



Pilgrimage

## 5. Pilgrimage



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***Pilgrimage is a fundament of modern tourism***, traditionally, it means journeys with a religious purpose. The term also can be used for secular travel for tourists with a special motivation for pilgrim to see cultural heritage, or an event. ***Religion is an important element*** of culture, it influences social attitudes, behaviour and traditions. Those, who are involved in religious tourism, want to ***see significant cultural, artistic or ethnographic values*** and ***experience spiritual events***. Pilgrimage in this sense is a global experience, where the achievement of religious attitude and practices, spiritual growth are great motivating factors, and the ***social significance of pilgrimage*** tourism cannot be said of less importance, since the pilgrimage affects the local community.

Thousands of temples, cathedrals, synagogues, tombs and sacred sites are visited by pilgrim tourists worldwide may they be believers or non-believers. Religious sights can be considered as cultural, historical or artistic memorials, in this case tourism is not motivated by experiencing faith or religion, but ***the motivation is to experience values of the tangible or intangible heritage***. Pilgrimage can be understood as ***physical and spiritual challenge***. Thus, pilgrimage tourism is not only visiting a sacred place, but the activity includes visiting historical sites, famous people's homes or tombs.

Based on these values enlisted in the ***local portfolios, during the Osijek Partner Meeting a "Pilgrimage" category was created, which includes around hundred heritage sites and hundreds of Jewish cultural elements*** in the project partner cities. Primarily, the sub-groups of "Cemeteries, Graves and Memorials" and "Stolpersteins" are included in this category, but synagogues and residential buildings are also related to the "Pilgrimage" category.

According to the Osijek Partner Meeting, the local portfolios (LP) and the collected Joint Thematic Tour ideas one major pilgrimage-related product was identified, alongside three smaller ideas which were briefly described with the synergies in the Joint Project Portfolio. Project partners are free to choose which ideas are the most suitable for them, and they are free to co-operate with each other.

The major product is the Yugoslartisan-Judopartisan tour, connecting the former Yugoslavian Project Partners.

The major product:

- 1) Yugoslartisan-Judopartisan

**INFO**  **The Cultural Guide to Jewish Europe – JGuideEurope;**

This international travel site promotes lesser-known Jewish Heritage sites all across Europe and has an open call for other projects to enrich the information provided by their website.

**INFO**  **Jewish Heritage Europe**

Web portal to a wide range of news, information and resources concerning Jewish monuments and heritage sites all over Europe. JHE fosters communication and information exchange regarding restoration, funding, best-practices, advisory, services and more.

**INFO**  **STO- Slovenian Tourist Board**

Slovenian Tourist Board (STB), the central national agency for the promotion of tourism, one of the most successful and promising industries in the Slovenian economy.

**INFO**  **Tripadvisor**

TripAdvisor, Inc. is an American travel and restaurant website company that shows hotel and restaurant reviews, accommodation bookings and other travel-related content. It also includes interactive travel forums.

**INFO**  **Tour Radar**

Travel experts offer exceptional service, while offering an impartial comparison of tours based on personal and past experience. [www.tourradar.com](http://www.tourradar.com)

**INFO**  **Visit a City**

Visit A City is all about the fun of planning the details of a trip. The Visit A City company helps to organise and own personal trip with own personal travel guide. <https://www.visitacity.com/>

## Yugopartisan - Judopartisan

The agenda of the tour is to follow the stepways of the famous partisans of the former Yugoslavia by visiting the WW. II memorials, which are scattered around the FYRs. During the trip, the participants can visit the natural beauty of the visited countries and they can hear specifically focused stories where Jewish were fighting against the Nazi troops. The trip would be organised to reach as much countries as possible, and PP cities would be the stopping points for the nights. Jewish food can be served as dinner. The tour is a specified Balkan tour.

**Background:**

Post-World War II monuments found in Montenegro represent important potential for the development of a new local and regional cultural tourism route. These monuments, mostly built after World War II represent memorials to fighting against fascism, but also some of them possess exceptional artistic value. An Assessments of post-World War II monuments in Montenegro, developed in 2019, recognized 11 most important monuments that might form future potential cultural routes. It is expected that tourist operators will start organizing cultural routes on "Post-World War II monuments in Montenegro" and there is a potential to include Jewish cultural heritage in it.

