas the latter 2 were carried on during the Developing phase.

4.3 Phase 2: Developing

Starting with the results of the inventory exercise, the **DEVELOPING** phase focused on a participatory co-creation process advancing through a number of tourism product development and integration steps:

- STEP 1** Capacity building and Match-making workshops in PP cities
- STEP 2** Creating local portfolios and pilot ideas
- STEP 3** Creating a comprehensive tourism service and attraction portfolio and Joint Thematic Routes
- STEP 4** Developing transnational JCH thematic initiatives action plan

The process entailed the development of three more methodological tools: guidelines, a handbook and a study, and gave rise to the Transnational JCH Thematic Initiatives Action Plan, the key working document for the subsequent Implementing phase.

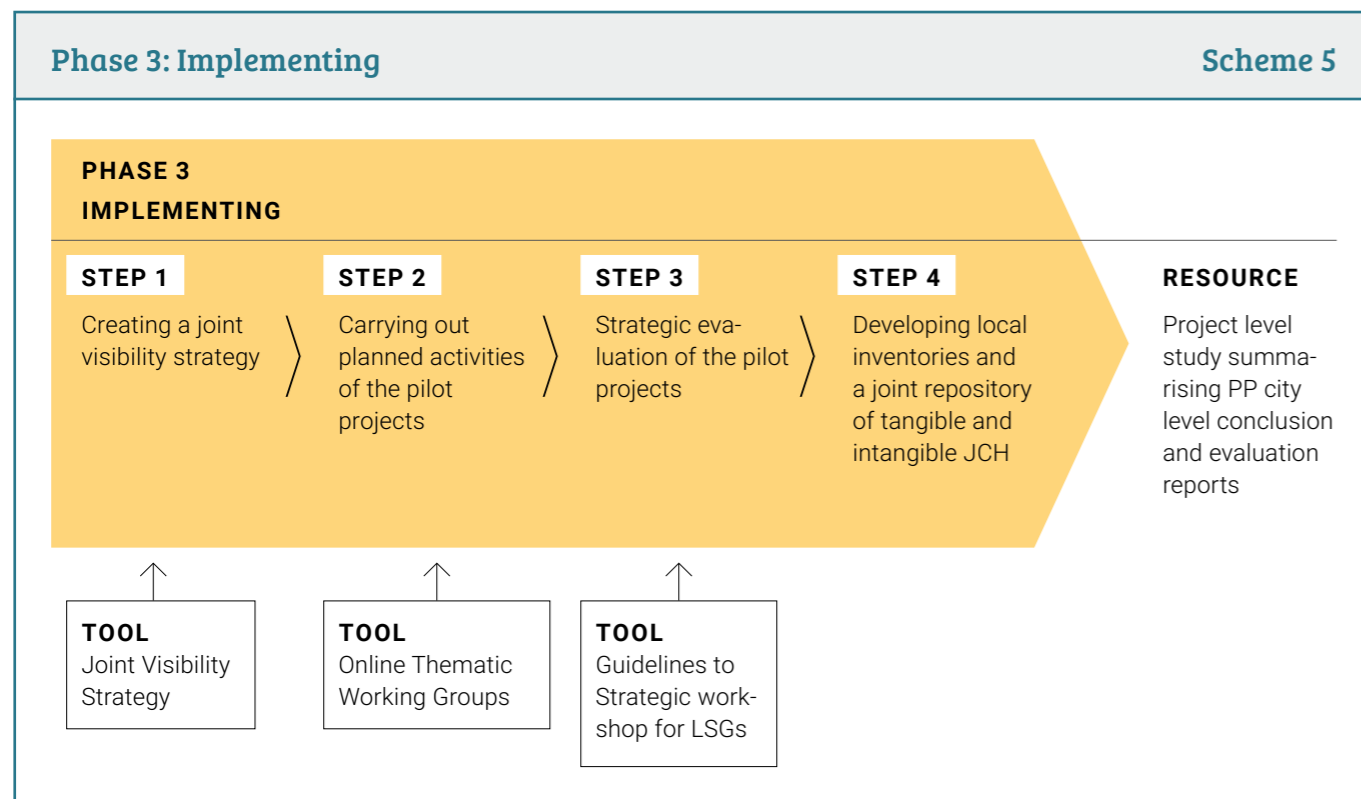


4.4 Phase 3: Implementing

Three major steps constituted the **IMPLEMENTING** phase:

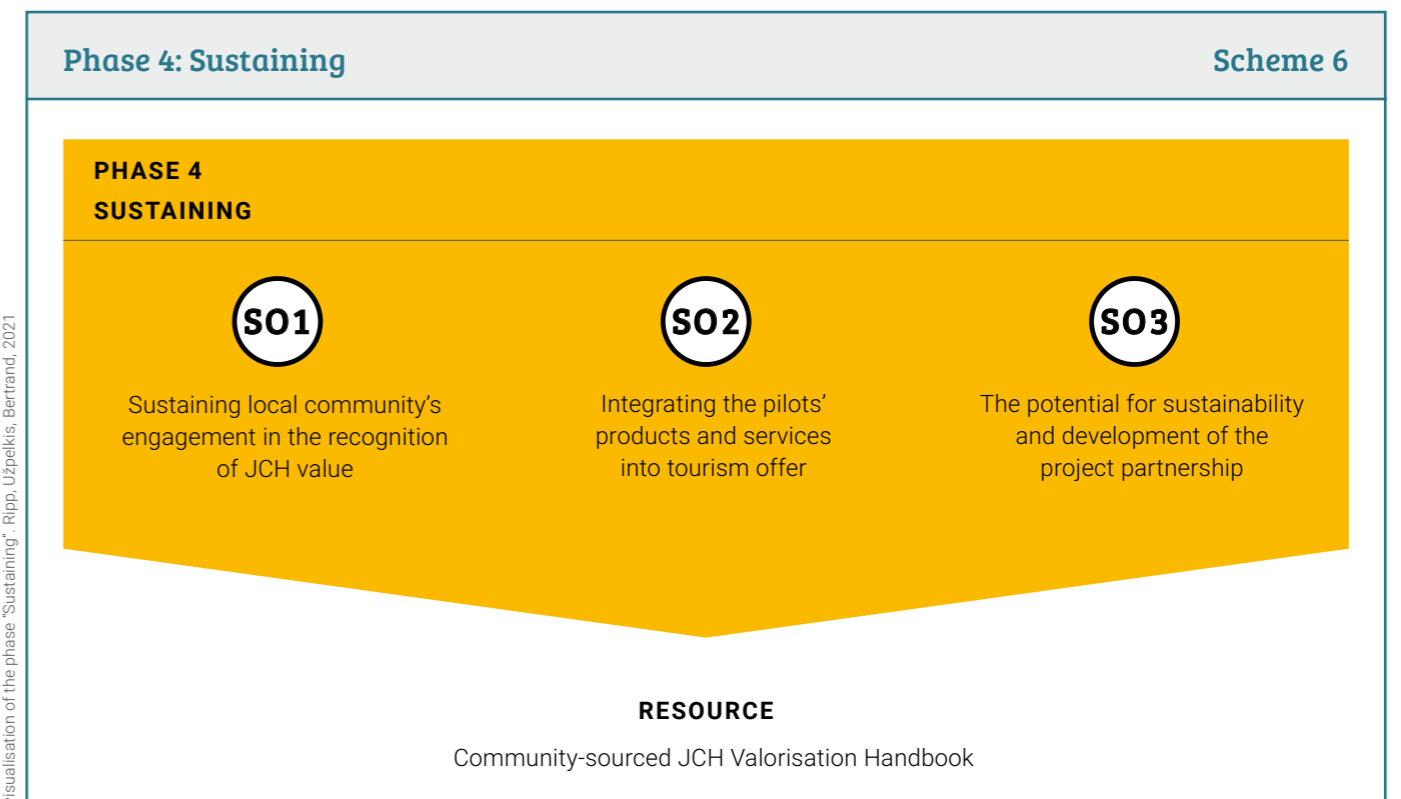
- STEP 1** Creating a Joint Visibility Strategy
- STEP 2** Carrying out planned activities of the Pilot Projects, and
- STEP 3** Strategic evaluation of the Pilot Projects

The undertaking was facilitated by three important tools: Visibility Strategy, Online Thematic Working Groups and Guidelines to Strategic workshop for LSGs. Pilots' conclusion and evaluation reports, as well as their summary on the Project level, present a key resource for the concluding phase of the Project.



4.5 Phase 4: Sustaining

The Project concludes with the preparation of the Community-sourced JCH Valorisation Handbook, which is the major output developed during the **SUSTAINING** phase. The Handbook reviews the Project experience, thus contributing to the sustainability of the Project achievements.



5 Engaging with a topic and in the process



REDISCOVER project’s approach features two key elements: 1) reasoning that intangible heritage has a great potential to generate public awareness and interest, and 2) view that stakeholder involvement is an essential factor for the successful development of sustainable community-based tourism products. Both perceptions call for paying a special attention to stakeholder participation.

The initial phase of the project **SCOPING AND ENGAGING** laid the foundations for further activities. Its aim was to prepare the process in each city which included defining the roles, selecting the relevant stakeholders etc. After that, to engage local communities in the co-exploring process of local JCH, which would further serve as a source of inspiration for the development of community-sourced cultural products and services. To this end, the project partners got together to reach an agreement about common methodological tools to be used in this process. As a result, the methodology for JCH survey was developed, as well as a number of guidelines for local activities such as meetings of local stakeholder groups and inventory workshops. By the end of the phase, local inventories of tangible and intangible JCH were developed and collected into a common, project level, web-based repository of JCH, as a major resource for the following project phase.

The project partners made four main steps to prepare the ground for the development of JCH-based cultural products and services:

- STEP 1** Creating Local Stakeholder Groups and involving local JCs
- STEP 2** Developing methodology for JCH survey
- STEP 3** Organising inventory workshops in PP cities, and
- STEP 4** Developing local inventories and a joint (the Project level) repository of tangible and intangible JCH

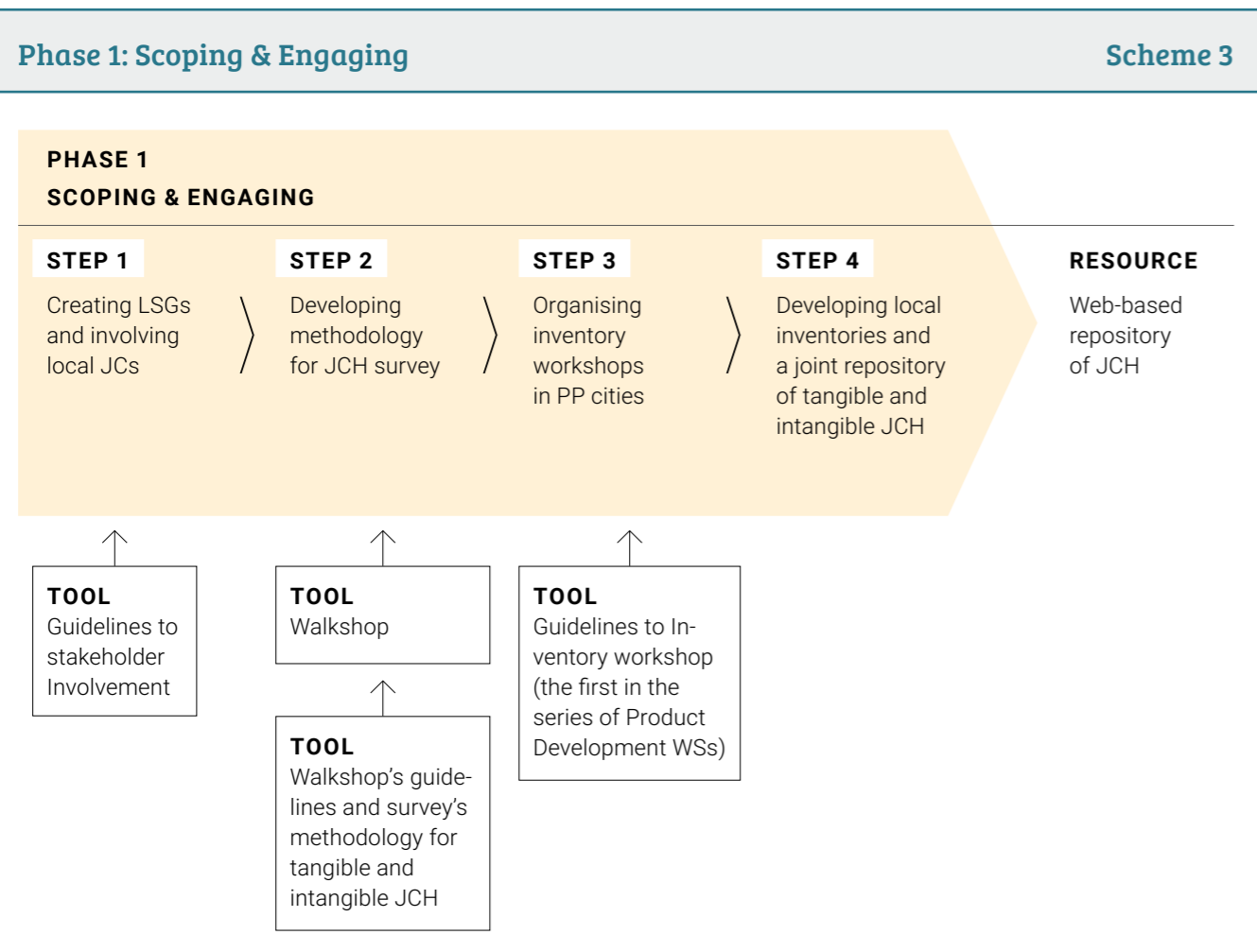
This chapter leads the reader through these steps.