**Stakeholders(example)**

Centre for Conservation and Archaeology of Montenegro

PPs, ASPs, tourist boards, tour agencies, CroCulTour association, tour guide associations, B'nai B'rith Croatia






**INFO**  **Culture Tours in Croatia**

Tours in Croatia presents a premier selection of private tours in all regions of Croatia. Tours offer true immersion into the local life and culture of Croatia and showing the best of Croatia's diversity. <https://www.tours-in-croatia.com/culture-tours-in-croatia>

**INFO**  **Haver Srbija**

Haver Srbija is a non-profit, non-governmental, educational organization that promotes a diverse and inclusive society in Serbia. It was established in January 2013. The goal of the organisation is to introduce Serbian society to the culture, history and traditions of the Jewish people by creating and realizing educational activities, open discussions, lectures, seminars, exhibitions, programs and training.

**SALES**  **Secret Dalmatia**

Secret Dalmatia introduces remote locations in Croatia and its region to presents the famous jewels. Custom-designing creative leisure programs tailored completely to tourists interests. Croatia, Slovenia, Montenegro and other countries in the region are revealed. <https://www.secretdalmatia.com/signature-tours/jewish-heritage-of-the-balkans>

**SALES**  **Centropa.org**

They offer tips for travelling through Slovenia tracing Jewish heritage. <https://www.centropa.org/travel/ruth-ellen-gruber/jewish-itinerary-slovenia>

**SALES**  **Jewish travel agency**

They offer tours in Hungary, Germany, Slovenia, Romania, Croatia. <https://www.jewishtravelagency.com/product/jewish-slovenia>

**SALES**  **Private Tour Croatia**

Private Tours Croatia Ltd. is a travel agency located in Split, Croatia. Through creativity, tailor made tours giving the tourists the opportunity to increase their cultural awareness of the people and the places they visit, while at the same time having enough time for themselves. Jewish Heritage of Croatia - a tour / package offered by the company <https://www.private-tours-croatia.com>

**TOUR**  **AEPJ**

The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) supports the preservation, appreciation and promotion of Jewish culture and Jewish heritage in Europe. The Association also strives to encourage Jewish sites to be open to the general public. These goals are notably achieved through its two leading programmes - the European Days of Jewish Culture and the European Routes of Jewish Heritage.

**INFO**  **HrTurizam.hr**

Independent tourism medium, channel of direct communication and sales in tourism sector.

**SALES**  **World Jewish Travel**

Non-profit organization which provides an innovative and comprehensive digital platform to promote Jewish cultural travel and help users discover and experience Jewish heritage around the world. Israel based non-profit organization provides an innovative and comprehensive digital platform to promote Jewish cultural travel and help users discover and experience Jewish heritage around the world.

**SALES**  **Serbian adventures**

Serbian Adventures is a booking portal for sightseeing tours, cruising and excursions in Serbia. The website is created with the aim to present all tours in Serbia in one place. Organizers of the tours from our offer are mostly local travel agencies or enthusiasts such as hikers or adventurers.

**SALES**  **MAVEN center**

MAVEN is a company of our stakeholder Maja Kutin, who organise tours for guests from Israel in Pomurje region and other cities in Slovenia, Austria and Croatia. She is ready to help to develop new products for their guests and also she is searching for new tourism products, which are based on Jewish cultural heritage.

**SALES**  **Centre for Sustainable Tourism Initiatives**

A non-government, non-profit organization working on the development of the tourism products in Montenegro, engaging the principles of responsible and sustainable tourism

**SALES**  **Kompass travel agency**

<http://www.kompass.si/>; Kompas is the first and biggest travel agency in Slovenia. They organize tours for guests from Israel around the country and nearby countries. We are in contact with them to include our Jewish heritage sites in their packages.

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Storytelling,  
oral history

## 6. Storytelling, oral history



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People have always needed simple stories with characters to understand the world. **Storytelling is essential to achieve interesting destinations.** Stories adapted into touristic products and services are powerful because they can **deliver a tangible form of the intangible heritage and, thereby making them more accessible.** Based on the relationship of attractions to reality, we can distinguish between real-life and fiction-based attractions: while the first category represents events and characters of past events, people who have lived or historical periods, the latter centres on legends or fictional stories or persons. Icons of stories are people but they can be introduced as elements of brands, or the brand itself. **A meaningful storytelling can satisfy the visitors and attract future ones.**

Analysing the first group, the attractions are related to a real person/place/event. In other words, **the source of attraction derives largely from its historical past, origin, significance of the event, the person(s) involved.** On the other hand, legends and fictional characters can have a significant role in the formation of local tourism offer; a building that otherwise would not be interesting for tourists, but due to the **legends** or a famous person **associated with it**, the touristic significance of the object could increase. Stories play a **prominent role in city tours**, as the tour guides always need to tell information about the location they are visiting, among with stories and interesting things can keep or raise the tourists' attention.

According to the Osijek Partner Meeting, the local portfolios (LP) and the collected Joint Thematic Tour ideas, three major oral history-related products were identified, alongside six smaller ideas which were briefly described with the synergies in the Joint Project Portfolio. Project partners are free to choose which ideas are the most suitable for them, and they are free to co-operate with each other.

The major products are:

- 1) Jewish "Herstory" – famous Jewish women in the local community
- 2) Cultural guide along personal stories
- 3) Cultural centres, memorials and exhibitions, installations

**TOUR**  **European Cemeteries Route**

The European Cemeteries Route offers the visitors the possibility to literally walk through the local history, to learn about important personalities. Traveling through this route enables visitors to discover the local, national and European Cultural Heritage. It helps to raise awareness of the importance of cemeteries in their multicultural dimension.

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**TOUR**  **Asociatia Mila80 - Galati**

Asociatia Mila80 - Galati - brings together people interested in local heritage, community history, local social developments and the specific customs of Galati. Organize Guided Pedestrian Tours of Galati. Ex: Tour "Inheritance of local minorities"; "Balcescu - the story of the street between the vineyards"; "Temple of the Craftsmen Society."

**TOUR**  **German UNESCO-Commission Program "Kulturweit" International volunteer program**

The international volunteer work program of the German UNESCO-Commission offers people between the age of 18 and 26 the possibility to engage in the foreign culture- and education politics, for six to twelve months. Furthermore Alumni of this program have the possibility to complete an education afterward in order to be experts about the UNESCO for school projects in Germany.

## Outstanding Jewish people in the city

Jewish Cultural Center, Memorial installations

Exhibition of photographs and objects, fragments from the former life of the Jewish community, permanent installation: book case remembering the book burning with QR Codes of books (outside or inside as well). Theatre on the basis of Jewish literature/stories, small performances and readings will take place at the cultural centre or outside in changing public places in the city e.g. especially on Jewish holidays. Fences around Jewish cemetery (for example in Murska Sobota) can be a platform for distributing information about the history of outstanding people in the Jewish community.

**Stakeholders**

- PPs, ASPs, tourist boards, tour agencies
- Osijek cultural institutions, CroCulTour association, B'nai B'rith Croatia (Zagreb), City of Osijek, Jewish community of Osijek, Osijek-Baranja County Tourist Board
- The Jewish Community in Galati, Galati County Directorate for Culture, Cults and National Cultural Heritage Galati, Galtour Dunarea Group, Galati, My City Association, Mila 80 Association, Touristic agencies, Galati "Lower Danube" Cultural Center
- Infocentru Turistic, Centru Multifunctional Bastion, ADPT (Timis Tourism Association)
- Cultheca, Slavic-Jewish studies University of Regensburg, Experts from the creative industry especially film industry

  

  

**TOUR**  **European Jewish Heritage Tours**

European Jewish Heritage Tours organizes customized trips where Jews have made their mark over the centuries, and where they are guaranteed a safe and friendly welcome. offer private Jewish-oriented tours. Founded in 1998, they create customized private Jewish, kosher and non-kosher tours and events for private individuals and institutions.

**INFO**  **TO Kotor-Tourism Organization of Kotor**

Public and government service, carries out the tourism informational and promotional activities of Kotor both in the country and abroad, create the annual program for informational and promotional activities.

**INFO**  **Haver Srbija**

Haver Srbija is a non-profit, non-governmental, educational organization that promotes a diverse and inclusive society in Serbia. It was established in January 2013. The goal of the organisation is to introduce Serbian society to the culture, history and traditions of the Jewish people by creating and realizing educational activities, open discussions, lectures, seminars, exhibitions, programs and training.