5.1 Creating local stakeholder groups and involving local Jewish communities

As the first step towards establishing the community engagement throughout the project, the Guidelines to Stakeholder Involvement – REDISCOVER were developed. They give an outline of stakeholders’ role in different stages of the project implementation, advice on who could be involved, how to engage and work with local stakeholders and suggest practical techniques for stakeholder analysis, self-assessment of stakeholder group performance, problem tree analysis and action planning.

» The establishment of Local Stakeholder Groups and their involvement into discussion, right from the initial stage, helps to maintain local acceptance of the processes and assures compliance of outputs with the ambitions and interests of stakeholders. «

Guidelines to Stakeholder Involvement



Community-sourced Jewish Cultural Heritage Valorisation Model, 3. Visualisation of the phase "Scoping & Engaging". Rippi, Uzpelkis, Bertrand, 2021

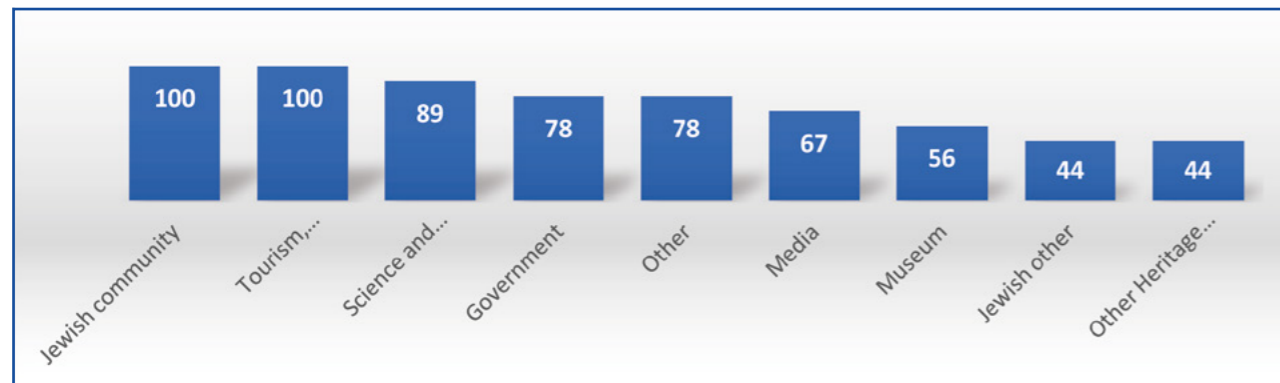
Guidelines to Stakeholder Involvement acknowledged that applying proposed tools and working methods in practice may require adapting them to the partners’ context, considering different working cultures and a variety of approaches to participation across the countries involved. Still, there were a few tasks to be accomplished in each partner city. Setting up Local Stakeholder Groups was one of such key milestones. This exercise was launched at the network’s level Stakeholder Involvement Workshop by setting a coherent framework which was later applied at the local level by arranging a series of similar meetings in each partner city.

According to the Guidelines, project stakeholders are all those with an interest or role in the project or who are impacted by the project. The structure of stakeholders involved in LSGs varied according to local circumstances, but in general the most often LSGs included:

- local and / or regional / national Jewish communities
- destination management organizations and tourist businesses
- science and education institutions
- local and / or regional governments

Local museums, other Jewish establishments, other heritage institutions, other interested civil society organizations and media representatives were involved upon availability.

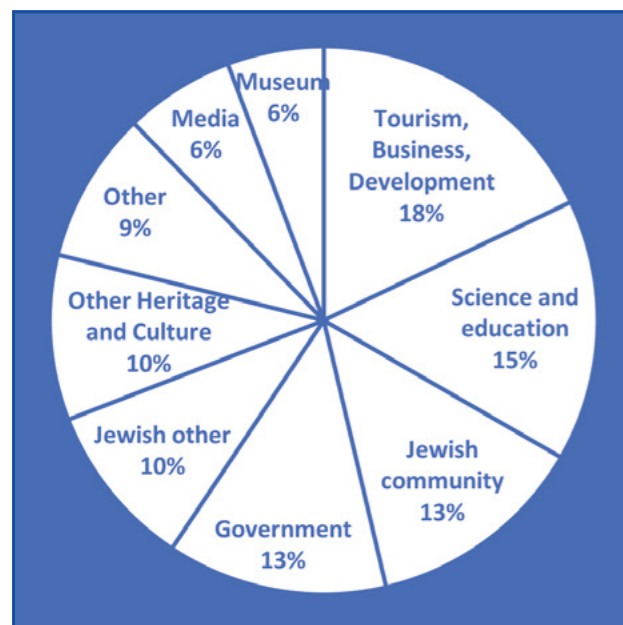
Stakeholder groups represented in LSGs (% of PP Cities)



Created by the authors

In total, around 120 persons were involved in PP cities' LSGs. In terms of the number of LSG members, the most represented stakeholder group was tourism and business establishments, followed by science and education sector, Jewish communities and governmental institutions.

The share of stakeholder groups represented in LSGs (% of LSG members)



» Getting the right people in your Local Stakeholder Group is a challenging task. Having all the relevant stakeholders working together is the best way to provide a solid foundation for project results. «

Guidelines to Stakeholder Involvement

Created by the authors



City of Osijek

Local Stakeholder meeting in Osijek, REDISCOVER news and events 29-04-2019

At the initial phase of forming LSG it was important to allow the opportunity for all stakeholders to get acquainted with the project objectives, expected outputs and foreseen activities as well as to discuss in more details their possible role in different phases of the project implementation. A paramount message is that:

» Local Stakeholder Groups mobilise citizens to become not just beneficiaries, but active participants / contributors of cultural development, rooting in their historic heritage. «

Guidelines to Stakeholder Involvement

This especially was applied to Jewish communities, who acted as the main consultant throughout the project and who were pleased to be part of an initiative that aimed to highlight their contribution to the city's development and to promote their cultural heritage.

Initial local stakeholder meetings in PP cities played a role in:

- Shaping the project by deciding on the theme of Personal History Files, a series of video recordings to be posted on social media, and
- Laying the foundations of the local repositories of JCH by discussing methodological aspects.

5.2 Developing methodology for JCH survey

To inspire the discovery of the true potential of the Jewish cultural heritage, an interactive workshop session combined with a study tour called "Walkshop" was organised for the project partners in Timisoara city (Romania). The goal of the Walkshop was to highlight the host city's JCH and to stimulate the partners sharing their ideas, insights and experiences.

As a preparatory step for the Walkshop, general Guidelines were produced. The guidelines acknowledge that locally available JCH may vary from town to town, therefore, they focused on the most common heritage elements, both tangible and intangible. The walkshops' itinerary can be easily modified to include heritage elements that are specific or unique to a particular place.

A **Walkshop** is a "Walking Workshop", which combines an interactive workshop session with a study tour of the host city's Jewish cultural heritage.

The guidelines suggested **criteria for the selection of JCH elements** to be showcased:

- Touristic potential. How attractive they are / may be for visitors?
- Accessibility. Are they accessible and safe for visitors, including people with special needs and regardless of the weather conditions?
- Location. How conveniently situated are they to be visited within a limited period of time?
- Representativeness of intangible heritage. How specific and characteristic is it to the city or region? (traditions, crafts, religious practices, music, literature, arts, and other types of intangible heritage to be considered)
- Connection to the current Jewish community. Does heritage provide opportunity to increase visibility of the local Jewish community, still a viable and vibrant part of the city life, though dramatically reduced in number of people due to the Holocaust?

A **Walkshop in Timisoara** was a working tool for the project partners to test the methodology proposed in the draft guidelines as well as different practical aspects of Timisoara's Jewish heritage circuit, such as attractions' appeal to participants, scheduling, transportation challenges, etc. The major lesson for the organizers was that the tour required allocating more time.

OUTLINE OF THE WALKSHOP

Timisoara, February 20, 2019

A Walkshop was organized by the Municipality of Timisoara in cooperation with the Jewish Community of the city. It was guided by Rabbi Zvika Kfir and Mr Gabriel Székely, an architect and a member of the JC. This on-site case study visit included the following JCH sites:

1. The Jewish cemetery. Here Rabbi Zvika Kfir presented a religious history of Timisoara's JC, the Jewish funerary and death commemoration traditions, commented on various types of tombs and explained the main religious symbols.
2. The Iosefin synagogue. Here the Rabbi elaborated on the religious ceremonies and practices.
3. The city's historical centre. Mr. Gabriel Székely guided the participants through the most prominent examples of the Jewish built heritage, either designed or once owned by the Jewish citizens.
4. The headquarters of the Jewish Community of Timisoara. Here the guests were welcomed by the Communities' President Ms. Luciana Friedmann, who presented diverse cultural and social activities of the Community, such as traditional holidays and elderly care programs.

The Walkshop ended with a traditional Jewish meal.

The next day after the Walkshop, the project partners discussed and decided upon a detailed methodology for the survey of tangible and intangible JCH to be used for developing a repository, which would be the first step in the culture / tourism product development process. The partners agreed that the methodology needs to be simple and clear, so that non-specialists could apply it, and that local stakeholders should be involved, so that the diversity, authenticity and value of the preserved heritage is not lost.

5.3 Organising inventory workshops in PP cities

Following the common methodology for surveying the tangible and intangible JCH agreed by the project partners during the Walkshop, and the Guidelines for Product Development Workshops (presented in more detail in the Development section), **Inventory Workshops** were organized in each PP city.

The aim of inventory workshops was to find and identify (=rediscover) the existing Jewish cultural heritage in each PP city and define potential local and joint cultural tourism products. Participants of the workshops included representatives of tourism operators, (cultural) tourism-related SMEs, universities and research institutions, public and private cultural operators, and innovation agencies. The workshops contributed to the establishment of the Jewish heritage inventories of PP cities (written documents in the form of Excel tables), containing the highlighted (marked) heritage elements with the highest tourism potential.



Municipality of Timisoara

EXAMPLE OF AN INVENTORY WORKSHOP

Regensburg, April 30, 2019

Before the workshop, a preliminary inventory list of local JCH was compiled. It was based on intensive library, archive and internet research, as well as discussions with local experts from the city administration, academic research and press. The preliminary list together with the related literature and sources was sent to the participants of the workshop one week before the event, so they could prepare.

The Inventory Workshop took place on April 30, 2019 from 10 to 12 o'clock in the premises of the Jewish Community Centre. The participants were the representatives of the municipality, private culture and tourism sector, academic staff of the university and the chairwoman of the Jewish Community.

The first part of the workshop included the presentations of the REDISCOVER project's approach, the draft inventory, and was followed by a discussion in groups about the categories and elements of JCH presented on a poster board. After the discussion, each group presented their ideas, focusing on missing or not precisely categorised elements, as well as suggesting new categories. Each individual item was discussed as to whether include it in the inventory and if so, in which elements' group.

The second part of the workshop included brainstorming about potential local tourism products and target groups. The workshop concluded with the identification of several potential tour itineraries, products, and services, based on JCH, and tailored to the specific needs of different target groups.

The major output of the local workshop was the final version of Regensburg's web-based inventory containing more than 70 elements of local JCH.



Municipality of Regensburg

5.4 Developing local inventories of tangible and intangible Jewish cultural heritage

As a result of Inventory Workshops, local inventories of JCH were developed by all PP cities. Local inventories were based on a common template, so they were efficiently integrated into a joint project-level Web-based Repository. The repository is an Excel file where each JCH elements' group is presented in a separate worksheet, in total comprising of 254 tangible and 470 intangible JCH element items.

A print screen picture of the Web-based Repository

Interreg Danube Transnational Programme Rediscover - WEB based repository of identified Jewish Cultural Heritage elements

Tangible cultural heritage elements - Synagogues, Museums					
ITEM'S NAME and LOCATION	SHORT DESCRIPTION (max. 300 car.)	LONG DESCRIPTION (max. 1500 car.)	INVOLVED IN TOURIST ATTRACTIONS or TOURISM POTENTIAL	WEBSITE, LITERATURE	OTHER SOURCES (photos, plans, posters, postcards, other documents etc.)
Synagogue in Lendava, Slovenia	Former Jewish synagogue, built in late 19 century, is today a renewed cultural centre with exhibitions about Jewish Community in Lendava and Prekmurje.	Jews, who inhabited urban centres, in Lendava (still 1955 Lower Lendava) were an important factor of economic development and Lendava middle class, testified by the buildings on Glavna (main) Street in the town. Jews were merchants, tradesmen, bookkeepers, doctors, savings banks founders, industrial plants owners, lawyers and influential, also leading men of the town. They were the carriers of the development of the so called golden era of middle class in Lendava. In 1866, as the Rabi Moses Schacherlein was on function, they began building the synagogue, which today is still standing and is beside the one in Mauthausen the second preserved in Slovenia. One story monolith building of almost square base is covered with four side ridged roof, the facade is decorated with pilasters and a concave under roof wreath. Today the inner space is decorated with six gilded iron columns with Corinthian capitals, supporting the gallery. Only a clock remained of the original furniture. As a sacred object the synagogue was in use till 1944, when after the deportation of Jews the religious rituals were abandoned.	The synagogue is yet involved in tourism products, they have opening hours every day and they organize tours around synagogue.	http://sinagoga-lendava.si/ , Tracing Jewish Heritage, A guidebook to Slovenia, page 94-95	Foto: ZIMN Lendava-MSTL Lendava. Source: http://sinagoga-lendava.si/sinagoga-lendava/
Synagogue in Murka Sobota, Murka Sobota	The Murka Sobota synagogue was demolished in 1954 due to its deterioration and the fact, that after World War II no Jewish community was in the town.	Synagogue of Murka Sobota once stood in Lendavska Street, where today the so called Jewish apartment block is standing. Around 1860 the count Szapáry donated the Israeli community a piece of land at Lendavska Street, where the first synagogue was built soon after. Due to the increasing Jewish population already at the begin of the 20. Century it was too small, so the decision came to build a new one. In May 1907 in the presence of Murka Sobota Raby Kiss the first fundament stone was laid down. The plans for the new building were drawn by Hungarian Jewish architect Lipót Baumhorn. The opening of the neo-romanesque styled synagogue was on 31. August 1908. From the outside it looked like a huge ornamental object with neo-Moorish elements, the inner space was a sacral, with crystal chandeliers and numerous mosaics as well as stained glass windows embellished temple. The synagogue is being demolished from 21. April 1954 onwards.	The synagogue was destroyed so it is not involved yet in tourism products. We have opportunity in the project to prepare some tourism product in which we should include the synagogue. Maybe a VR visualization of it that should tourists see with VR glasses.	Tracing Jewish Heritage, A guidebook to Slovenia, page 82-85	Pictore postcard, source: PDMŠ
Pomurje museum Murka Sobota	Photographies of Jewish synagogues and items from the one in Murka Sobota on display.	A part of the permanent exhibition of the Pomurje Museum Murka Sobota, which is a Regional Museum, is also one section, dedicated to the Jewish history of Prekmurje. On display are fragments of Torah scrolls, a Hebrew-Hungarian prayer book and a few ritual items. In the museum's collection are some other objects, related to Jewish community, which are not on display yet.	The Pomurje museum is yet involved in tourism products, they have opening hours every day include Monday and they organize tours in museum for adults and children (schools).	http://www.pomurje.si/	PDMŠ

Created by the authors

The repository includes the following information about each item:

- Item's name and location.
- Short and long descriptions.
- Tourism potential. In case of tangible heritage, whether the element is an essential attraction or part of another attraction, whether it is appealing for heritage tourists or mainstream tourists, for families with children, cycling tourists, or people with special interest. In case of intangible heritage, whether it is connected to heritage sites visited on guided tours, whether it can be used in exhibitions, concerts, festivals, performances, or educational events, for promotional or scientific articles, brand names, advertisements, catch-phrases or symbols.
- Website, literature.
- Other sources (photos, plans, posters, postcards, other documents etc.).
- Notes on potential synergies.

In addition, the project level repository includes lists of other useful, mostly web-based, resources, both European and national: travel review sites, tourism guidebooks online reservation sites, Jewish heritage routes, travel agencies offering Jewish packages, mobile apps, experts and related cross-border (cultural) heritage touristic routes.

A summary of all JCH items in PP cities

	BANJA LUKA (BIH)	REGENSBURG (D)	SUBOTICA (SRB)	MURSKO SOBOTA (SLO)	TIMISOARA (RO)	OSIJEK (HR)	SZEGED (HU)	KOTOR (MNE)	GALATI (RO)	TOTAL	
TANGIBLE	Synagogues and Museums	3	10	2	5	3	4	15	1	0	43
	Cemeteries and Graves	2	20	3	5	1	2	19	0	0	52
	Beth Ha-Midrash and Mikveh	0	2	0	0	1	0	2	0	1	6
	Houses and Palaces	1	6	1	27	6	7	34	1	0	83
	Schools and other Social Buildings	2	2	1	1	1	1	3	1	0	12
	Industrial Places and Commercial Buildings	1	2	10	1	1	4	7	0	1	27
	Memorials and Stolpersteins	1	8	7	2	1	3	9	0	0	31
TANGIBLE HERITAGE, SUBTOTAL	10	50	24	41	14	21	89	3	2	254	
INTANGIBLE	Songs, Music and Dance	1	2	1	0	1	1	4	5	5	20
	Literature	0	6	5	8	2	4	2	1	6	34
	Gastronomy	0	0	0	0	1	2	8	0	7	18
	Arts, Crafts and Sciences	0	4	3	6	3	5	6	1	4	32
	Oral History (Family stories)	3	2	0	3	4	5	4	1	3	25
	Famous and Prominent Personalities	0	5	3	2	8	7	21	1	8	55
	Rituals, Customs, Traditions and Philanthropy	0	3	1	0	10	1	2	9	6	32
INTANGIBLE HERITAGE, SUBTOTAL	4	22	13	19	29	25	47	18	39	216	
TOTAL	14	72	37	60	43	46	136	21	41	470	

Created by the authors

The common, project level, web-based repository of tangible and intangible JCH, compiled from the local inventories, served as the major resource for the following **DEVELOPING** phase of the project. Specific items with the greatest tourism potential were selected from the local inventories to be further developed into JCH-based products and services, and organised into joint thematic routes.

Institute for Culture, Tourism and Sport Murska Sobota

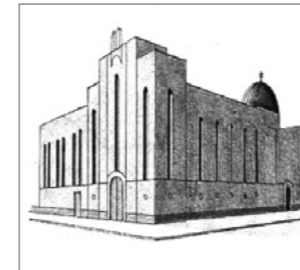


Sandi Červek, Mirko. Bratuša: Forgotten suitcase, 2009 – Murska Sobota

» **The forgotten suitcase is not yet involved in tourism products, so we have opportunity to make a Jewish tour in Murska Sobota.** «

REDISCOVER web-based Repository of JCH, PP Murska Sobota

City of Banja Luka



Jewish cultural center with Sephard Synagogue – Banja Luka

» **We could place info boards on the places where the synagogues were. Also we could place QR codes with additional info, pictures or stories. We could also make a mini model of what Banja Luka looked like in 1930s with Jewish objects. The model could be put somewhere in the city center.** «

REDISCOVER web-based Repository of JCH, PP Banja Luka

Municipality of Galati



Horah, A Jewish circle dance typically danced to the music of Hava Nagila – Galati

» **We should include it in the program on the week of Jewish culture.** «

REDISCOVER web-based Repository of JCH, PP Galati

Municipality of Galati



Chigala, Cake made of white flour and corn flour – Galati

» **We see potential connections with guided tour in Galati, story-telling. We should develop a tasting tour in the city. We should also include it in Jewish events.** «

REDISCOVER web-based Repository of JCH, PP Galati

6 Developing Jewish cultural heritage-based products and services



Following the initial phase of the project, focused on engaging the stakeholders and scoping JCH, the second phase of the project focused on increasing stakeholder capacity to develop JCH-based cultural products and services on both the project and the PP levels.

The process entailed the development of three common methodological tools: the Guidelines to Capacity Building and Match-making Workshops, the Handbook for Tourism and Public relations and the Draft Study, which laid the foundation for the development of joint attractions. On the local level, PPs engaged local stakeholders in the capacity building and co-creation process to come up with local portfolios of potential tourism products and develop ideas and “prototypes” of the products and services to be implemented in the subsequent phase. Then, the local portfolios and pilot ideas were combined on the project (network) level into a mutual portfolio, where all JCH elements were grouped into Jewish cultural categories, formed into Jewish cultural clusters and, finally, joined into thematic routes. The Developing phase concluded with a Transnational Jewish Cultural Heritage Initiatives Action Plan, the major resource for the creation of viable business cases out of the thematic routes and their integration into larger-scale national and European thematic networks.

The PPs made four main steps in the development of JCH-based cultural products and services:

- STEP 1** Organised capacity building and match-making workshops in PP cities,
- STEP 2** Created local portfolios and pilot ideas,
- STEP 3** Created a comprehensive tourism service and attraction portfolio and joint thematic routes, and
- STEP 4** Developed transnational JCH thematic initiatives action plan.

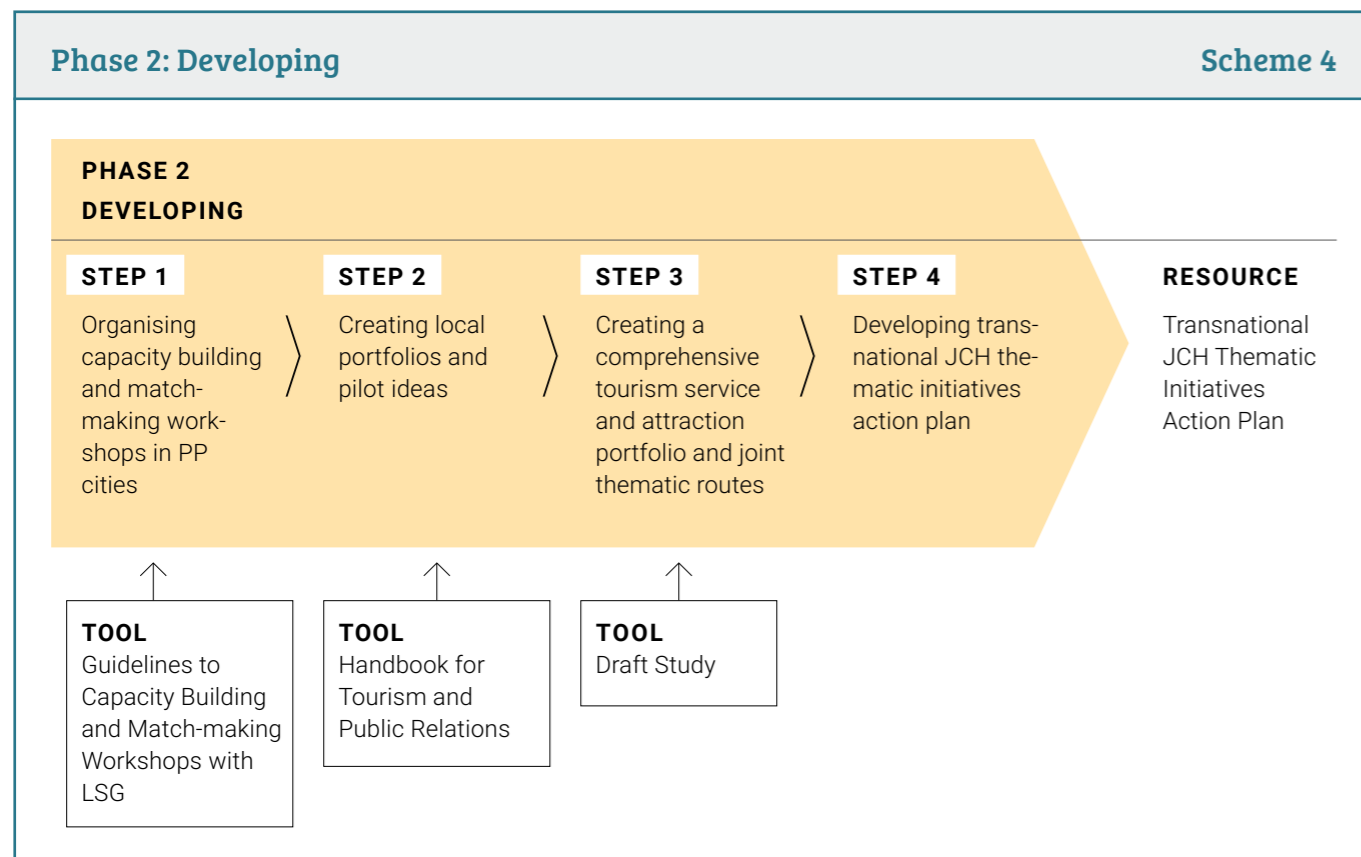
This chapter describes each of these steps.

6.1 Organising capacity building and match-making workshops in PP cities

The participatory co-creation process took the form of a series of product development workshops. The **Guidelines for the Preparation and Implementation of the Series of Product Development Workshops** suggested three types of workshops – Inventory, Capacity Building and Match-making – to be organized in each PP city. The overall objective of the workshops was to promote and connect local cultural initiatives, to develop the competencies of the actors involved, to identify and spread best practices, to develop creative initiatives valorising untapped heritage potential, and to enable effective cultural cooperation and the exchange of knowledge both on PP city and the project partnership level.

To facilitate the achievement of the project objectives, the **Handbook for Tourism and Public Relations** was produced. It gives an overview of fundamentals on how to develop heritage-based tourism products and how to present them to the audiences. The guide connects public relations to tourism as a key tool to achieve visibility for the newly created tourist attraction. It also stresses the importance of storytelling as an engaging method of communication. Finally, the handbook provides practical information about the major online and offline tools for introducing tourist attractions for both visitors and locals.

The aim of the **Capacity Building Workshops** was to develop the heritage management and cooperation skills of the participants, and train them on the methodology of the cultural tourism product development and business planning. The workshops were organised in each PP city for 20-25 selected local tourism development partners (community members, service providers, institutions). They created favourable atmosphere for sharing ideas, developing joint initiatives, and engaging in collaborative product development and implementation processes. In general, the workshops enhanced the capacity of public and private tourism and cultural operators to manage cultural heritage sites and attractions, as well as to create new marketable tourism services and products.



Community-sourced Jewish Cultural Heritage Valorisation Model, 3. Visualisation of the phase "Developing". Ripp, Uzpeikis, Bertrand, 2021



» **Educating tourism service providers is not the most important thing. In fact, the most important things are the ideas that you have, the will to create your own ideas and the endurance to achieve your goals.** «

Niko Slavnić, a lecturer at the Capacity Building Workshop in Murska Sobota, 29 July 2019

FROM THE IDEA TO THE CULTURAL TOURISM PRODUCT

Capacity Building Workshop in Osijek

The Capacity Building Workshop in Osijek took place on July 15, 2019, 10.00 – 14.00, in the Museum of Slavonia. It was led by a cultural tourism expert Obrt Rici and covered the following topics: heritage management and cooperation skills; key stakeholders' role in creating cultural tourism products; cultural heritage, cultural route and cultural event management; co-operation and communication of tourism community systems; market research and analysis (SWOT); concept development; elaboration of product development strategy; pilot product development and testing; promotion and positioning of (cultural) tourism products; branding and marketing of (cultural) tourism products, 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.