**INFO**  **Rat der Donaustädte**

Project agency for interregional cooperation between Danube cities. The Danube office in Ulm is a project management agency supporting transnational cooperation between Danube cities. In line with local and EU projects among others they enable exchange in the Danube region.

**TOUR**  **UNESCO Projectschoools**

In Germany there are 300 UNESCO-Projectschoools. Every form of school is present. These schools are working together very closely and profit from a worldwide exchange with over 11.500 UNESCO-Projectschoools in 182 countries.

**TOUR**  **Croatian virtual museums**

(<http://hvm.mdc.hr/>) containing virtual collections of most Croatian museums, including some specialized ones. Museums, galleries and libraries in Croatia: <https://croatia.eu/article.php?lang=1&id=44>

**INFO**  **B'nai B'rith Croatia**

An international NGO, accredited to the UN, represented at UNESCO and at the Council of Europe in Strasbourg, bringing together Jews of any origin to serve the communities in which they live, in accordance to their fundamental motto and values of B'nai B'rith: Charity, Brotherly love, Harmony. The objectives are to encourage friendship and inter-communal dialogue through social and cultural programs, to initiate and develop community projects, to strengthen the links of B'nai B'rith in the region and across Europe.

**INFO**  **Like a local guide**

A web site and mobile app that helps tourists find special places. Tips are added by real residents who live and love their cities. <https://www.likealocalguide.com>

**INFO**  **Tripadvisor**

TripAdvisor, Inc. is an American travel and restaurant website company that shows hotel and restaurant reviews, accommodation bookings and other travel-related content. It also includes interactive travel forums.

**INFO**  **Deutsches Jugendherbergswerk**

With about 500 different youth hostels the organisation offers accommodations and state-of-the-art facilities. This association has 2.4 Million members. The members receive a card to book rooms in 500 hostels in Germany and 4.000 hostels worldwide. These hostels mostly also offer tours and programs for groups and classes.

**INFO**  **Janez Premk: Tracing Jewish Heritage**

A guidebook to Slovenia in English where we descriptions of Jewish cultural heritage sites in Slovenia can be found.





**Kompas travel agency**

Kompas is the first and biggest travel agency in Slovenia. They organize tours for guests from Israel around the country and nearby countries. We are in contact with them to include our Jewish heritage sites in their packages. <http://www.kompas.si/>



**Aviv travel**

The travel agency was created with the intent of filling the gap of the highly saturated travel market by presenting Jewish cultural heritage and Jewish religious sites. First of all, The company play a significant role in the travel of the Jewish religious community both at home and abroad. <http://www.aviv.hu/>



**CroCultour**

The Croatian Society for Cultural Tourism is a non-partisan, non-governmental and non-profit association of freely associate citizens who pursue their personal and common interests and public needs in the field of cultural tourism. The activities of the Company are education, promotion and development of culture and tourism and it is of importance for the promotion and promotion of cultural tourism as an integral part of the continuous and sustainable development of the Republic of Croatia. <https://crocultour.com/about/>



**Deutsche Zentral für Tourismus**

The organization is promoting Germany as a journey destination by order of the government. Worldwide they are market the tourism diversity of Germany.

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**Osijek**




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**Galati**



**Timisoara**



**Regensburg**

Culthea  
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 Experts from the creative industry especially film industry



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**Regensburg Tourismus GmbH**

The objective of the company is the promotion of tourism and the tourism industry in Regensburg. This includes marketing, location and regional and national advertising as well as the promotion, coordination and organization of cooperation in this area with other organizations. The company operates the tourist information in Regensburg.



**Tourismusverband Ostbayern e.V.**

The association was founded on September 19, 1949 for the Lower Bavaria and Upper Palatinate region in Regensburg. It is a registered association and currently has more than 400 members, for the most part the local authorities, i.e. counties and municipalities as well as tourism associations. In addition, there are commercial companies such as hotels and holiday resorts as supporting members. The main task of the association is to promote and maintain tourism in Lower Bavaria and the Upper Palatinate area.