ALTERNATIVE APPROACH

Capacity Building Workshop in Subotica

A Different method for capacity building was used in Subotica. Students from the University of Geography (department of tourism) in Novi Sad, as future tourism experts, were invited to visit the Municipal museum of Subotica on May 30, 2019 and to help the project group with their ideas. The museum educator Aniko Mihajlovic and the Jewish community representative Branka Banjanin introduced the museum, the project and the Jewish culture in Subotica. Afterwards the students were invited to the Synagogue for a more detailed discussion. The students were asked to reflect on various aspects of the visit to the museum, both positive and negative ones. The students explained what they think is "cool" these days, as winning over and convincing younger generations is the biggest challenge. It is important to use cultural trends. Students gave practical recommendations on how to raise visitors' interest by setting up surprises. For example, by taking them to some interesting place which was not on the planned route; by arranging a candy tasting or a mini concert (singing or instrumental), or presenting a small gift (such as a sticker or a seal for the little ones at the end of the trip). Involving the students was also a good promotion of local JCH among younger generations.

» **It is not enough just to create a route, but to build, formulate and organize the related heritage so that younger generations can understand and learn from it.** «

Subotica Portfolio of Potential Tourism Products



Subotica Portfolio of Potential Tourism Products

The aim of the **Match-Making Workshops** was to use the knowledge collected during the inventory and capacity building workshops and to utilize the collected JCH inventory elements. The workshops were organised in each PP city involving LSGs, tourism operators, (cultural) tourism-related SMEs, universities and research institutions, technology centres, public and private cultural operators, such as museums, libraries, parks and foundations, technological clusters, innovation agencies and local and regional government representatives. The participants discussed and defined what is present and what is missing in their cities in terms of cultural tourism products, and what could be done through the partnership to address the identified needs. The Walkshop guidelines and the repository of identified JCH elements developed in the previous phase were used for reference purposes.

» **The workshop helped to define new project ideas, tourism services and cultural heritage use methods.** «

The match-making workshop in Szeged

THE MAIN MESSAGES FROM THE JEWISH COMMUNITY

Match-making workshop in Regensburg

One week before the workshop, the meeting with the members of the Jewish Community took place. The participants of the workshop discussed how to align the potential JCH-based products and services with the main messages communicated by the Jewish community members. It was agreed that the following messages and values should be communicated through the potential products and services:

- Avoid stigmatization and reduction of Jewish culture and history as a result of overemphasizing the Holocaust.
- Bear in mind the unique history of each local Jewish community.
- Present the Jewish culture and religion in relation to other cultures and religions.
- Integrate a forward-looking approach.
- Foster remembrance culture.
- Prevent antisemitism through knowledge.
- Highlight emotionally authentic experiences.
- Transfer knowledge about Jewish culture AND religion.
- Connect to and include other religions that are present in the city.

» Due to the different backgrounds of the participants, new perspectives and experiences could be collected. «

The Workshop's in Regensburg Conclusion

» After the accomplishment of the workshop series, we can say that all three workshops were successful and fruitful. Our stakeholders provided very good ideas for product development thus we are confident that we will deliver a very good result at the end of the Rediscover project. At the workshops we discussed our ideas and common activities; at the same time, we also recognised the need for joint development of the products. «

Conclusion remarks on the workshop series.

Core Local Portfolio Murska Sobota



Product development workshops in Murska Sobota



Core Local Portfolio Murska Sobota

6.2 Creating local portfolios and pilot ideas

Based on the local JCH inventories and the product development workshops, each PP city developed their **Local Portfolios of Potential Tourism Products related to JCH** (LoP). A typical LoP contains the summary of the Product Development Workshops' process, city profile with a focus on JCH and tourism industry, a review of available JCH-based tourism services and products and ideas for their development as well as proposals for such projects' implementation. Local portfolios were further used as the major reference document for all JCH-based tourism products and services development initiatives. Shortlisted pilot ideas were further developed and implemented in the next phase of the project.

» Indeed, the rich cultural history gives a vast array of possibilities, but according to the inventory and the existing services, a lot of services and products are missing. «

Portfolio of Potential Tourism Products of Szeged

6.3 Creating a comprehensive tourism service and attraction portfolio and joint thematic routes






Following the development of LoPs, the **Joint Product Development Workshop** was organized in Osijek in September 2019. The meeting marked a new step in the development of the joint JCH-based tourism initiatives on the project level. Based on the Workshop's discussions and agreements two major documents were developed aiming at the creation of synergy between individual products on both local and regional / international level through the setting up of a comprehensive thematic framework.

The Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities (JPP)

provided a reasoning as to how all JCH elements identified in LoPs could be arranged into 6 categories and subsequently reorganized into 5 clusters both at the local and the project level cooperation networks.

The **Draft study (DS)** provided additional useful information on local / regional / international cultural / heritage tourism information services and sales networks as well as local / European / global thematic Jewish and other cultural networks routes.

The concept presented in JPP and DS was finally approved by the project partners during the **Thematic Routes Workshop** in Banja Luka in February 2020. Due to COVID-19 outbreak the themes and the pilot ideas were modified. A framework eventually settled to be further developed through the Action Plan features **5 Joint Thematic Routes** corresponding to 4 categories and clusters:

1. **REDISCOVER Gastronomy** (Gastronomy) 
2. **REDISCOVER Guided Tours** (Built Heritage) 
3. **REDISCOVER Recreated Jewish Heritage** (Built Heritage) 
4. **REDISCOVER Virtual Museum and Exhibition** (Storytelling, Oral History) 
5. **REDISCOVER Jewish Festival Events** (Events, Programs, Rituals, Festivals) 

So, JPP and the DS provided the foundation for a detailed planning and implementation of pilot actions during the subsequent Implementation phase.

6.4 Developing transnational JCH thematic initiatives action plan

Transnational Jewish Cultural Heritage Initiatives Action Plan (AP) aimed to create viable business cases out of the thematic routes and to integrate them into larger-scale national and European thematic networks. AP specifies the nature of the actions to be implemented to achieve the goals of the project. It describes a step-by-step feasible process of the pilots: timeframe, stakeholders involved, availability and the use of JCH elements and sources. AP consists of the following elements: cluster information, partner cities involved, pilot projects, JCH elements used, synergies and a draft collection of actions. AP is more than a manual for the PPs on how to implement the pilot projects. It also provides easily adaptable models which could be applied in other cities by any interested tourism development actors. So, it ensures the pilots' and developed outputs' replicability in diverse local circumstances.



City of Osijek

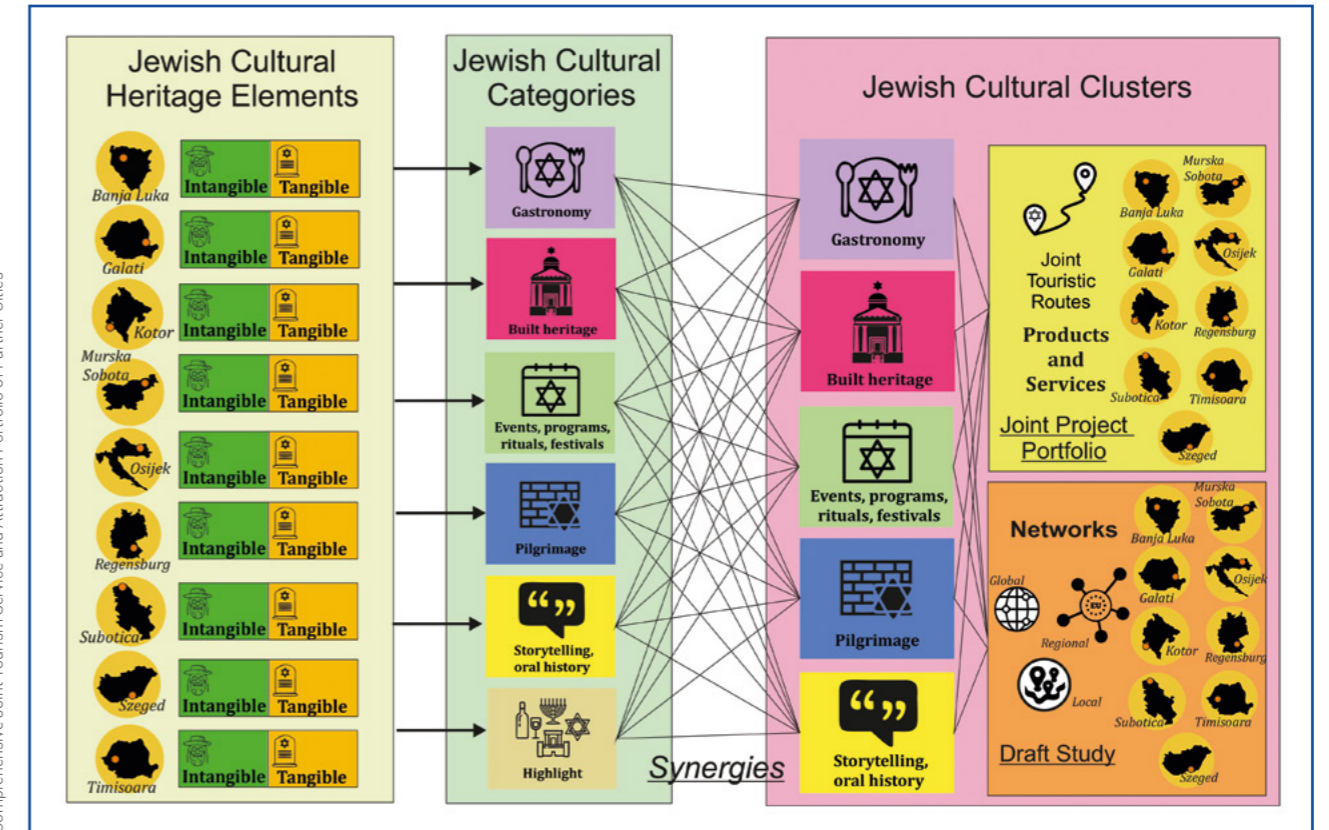
Joint Product Development Workshop in Osijek, REDISCOVER gallery



Joint Thematic Routes Development Workshop in Banja Luka, REDISCOVER gallery

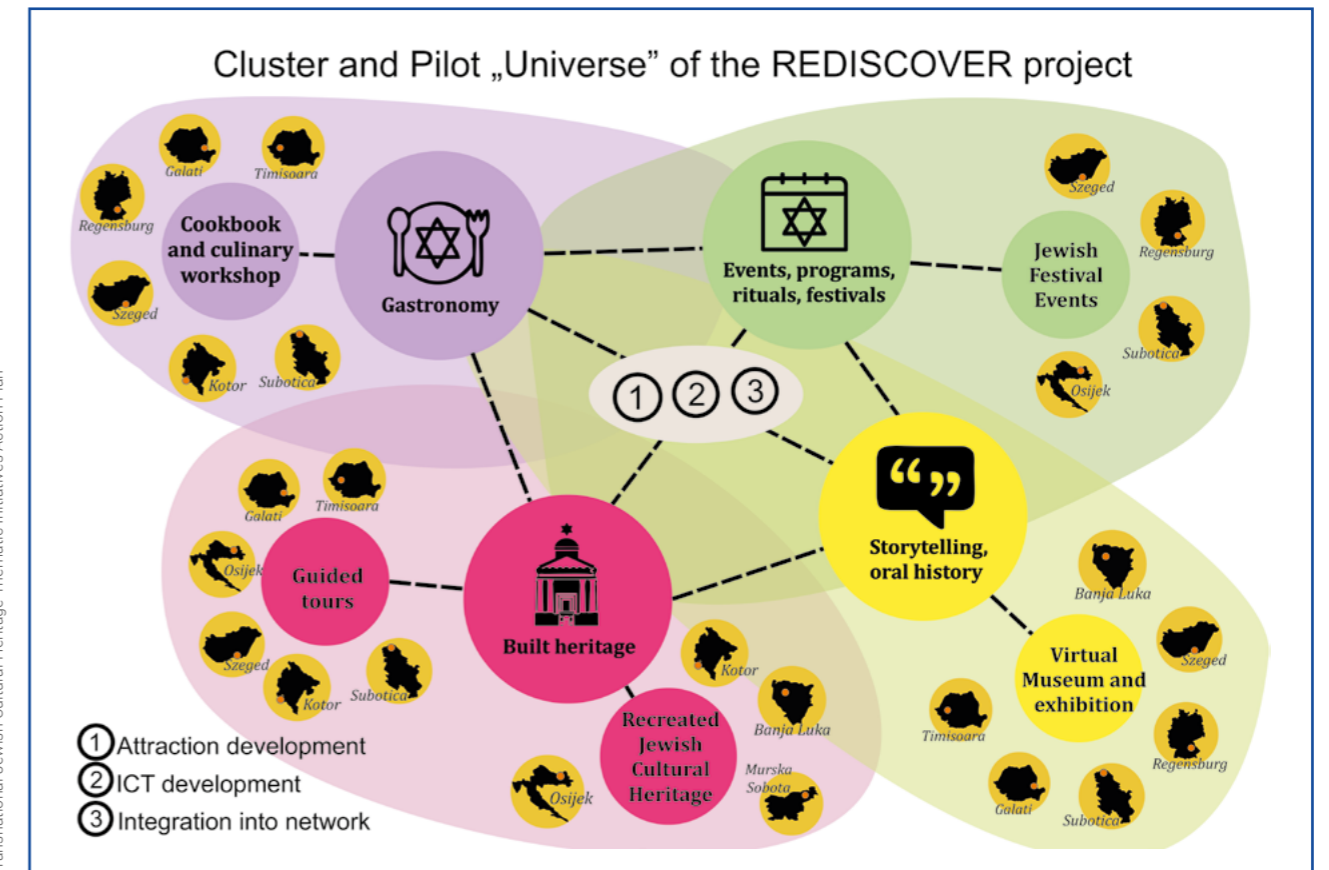
City of Banja Luka

Arranging JCH elements into Categories and organizing the latter into Clusters (a draft framework)



Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities

Clusters, pilots and thematic routes' "universe"



Transnational Jewish Cultural Heritage Thematic Initiatives Action Plan

7 Implementing local pilots

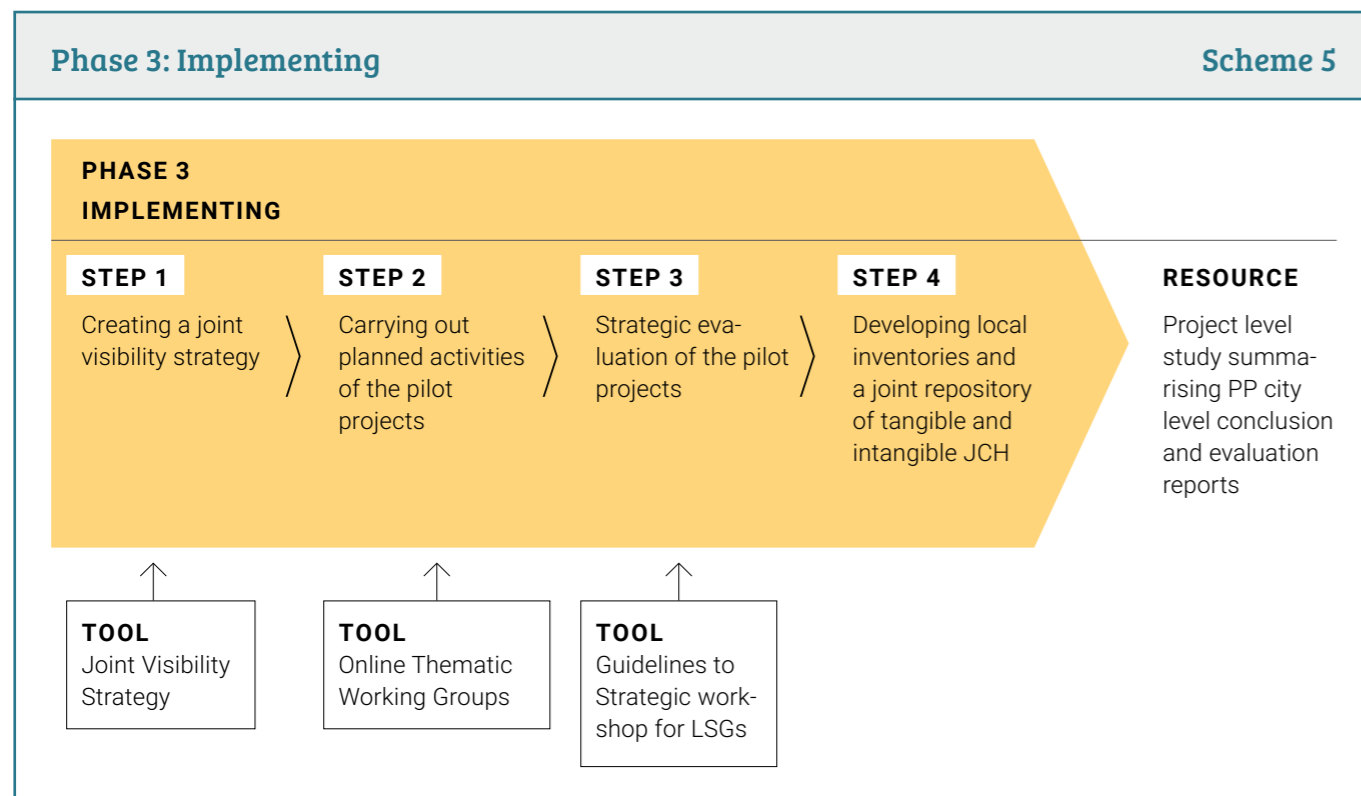


One of the specific objectives of REDISCOVER project was to develop new, interconnected cultural products and services via a community-based co-creation process. Five Joint Thematic Routes identified during the previous, Development, phase served as the foundation for the implementation of individual products and services (pilot projects) at the PP level, as well as for the potential connections and synergies among the pilots at the project level.

Common methodological tools, including the Joint Visibility Strategy, Online Thematic Working Groups and the Guidelines to Strategic Workshops for LSGs helped the PPs go through the implementation process in close cooperation with each other. In total, 36 unique pilots were implemented from the original ideas developed during the previous phase. The pilots are grouped into five Joint Thematic Routes, specifically:

1. **REDISCOVER Gastronomy** (5 pilots)
2. **REDISCOVER Guided Tours** (14 pilots)
3. **REDISCOVER Recreated Jewish Heritage** (4 pilots)
4. **REDISCOVER Virtual Museum and Exhibition** (7 pilots).
5. **REDISCOVER Jewish Festival Events** (6 pilots)

This phase concluded with the strategic evaluation of all pilots and a summary of their conclusion and evaluation reports.

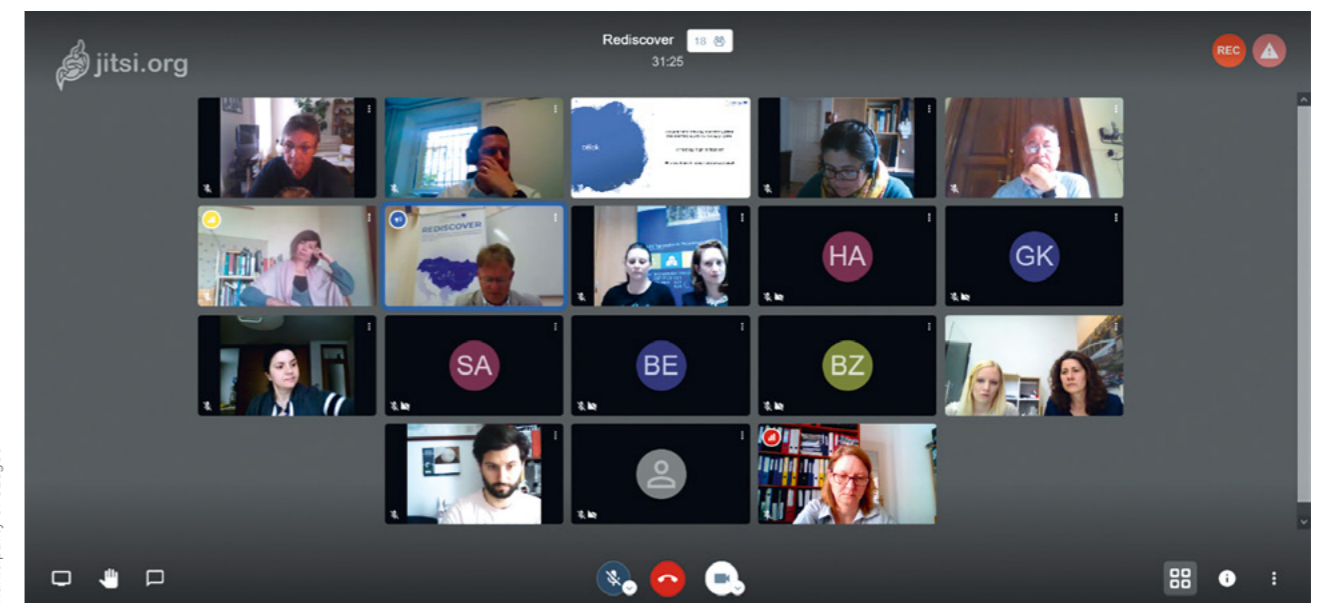


The PPs made three main steps to implement local pilots:

- STEP 1** Created a joint visibility strategy,
- STEP 2** Carried out planned activities of the pilot projects,
- STEP 3** Strategically evaluated the pilot projects.

7.1 Creating a joint visibility strategy

The Joint Visibility Strategy (JVS) was prepared parallel to the Action Plan to support the development and introduction of new tourism products and services. The JVS features locally and jointly applicable visibility methods and surfaces for potential local / joint Jewish Cultural Heritage tourism products and thematic routes, while at the same time defining criteria and the process of integration into international online / offline tourism information and sales services. The elaboration process of the JVS started with the preparation of an initial collection of marketing methods and visibility surfaces, applicable for Cultural Heritage tourism. Then detailed guidelines were prepared for the implementation of Stakeholder Visibility Workshops, on how to involve LSGs in the process of selecting visibility actions to be applied for the marketing of local and joint JCH tourism products. In the course of the workshops, participants discussed applicable solutions, offered good practice examples and identified potential visibility measures. The JVS is based on the collected findings of the Stakeholder Visibility Workshops.



A stakeholder visibility workshop, Rediscover newsletter REDISCOVER – WHAT HAPPENED TO US IN 2020? 29-10-2020

The JVS applies the same visibility framework to specify objectives, key messages, target groups, communication activities, responsible person and timetable for each pilot project. In addition, the JVS comes up with the projects' brand name and slogan. Finally, the JVS prepares for marketing and visibility measures of the Joint Thematic Routes – defines their competitive advantages, proposes marketing methods and visibility measures and sets joint branding strategies.

BRANDING OF THE PROJECT

Branding name and meaning: REDISCOVER

Rediscovering Jewish heritage means changing the lenses through which we observe the world. It involves the excitement of finding both something new and unexpectedly interesting. For tourists, it also means finding a secret treasure, a piece of history during a “search”, and exploring a city.



Brand slogan: One heritage in eight countries

The slogan of the brand helps the tourist get acquainted with the diversity of the Jewish heritage and realize its many forms of appearance. In addition, it strengthens the unity and common origin of these legacies, at the same time emphasizing that this heritage spans a unity across many countries.

Logo: Shape

Hamsa, the protective hand used and recognized in several cultures in the Middle East. Although originally with Islamic or pagan origin, it found its way to Judaism through Sephardic Jewish culture. Nowadays it is widely considered as a Jewish symbol. Usually with an eye in the palm, it is believed to protect from the evil eye. Hamsa became quite widespread in popular culture and contemporary Israeli art uses it also.



Logo: Symbol

Our hamsa bears two symbols further binding our logo to JCH. The Hebrew letters inside the hamsa mean “life”, “alive”, “living”. It is widely used as a symbol referring to the value of life and the aspiration to be alive in front of God. The arch above the Hebrew letters is the gate through which our visitor steps in to discover JCH. Fig is an ancient plant of Israel. It is one of the seven species with which the Land of Israel is blessed and symbolises the fertility of Israel.

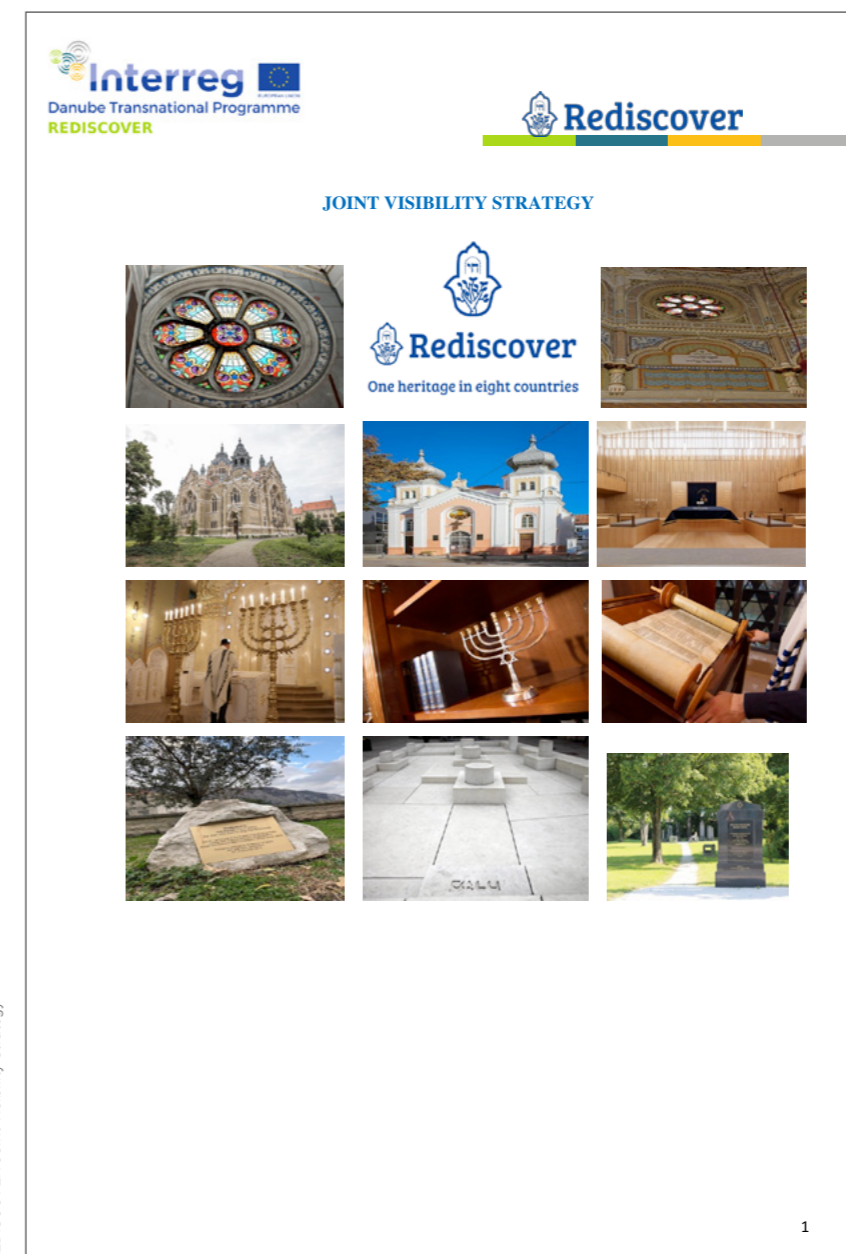


Rediscover Brand Manual. Available at:

► <http://www.interreg-danube.eu/approved-projects/rediscover/section/rediscover-brand-manual>

» An example of intangible JCH element with mass appeal is Jewish gastronomy, a useful tool that most partners consider to be very effective in making the Jewish cultural heritage visible.«

Joint Visibility Strategy



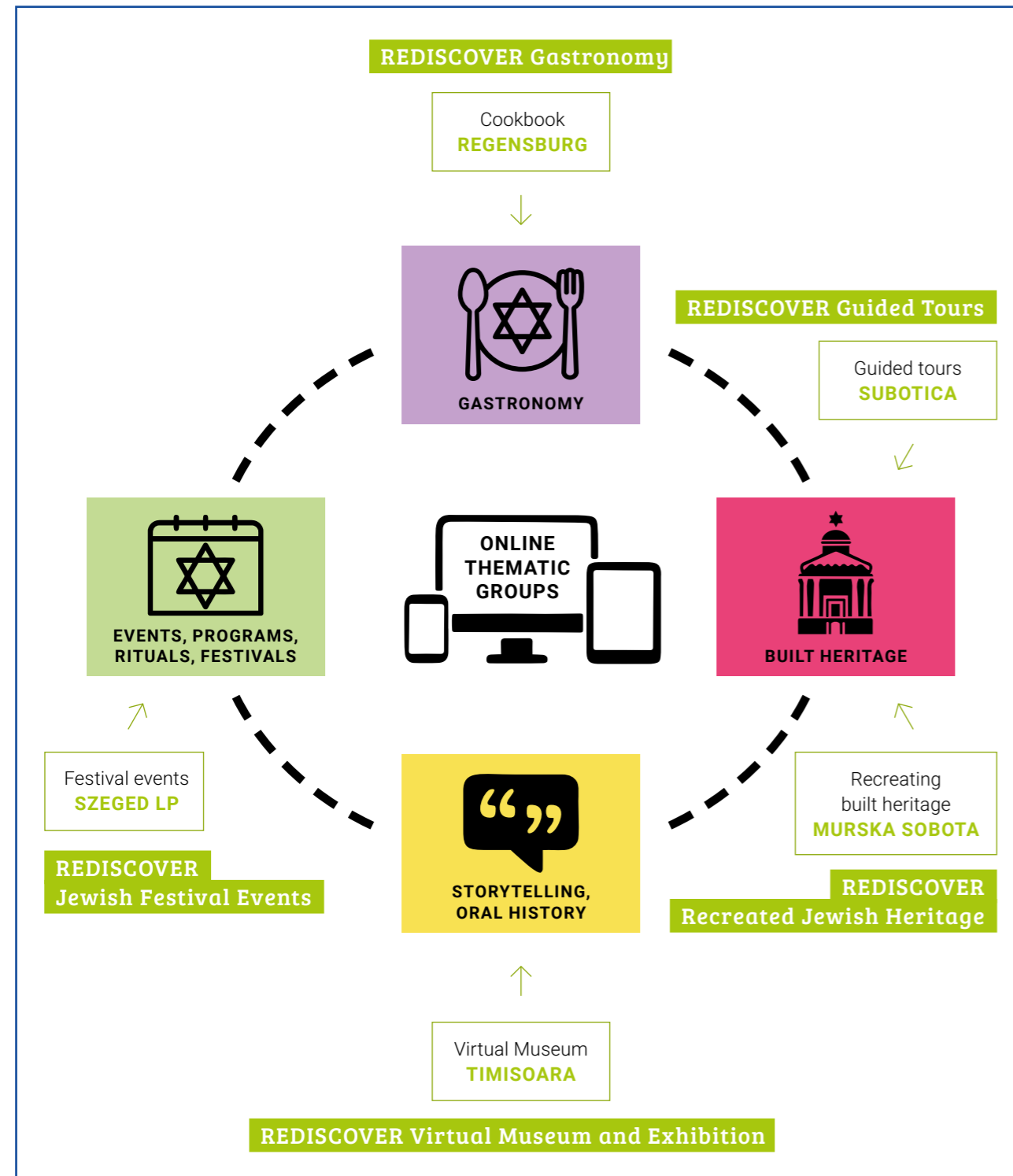
REDISCOVER Joint Visibility Strategy

Cover page of the Joint Visibility Strategy

7.2 Online Thematic Working Groups

In order to co-ordinate preparations for and implementation of the pilots', to provide each other with help and afterwards to evaluate and share the pilots' experience, Online Thematic Working Groups (OTWG) were established for each type of tourism products or services hosted by the PP city, responsible for that particular thematic route. Group leaders were chosen during the project meetings based on consensus, considering the tasks, the pilots and the candidates' experience and proficiency in the field.

Online Thematic Groups and their coordinating PP cities



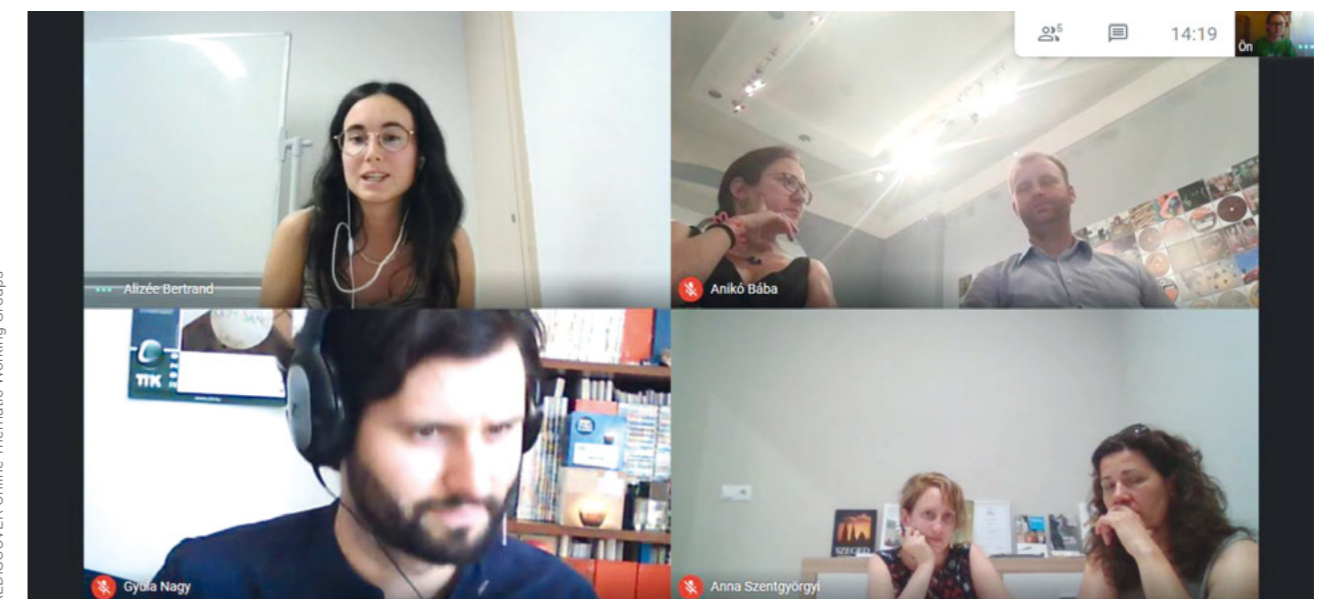
Graphic adaptation by Karen Blume according to Transnational Jewish Cultural Heritage Thematic Initiatives Action Plan

During the project, there were two General OTWG meetings and a number of Specific OTWG meetings in between, which were focused on each individual thematic route. The sessions, lasting from 45 minutes to 1,5 hours, were documented using print screen function, outlining and limited recording in line with General Data Protection Regulation.

Networking and discussions within OTWG enabled a peer-review process. "Critical friends" technique was used to fine tune the planned activities and to detect caveats, thus contributing to the pilots' viability and sustainability. OTWG method brought substantial added value to the pilots:

- some pilot ideas were significantly changed,
- practical problems were solved,
- important creative solutions were developed,
- best practices were exchanged,
- joint activities were initiated, etc.

OTWG turned to be an especially practical co-working format during COVID-19 pandemics, since many planned activities needed to be rearranged due to social distancing requirements in a time when possibilities to meet and get help from local partners was very limited. Virtual format used for OTWG meetings along with social distancing requirements also facilitated the development of virtual products, which in their own right opened new opportunities for audience development.



Online Thematic Working Group meeting, August, 3, 2020

JOINT THEMATIC ROUTES – Project Map

REDISCOVER Gastronomy

- SZEGED TOUR** Project level cookbook – Adventures in the Jewish Gastronomy of the Danube Region
- REGENSBURG** Local cookbook – “Jüdische Küche Erzählt” (Jewish cuisine uncovered)
- SUBOTICA** Portfolio about Mrs. Rosenfeld Mártonné’s recipe book from 1923
- GALATI** Mini e-cookbook and streamed cooking workshop
- KOTOR** Gastro event Introducing citizens and tourists to Jewish traditional cuisine



REDISCOVER Guided tours

- SZEGED LP** Mobile Application
- BANJA LUKA** ICT Solutions for recreation of destroyed Jewish Heritage
- MURSKA SOBOTA** The Jewish path of Murska Sobota
- SUBOTICA** Jewish Heritage online mobile guide
- OSIJEK** Virtual Tour of Jewish Osijek
- SUBOTICA** Her story guided tour in Subotica
- SUBOTICA** Guided tour of Jewish cemetery
- TIMISOARA** HerStory – Jewish Timisoara, a female perspective
- REGENSBURG** Guidebook Jewish Traces in Regensburg
- SUBOTICA** Portfolio Jewish Subotica
- BANJA LUKA** Thematic guided tour
- SZEGED LP** Szeged city portfolio on World Jewish Travel website
- OSIJEK** Osijek city profile on the World Jewish Travel website
- KOTOR** Education Workshops



REDISCOVER Recreated Jewish Heritage

- MURSKA SOBOTA** Informative cemetery fence in Murska Sobota
- MURSKA SOBOTA** 3D Visualisation of the former Jewish Synagogue in Murska Sobota
- OSIJEK** Conservation research and main design of Osijek Upper Town Jewish Cemetery
- KOTOR** Research of the Montenegrin Jews



REDISCOVER Virtual Museum and Exhibition

- TIMISOARA** Virtual Museum of Jewish Timisoara “Rabbi Dr. Ernest Neumann”
- REGENSBURG** Memorial for the book-burnings in Regensburg: bookfences
- BANJA LUKA** Personal Stories Virtual Exhibition
- SSZEGED LP** Outdoor exhibition of famous local Jewish persons entitled Forgotten Faces
- OSIJEK** Osijek Exhibition of Dr Hermann Weismann entitled The Story of Non-oblivion (Remembrance)
- SUBOTICA** Ordinary life from the eye of the Jew exhibition in the museum
- KOTOR** Exhibition of Jewish tangible and intangible cultural heritage in Kotor



REDISCOVER Jewish Festival Events

- REGENSBURG** Screen play of a theatre play
- REGENSBURG** Festival: European Day of Jewish Culture
- SZEGED TOUR** Jewish Festival Events in Szeged – Adventures in Jewish Culture
- MURSKA SOBOTA** Days of Jewish Culture in Murska Sobota on site
- GALATI** Rediscover Jewish Cultural Festival
- KOTOR** Concert of Jewish music



7.3 Carrying out planned activities of the pilot projects

PPs carried out planned activities of the pilot projects within five Thematic Routes. Each Thematic Route consists of a group of pilots which are using common intangible and tangible heritage elements. The Joint Thematic Routes were commonly built, but unique products or services were created according to local conditions. Each PP city implemented one or more pilot projects within different Thematic Routes, based on a joint planning process, and with continuous online co-ordination, monitoring and support of thematic teams. In the following sub-sections, all pilot projects within each Thematic Route are overviewed.

7.3.1 REDISCOVER Gastronomy

This Thematic Route includes the main project-level REDISCOVER cookbook of Jewish cuisine, with the contribution from all PPs, as well as three local spin-off cookbooks and one gastro event.



SZEGED TOUR

PROJECT LEVEL COOKBOOK – ADVENTURES IN THE JEWISH GASTRONOMY OF THE DANUBE REGION



» *The cookbook represents the Jewish gastronomy of partner cities and provides an opportunity to promote Jewish cultural values in the area covered by the project.* «

Evaluation report, PP Szeged

Local pilot holder Szeged and Surroundings Tourism Nonprofit Ltd.

Target groups Members of general public who are interested in gastronomy

Duration 11 months

- Activities**
- Collecting and selecting recipes
 - Creating introductory and descriptive texts
 - Translating into English and proof-reading
 - Preparing and photographing the meals
 - Designing texts and photos for publication
 - Printing copies and making the electronic version of the cookbook

REDISCOVER cookbook is a collection of traditional recipes of the Jewish community collected by all project partners. The cuisine is diverse and differs greatly from the community and family traditions, as there are many cultural backgrounds. In the Jewish community kosher food is cooked, but in everyday life, at home it is hardly possible. The cookbook contains background information to further holiday traditions, Jewish food preparation and Jewish history and life.

Contents of the cookbook:

- An introductory chapter with a description of the project
- Foreword: general introduction to Jewish gastronomy
- Simple dishes
- Classic dishes
- Desserts
- A short introduction of the project partner cities

The cookbook is printed in 3,000 copies. It also has an electronic version available online. The cookbook can be used for home cooking, serve as a basis for culinary workshops or inspiration for the menu of local restaurants.

- Tips**
- ▶ The preparation phase of such a publication is vital to success. Making a good schedule for the preparation phase will help in the process..
 - ▶ Selecting the right professionals is a must to success. In this case they include a book editor, a book publisher, a food photographer, a master chef, and a language proof-reader.

▶ <http://szegedtourism.hu/wp-content/uploads/2021/03/Rediscover-Cookbook-online-1.pdf>



Szeged and Surroundings Tourism Nonprofit Ltd.

REDISCOVER cookbook



The photo shooting of the cookbook, REDISCOVER News and events 25-01-2021

REGENSBURG

LOCAL COOKBOOK – “JÜDISCHE KÜCHE ERZÄHLT” (JEWISH CUISINE UNCOVERED)



» The pilot, on one hand, focuses on emotional features, personal stories, which are highly effective to convey intangible culture; and on the other hand, it fits the culinary art trend. «
Evaluation report, PP Regensburg

Local pilot holder Municipality of Regensburg

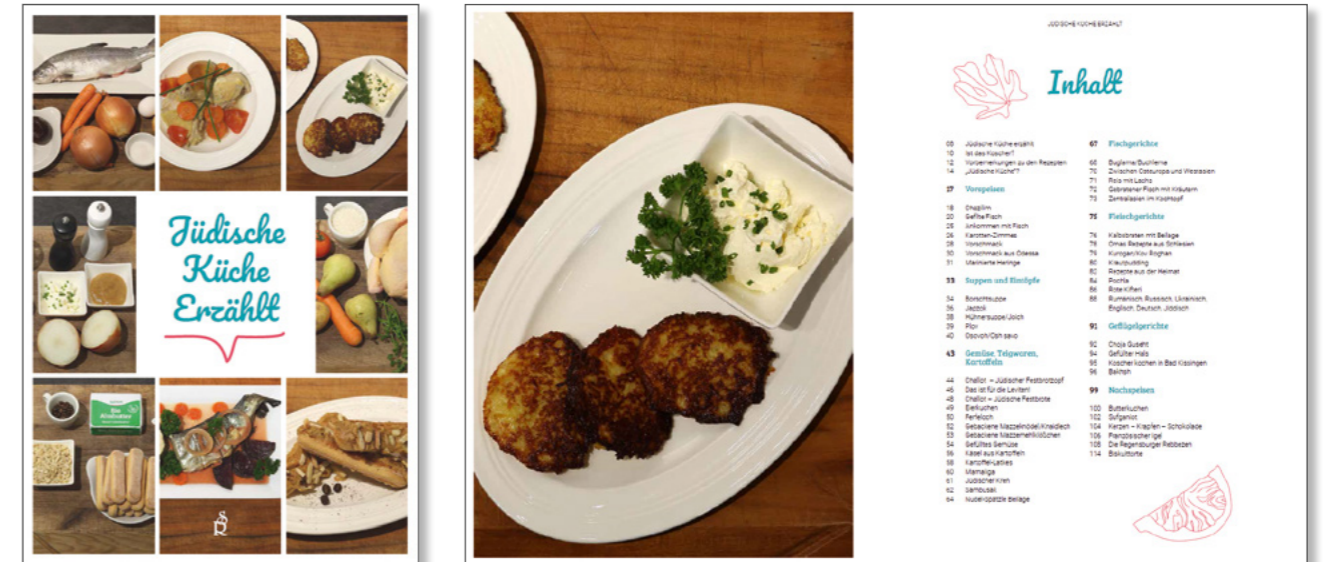
Target groups Citizens, tourist, experts of Jewish history, culinary schools, members of the local Jewish Community

Duration 12 months

- Activities**
- Developing the idea
 - Contracting the expert for the manuscript
 - Desk research
 - Interviewing and collecting the recipes
 - Finalizing the manuscript
 - Contracting the publisher
 - Designing the layout
 - Handing over the cookbook to the publisher
 - Organizing the remaining photo shootings and publishing of the book

The municipality of Regensburg decided to create a cookbook to collect local Jewish recipes and to share storytelling about the recipes and the people who transmitted them. The idea was to make a practical cookbook with emotional features that highlight the cultural diversity of the local Jewish community. The local Jewish Community shaped the content of the manuscript by sharing recipes and personal stories related to them, and often cooked together with the chef. The cookbook contains an introduction, explanation about the Jewish cuisine and the kosher rules, approx. 35 recipes and stories.

- Tips**
- ▶ Make a good schedule for the preparation phase of the book.
 - ▶ Be flexible on the concept: the material found is not always what was expected.



Cookbook “Jüdische Küche Erzählt”



Making of cookbook “Jüdische Küche Erzählt”

SUBOTICA

PORTFOLIO ABOUT MRS. ROSENFELD MÁRTONNÉ'S RECIPE BOOK FROM 1923



» **Housewives, recipes, the traditional way of running Jewish cuisine and the kosher regulations that govern it represent an unexplored part of the cultural identity of the city.** «
Evaluation report, PP Subotica

Local pilot holder	Municipal Museum of Subotica
Target groups	Citizens, tourists, tourist guides, travel agencies
Duration	9 months
Activities	<ul style="list-style-type: none"> • Developing the concept of the book • Collecting material for the book • Writing the texts and translating them into English • Preparing the dishes and making their photos • Designing the layout of the book and prepress.

This is a reprinted authentic Jewish cookbook with a new design and pictures. The Jewish Community of Subotica was involved in the preparation of the book to ensure authenticity and accuracy of the content. Moreover, it contacted the grandchildren of the author, Mrs. Rosenfeld Mártonné, and obtained a picture of the author. The teacher and students of the cooking course from the School of Economics in Subotica were involved in the preparation of the dishes and their decoration. The cookbook contains two parts: an introduction with the story of the original book, and the recipes. It is 32-page long and has a hard cover. The cookbook is printed on quality paper in 100 copies: 50 copies in English and 50 copies in Serbian. There is also an online version of the book in pdf.



Municipal Museum of Subotica

Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923

GALATI

MINI E-COOKBOOK AND STREAMED COOKING WORKSHOP



» With a diverse content, such as elements of history, gastronomy, exhibition of photography and objects, treasure hunt, contest with prizes, the Jewish Cultural Festival becomes a history lesson. «
Conclusion report, PP Galati

Local pilot holder	Municipality of Galati
Target groups	Local community, tourists, students, Jewish communities, tourism agencies and operators, cultural institutions, general public
Duration	6 months (included in the pilot project "Galati-E-Jewish Cultural Festival")
Activities	<ul style="list-style-type: none"> • Elaborating the e-cookbook • Organizing and recording the cooking workshop

This pilot was part of the Rediscover Jewish Cultural Festival, which was dedicated to the 4 pillars of the Jewish cultural heritage: gastronomy, built patrimony, cultural events, and oral history. All content of the festival is available online, on a dedicated website. The e-cookbook of traditional Jewish cuisine includes 10 recipes for 3 types of dishes: 3 appetizers, 4 main courses and 3 desserts. The e-cooking workshop includes 3 videos about the preparation of 3 dishes: the appetizer, the main course, and the dessert. Both the cookbook and the workshop offer not only a wide range of recipes, but also interesting information about the Jewish history, traditions, and rituals.



Streamed cooking workshop, Galati-E-Jewish Cultural Festival



Municipality of Galati

Mini e-cookbook, Galati-E-Jewish Cultural Festival

KOTOR

GASTRO EVENT INTRODUCING CITIZENS AND TOURISTS TO JEWISH TRADITIONAL CUISINE



» It disseminates knowledge in general about the Jewish cuisine and the kosher rules but mainly it reflects the diversity of the local Jewish Community. It allows the viewers, besides cooking, to learn more about the local Jewish life. «
Conclusion report, PP Kotor

Local pilot holder	Municipality of Kotor
Target groups	General public
Duration	5 months
Activities	<ul style="list-style-type: none"> • Organising the event • Cooking online • Broadcasting the event • Collecting qualitative and quantitative feedback

A gastronomic event hosting Jewish representatives of Montenegro and presenting Jewish cuisine was organised and broadcasted by the National TV of Montenegro on December 20, 2020. The event focused on the preparation of Kosher food. It was hosted by one of the local Jewish families and involved experts in the Jewish gastronomy.



Municipality of Kotor



Making of the gastro event in Kotor

7.3.2 REDISCOVER Guided Tours

»» *The main aim of the proposed guided tours is to promote the local Jewish Cultural Heritage, to increase the visibility of the forgotten and faded built environment connected to the Jewish population.* ««

*Transnational Jewish Cultural Heritage
Thematic Initiatives Action Plan*

This is the most numerous Thematic Route, with a total of 14 pilot projects implemented by eight PP cities. Both tangible and intangible elements of JCH were used to present life and heritage of local Jewish communities. PPs within this Thematic Route have created mobile applications (4 pilots), virtual tours (2 pilots), guidebooks (5 pilots), online city portfolios (2 pilots) and an educational workshop for tourist guides (1 pilot). These pilots are summarised below.



SZEGED LP

MOBILE APPLICATION



»» *Szeged Municipality wanted to create a novel, multifaceted mobile application for self-guided visits to explore the rich tangible and intangible Jewish cultural heritage elements of the city, as well as to expand the already-existing touristic city portfolio.* ««

Conclusion report, PP Szeged LP

Local pilot holder	Municipality of Szeged
Target groups	National and international tourists, citizens, schools
Duration	7 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Selecting relevant items for the content • Procuring the IT application • Obtaining professional photographs • Developing app content and graphics • Obtaining permission for archival and private photos • Issuing the product on the market • Testing phase 1: focus group (project team members, JC and academic staff) checking and testing content / structure / layout of the mobile app, making small corrections • Testing phase 2: staff members of the Municipality of Szeged.

The complex Jewish Heritage Szeged mobile app is available in four languages (English, Hungarian, Romanian, and Serbian), on iOS and Android platforms. It contains three main modules:

- *Mobile Application Part I Augmented reality (AR) tour of the Jewish Cemetery of Szeged*
- *Mobile Application Part II AR tour of the New Synagogue of Szeged*
- *Mobile Application Part III Virtual city map of Jewish cultural heritage*

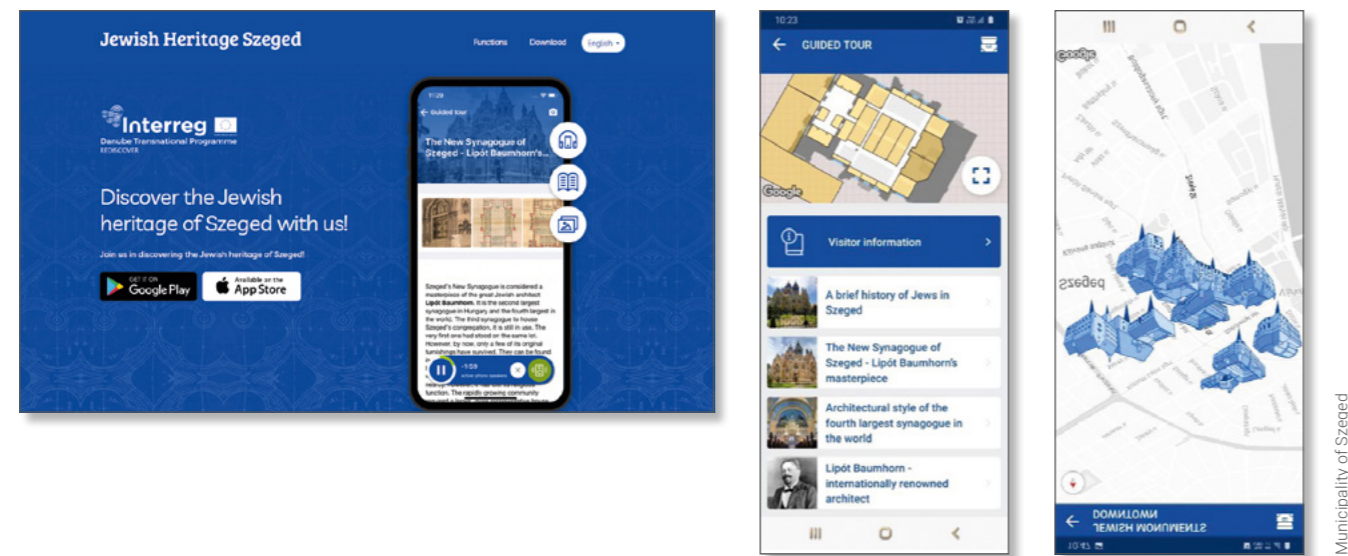
Information on each of the modules is distributed by text, audio guide and a photo gallery. The mobile application automatically offers the content of the certain site that the visitor physically approaches. Furthermore, the New Synagogue module contains a guided tour and an interactive treasure hunt game based on a camera view. The visitors search and identify objects, in real time, with the help of the built-in camera in their mobile phone. The synagogue module also contains a collection of high-quality photographs depicting the New Synagogue. The visitor can choose an e-Card, add a greeting note, and send or share them on different social media platforms.