**Book tours Romania**

Tours in Romania, escorted only by professional tour guides; Fun memorable stories and memories. <https://booktoursromania.com/>



**Serbian adventures**

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**Magelan**

Magelan is a tourism company with 20 years of experience in creating and selling arrangements in Serbia for domestic and foreign clients. With mini buses it provides transfers at home and abroad. In addition, air ticket and travels abroad are sold. The company organizes trips around Serbia and surrounding countries, especially in Vojvodina and the Danube region, to develop their tourist activities. <http://www.magelan.rs/>



**FADE IN production**

Fade In was created for young authors. Almost a thousand television reportages, dozens of documentaries and videos have been broadcast on Croatian television and other televisions in the country and in the region. Over forty films have been screened at various domestic and international film festivals. A number of educational programs and specialized workshops in documentary filmmaking have produced. Films serve as a teaching tool in primary and secondary schools and colleges. <http://www.fadein.hr/>



**Nansen Dialogue Centre**

The Nansen Dialogue Center in Osijek is a local NGO founded in April 2001. The vision of the Nansen Dialogue Center is an inclusive and multi-ethnic community, while our mission is a social reconstruction of the post-war and multi-ethnic communities. <https://www.ndcosijek.hr/>

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**INFO**  **Romanian synagogues**

A project of Centropa, a Jewish historical institute based in Vienna, Budapest, Hamburg and Washington DC and you can read about how they kept Jewish memory in Central and Eastern Europe on this link. They conducted 70 interviews in Romania and digitized 1600 old family photos - each of which is annotated by those interviewed. - <http://www.romanian-synagogues.org>

## Outstanding Jewish people in the city

Guided tour through stolpersteins or stencil steps, treasure hunt  
 Cultural Guidance System (a system of highlighted ground surface coloured routes and markings. The lines lead to places of Jewish history and culture. A self-guided tour along the Stolperstein can be also planned according to a brochure with description of story of Stelpersteins and other Jewish cultural heritage.

**Stakeholders**  
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**INFO**  **Deutsches Jugendherbergswerk**

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**INFO**  **Amazing Romania**

Romania's tourist guide presents the most beautiful places in Romania: mountain trails, cyclotourism trails, waterfalls, gorges, canyons, towns, traditional villages, fortifications or skiing places. It is a collection of places where the contributors were, walked, climbed or pedal. The photos are original and the story behind each place, the same.

**INFO**  **Questo**

A city exploration game featuring mission tours that you can play. Follow clues and solve riddles to discover new places around the world while finding hidden stories. All of this is part of a quest, an exploration mission that introduces you to a fictional tale where you are your personal character. Missions take you through the most exciting places in the cities you explore. There are quests available in 35 cities across 6 European countries

**INFO**  **Like a local guide**

Like a local guide - a web site and mobile app that helps tourists find special places. Tips are added by real residents who live and love their cities. <https://www.likealocalguide.com>

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**INFO**  **Tour Radar**

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**Travelmakertours.com**

Private tours for small groups of tourists  
<https://travelmakertours.com/>



**Doclea travel**

An incoming travel agency in Montenegro which has the service on the domestic market in the field of tourism industry. Address: Bul. Sv. Petra Cetinjskog br. 79, Podgorica. Interested in transformation of Jewish heritage to a unique tourism product.



**Fortuna travel**

Travel agency in Bosnia and Hercegovina, An exploration of the Balkans' complex and fascinating history, its stunning natural beauty, glorious art and architecture, delightful people and rich Jewish heritage.



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**Romanian Jewish Tours**

Explores Jewish tangible heritage (synagogues and cemeteries) in different areas of Romania (Transylvania, Moldavia, Bucharest) <http://www.romaniajewishtours.com/>



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**Association of Significant Cemeteries in Europe**

Under the umbrella of European institute of cultural routes, members of ASCE developed the European Cemeteries Route. Mission and values of the route are in synergy with core of ASCE and at the same time opening our cemeteries to tourists. Those visitors who wish to admire art, history, architecture, nature and heritage in a peaceful and truthful environment of a cemetery. Route membership brings several benefits within a yearly fee.