The application is available at:

» <https://jewishheritage.szegedvaros.hu>

SZEGED LP

MOBILE APPLICATION



Municipality of Szeged

Jewish heritage Szeged Mobile Application

BANJA LUKA

ICT SOLUTIONS FOR RECREATION OF DESTROYED JEWISH HERITAGE



City of Banja Luka

Recreation of destroyed Jewish Heritage mobile application

BANJA LUKA

ICT SOLUTIONS FOR RECREATION OF DESTROYED JEWISH HERITAGE



» Due to the fact that Jewish cultural heritage in Banja was destroyed in the WW II, the point of the pilot was to use ICT solutions in order to recreate JCH. « Conclusion report, PP Banja Luka

Local pilot holder	City of Banja Luka
Target groups	National and international tourists, citizens, schools
Duration	6 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Selecting relevant items for the content • Procuring the ICT solutions • Obtaining archive photographs from the Jewish Community • Determining exact locations of the Jewish shops and houses in the city centre (how the photographer could be able to take a 360° photos for necessary for virtual walk) • Developing the content of the ICT solutions • Issuing and promoting the product

The City of Banja Luka created QR codes that provide information on what the synagogues in Banja Luka looked like. The boards with QR codes are placed in the Jewish Cultural Centre and in the digital board in the city centre. QR codes provide information about the history of four synagogues that used to exist in Banja Luka and about the Jewish Community of that time. The mobile application shows the exact locations of the synagogues. The virtual walk informs about Jewish stores and houses that used to be in the city centre, as well as the stories of their owners.

Virtual walk is an integral part of the app and can be found on

➤ <https://www.get360tour.com/projects/jkcbl/>

All information is available in Serbian and English languages.

MURSKA SOBOTA

THE JEWISH PATH OF MURSKA SOBOTA



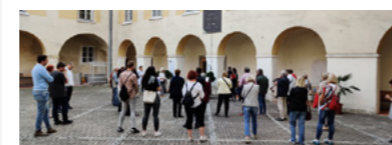
» Our goal with this new product is to get people acquainted with the Jewish cultural heritage and in a simple way get a sense of former Jewish community that has co-shaped life in the city and significantly influenced development of the city in the first half of the last century, by adapting it to the so-called tourist view of the topic. «
Conclusion report, PP Murska Sobota

Local pilot holder	Institute for Culture, Tourism and Sport Murska Sobota
Target groups	Residents of Murska Sobota, people who were born in Murska Sobota or have ancestors who come from the city, descendants of Jewish families from Murska Sobota and Prekmurje who moved around the world, tourists, elementary and high school students learning about the past of city life
Duration	4 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Procuring and contracting the services • Testing the path during the Days of Jewish culture in Murska Sobota • Finalizing the path • Issuing and promoting the product

The pilot resulted in the production of a guidebook. It includes 15 locations of Jewish legacy in Murska Sobota. For each location there is a short description, pictorial material and interesting stories about the place or people who lived there. The path is made in a "puzzle" way, so that it can be adjusted to the wishes of the group or an individual tourist. The guided tour along the Jewish path was tested during the Days of Jewish culture in Murska Sobota 2020.



- 1 Murska Sobota Provincial Museum
- 2 Jewish Bloc
- 3 On the Slovenian street / Victory Square (Ascher's corner)
- 4 Berger's Villa (stumbling stones)
- 5 Hotel Dobrai (Dušan Šarotar – Billiards in Dobrai)
- 6 Slovenska street lower part (Hirschl)
- 7 Zvezna ulica (Kučan's workshop – first prayer room)
- 8 Savings bank (lunch of Jewish / Prekmurje dishes and desserts)
- 9 Bunker
- 10 Hahn House
- 11 Kreft's corner
- 12 Bobby block
- 13 Murska Sobota Railway Station (forgotten suitcase Bratuša / Červek)
- 14 Nadai's house
- 15 Jewish Cemetery



Testing of The Jewish path of Murska Sobota

Institute for Culture, Tourism and Sport Murska Sobota

Jewish path of Murska Sobota

SUBOTICA

JEWISH HERITAGE ONLINE MOBILE GUIDE



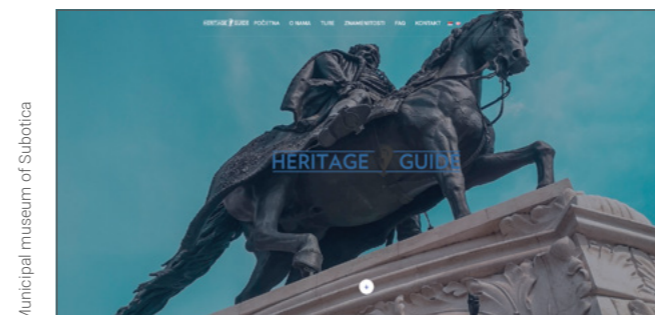
» This pilot allows us to present the Jewish heritage of Subotica on a route that is easily accessible, viewable at any time, and keeps visitors interested. «

Evaluation report, PP Subotica

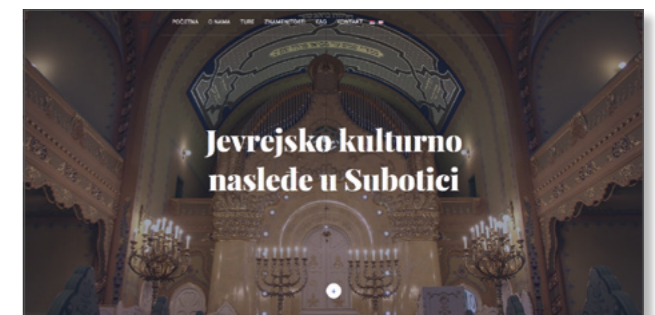
Local pilot holder	Municipal museum of Subotica
Target groups	Citizens, tourists
Duration	12 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Developing the content • Signing the contract with the selected IT company • Writing the texts • Translating and proofreading the texts • Recording the texts • Finishing and testing

The idea was to create a mobile application which could guide not only local visitors, but also foreigners through the city. The platform developed during the pilot is a hybrid application with web HTML / JS / CSS programming, and mobile iOS and Android. It includes 12 JCH sites of interest and the media content for each site: display text (up to 500 characters), audio files (3.000 characters written text / up to 2 minutes of audio mp3 file), and the gallery of 3 photos. The texts are available in five languages: Serbian, Hungarian, English, Hebrew and Chinese. After downloading the application, all the media content and the map are able to function and can be used in an offline mode – no internet is necessary. The map displays all the sites with their geo-location and makes the tracking route for the users. When a user selects a site, the platform displays the media content. When a user approaches it, the media content appears on the display again.

- Tips**
- ▶ Select easy-to-reach sites.
 - ▶ Do not select too few or too many sites, because people like to linger, look around, and maybe at a given point they lose their temper.
 - ▶ 12 sites is a good choice for a guided tour.



Municipal museum of Subotica



Jewish Heritage online mobile guide

OSIJEK

VIRTUAL TOUR OF JEWISH OSIJEK



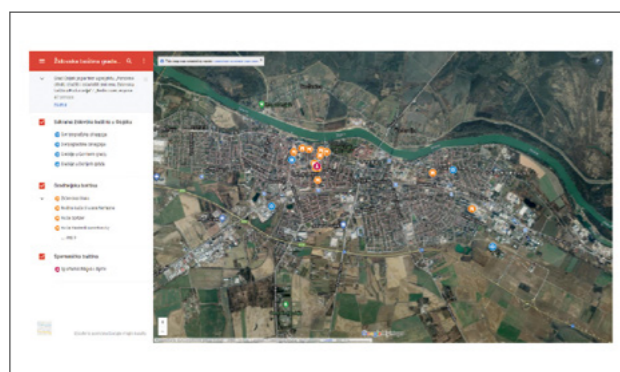
»» *The goal is to raise awareness of the significance of the Jewish community for the development and prosperity of Osijek, and also about the Holocaust.* ««

Evaluation report, PP Osijek

Local pilot holder	City of Osijek
Target groups	National and international tourists, citizens, schools
Duration	11 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Selecting relevant items for the content • Procuring the service • Contracting the service • Shooting the places • Recording the narrative • Professional editing and montage • Testing • Launching the product and early promotion

The City of Osijek and its associated partner, the Jewish community of Osijek, agreed to create an IT tool for self-guided visits to explore the rich tangible and intangible JCH of the city. The new tool provides its users with a multi-layered content: textual, visual, and audiolingual. The narrative and the text are in Croatian and English. The tour covers 20 sites of JCH, mainly in the city centre. At each of the sites, visitors are informed about Jewish heritage, but also about personal stories and destinies related to the Holocaust. Less emphasis is placed on architecture and more on human stories. After the project, the virtual tour will be available on the city's, the Jewish community's, and the tourism boards' web sites. It is expected that the virtual, as well as the real-life, tour will not only attract more domestic and especially foreign tourists, but also educate local city dwellers about a significant part of Osijek history and once significant Jewish community that was almost completely destroyed.

Tips ▶ The virtual tour can serve as a ready-made content basis for the real-life guided tours.



Map Virtual Tour of Jewish Osijek

SUBOTICA

HER STORY GUIDED TOUR IN SUBOTICA



»» *The tour is youthful, easy to understand, and accessible in three languages. It can be found on social networks and can be easily uploaded to websites featuring other tourist routes.* ««

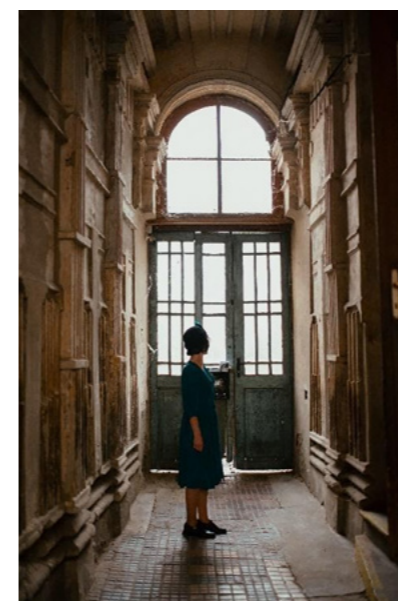
Evaluation report, PP Subotica

Local pilot holder	Municipal museum of Subotica
Target groups	Citizens, tourists, tourist guides, agencies
Duration	1 month
Activities	<ul style="list-style-type: none"> • Compiling information • Writing and translating the text • Contacting members of the Youth Community Space • Shooting the video • Recording the text • Finalising the video

The idea of the pilot was to create a promotional video that depicts JCH of Subotica from the perspective of young people to attract different types of tourists (young, old, etc.). The video was made by a small team of young people organized by a local youth community (Youth Community Space). "Her story in Subotica" is a virtual guided tour available on YouTube (Jewish her story in Subotica – Rediscover project – YouTube) and social media. It depicts a young girl who walks through the town and visits better and less known buildings of Jewish heritage. The story about each building is told by the narrator. The video is available in three languages.

City of Osijek

Municipal museum of Subotica



Her story guided tour in Subotica

SUBOTICA

GUIDED TOUR OF JEWISH CEMETERY



» This tour enriches the Jewish tourist route in Subotica and makes the project more visible. «

Evaluation report, PP Subotica

Local pilot holder Municipal museum of Subotica

Target groups Jews searching for their ancestors, those interested in Jewish culture, local tourist guides, tourists

Duration 7 months

- Activities**
- Discussing the basic features of the book
 - Preparing and translating the texts
 - Taking photographs in the cemetery
 - Designing the layout and editing the book
 - Printing

The Jewish cemetery of Subotica is in a very good condition and can be a source of interesting information for both researchers and those interested in the history of their families. The idea was to collect relevant information and publish a guide to the Jewish cemetery, which could be used by local tourist guides as well as by tourists themselves, or by anyone interested in the history of local Jews. The pilot resulted in the first guide about Subotica's cemetery ever published for local tourist guides and self-guided tours. The 48-page richly illustrated book presents the Jewish burial customs, symbols, cemetery graves, and a map of the cemetery. The book is published in 200 hard copies as well as in an electronic version.



Municipal museum of Subotica

Guided tour of Jewish cemetery

TIMISOARA

HERSTORY – JEWISH TIMISOARA, A FEMALE PERSPECTIVE



» The aim of this pilot was to present the story of Timisoara's Jewish women, showcasing all aspects of their lives, from religion, traditions, and homemaking to professional achievements. «

Conclusion report, PP Timisoara

Local pilot holder Municipality of Timisoara

Target groups Tourists, locals, students, Jewish communities

Duration 5 months

- Activities**
- Developing the content
 - Finalising the content and uploading it on the website
 - Forwarding the material to the interested stakeholders: tour guides, tourism associations, tourism info centres, etc.

The guided tour is the route which includes the places in Timisoara, where local Jewish women left their mark: from the women's gallery in the Synagogue to the poignant memorials to wives, mothers, and daughters in the Jewish cemetery. It tells the stories of amazing female trailblazers as well as of homemakers, and illustrates the life of Jewish women, blending it with the general history of the city's Jewish community. The tour showcases the differences between the role of women in the traditional, Orthodox families, as opposed to women from the Neolog community, who were among the first to have successful careers. Thus, HerStory tour includes interesting details about: Timisoara's outstanding professional women; the life of ordinary Jewish women, with a focus on how tradition, religion and culture shaped and transformed their lives; and the contribution of Jewish women to the development of their community and their city. The content of the pilot will be provided free-of-charge to the local tourist guides and tourism associations, to be included in their general offer.