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The Croatian Society for Cultural Tourism is a non-partisan, non-governmental and non-profit association of freely associate citizens who pursue their personal and common interests and public needs in the field of cultural tourism. The activities of the Company are education, promotion and development of culture and tourism and it is of importance for the promotion and promotion of cultural tourism as an integral part of the continuous and sustainable development of the Republic of Croatia. <https://crocultour.com/about/>

**SALES**  **Kompas travel agency**

Kompas is the first and biggest travel agency in Slovenia. They organize tours for guests from Israel around the country and nearby countries. We are in contact with them to include our Jewish heritage sites in their packages. <http://www.kompas.si/>

**SALES**  **Aviv travel**

The travel agency was created with the intent of filling the gap of the highly saturated travel market by presenting Jewish cultural heritage and Jewish religious sites. First of all, The company play a significant role in the travel of the Jewish religious community both at home and abroad . <http://www.aviv.hu/>

## Outstanding Jewish people in the city

Jewish "Herstory"- famous female persons and prominent women in the city. Women formed and revolutionized the science scene and art history during the 18-20th century. many on them have Jewish origin or connections. The wheel of fortune and the political rollercoaster of the last decade created unique and significant memories. This is an important part of the local history and also an important part of the Jewish communities. Through joint thematic routes tourists can gain knowledge about the history of prominent Jewish women, "herstory".

**Stakeholders**  
 PPs, ASPs, tourist boards, tour agencies  
 Osijek cultural institutions, CroCulTour association, B'nai B'rith Croatia (Zagreb) City of Osijek  
 Jewish community of Osijek  
 Osijek-Baranja County Tourist Board

**INFO**  **Jewish Heritage Europe**

Web portal to a wide range of news, information and resources concerning Jewish monuments and heritage sites all over Europe. JHE fosters communication and information exchange regarding restoration, funding, best-practices, advisory, services and more.

**INFO**  **B'nai B'rith Croatia**

An international NGO, accredited to the UN, represented at UNESCO and at the Council of Europe in Strasbourg, bringing together Jews of any origin to serve the communities in which they live, in accordance to their fundamental moto and values of B'nai B'rith: Charity, Brotherly love, Harmony. The objectives are to encourage friendship and inter-communal dialogue through social and cultural programs, to initiate and develop community projects, to strengthen the links of B'nai B'rith in the region and across Europe.

**TOUR**  **AEPJ**

The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) supports the preservation, appreciation and promotion of Jewish culture and Jewish heritage in Europe. The Association also strives to encourage Jewish sites to be open to the general public. These goals are notably achieved through its two leading programmes - the European Days of Jewish Culture and the European Routes of Jewish Heritage.

**TOUR**  **European Routes of Jewish Heritage Women in Judaism**

This itinerary is designed to celebrate the contribution of women to Jewish cultural heritage across the member countries of the AEPJ By focusing on notable female figures from a wide variety of disciplines, the itinerary seeks to draw attention to the significance of the input of Jewish women, not just to their own cultural heritage, but also to the wider cultures of the countries they were active in and indeed, Europe generally. As with notable Jews from all fields of endeavour, the migratory nature of individuals and, indeed, communities is a significant factor. The itinerary seeks therefore not only to highlight the importance of notable Jewish women in their birth countries, but also recognise individuals who were active in other countries and we have noted where this is the case. Where possible or relevant, we have begun each itinerary with a notable quotation from the woman in question.

**INFO**  **TO Kotor-Tourism Organization of Kotor**

Public and government service, carries out the tourism informational and promotional activities of Kotor both in the country and abroad, create the annual program for informational and promotional activities.



## 7. Proposed content of the Action Plan

In the Action Plan, the following aspects should be described in the case of each chosen tourism product or service:

- 1) Which Project Partners (PP) are participating in the creation of the Joint Thematic Tour (JTT)
- 2) What is the detailed content of the JTT?
- 3) What are the tangible and intangible elements of the Jewish Cultural Heritage identified in the local portfolio and the web-based Repository?
  - a. Tangible elements for each participating PP
  - b. Intangible elements for each participating PP

Using table format to help overviewing the product:

**Table 1.: Used elements of the Jewish Cultural Heritage in the creation of the Virtual Synagogue route.**

 Banja Luka	 Galati	 Kotor	 Murska Sobota	 Regensburg
T1 Ashkenazi temple The first and the second Sephardi Synagogue	T5 The life story of Devy Abraham	T4 The Karnel Villa in Prčanj	T1 Synagogue in Lendava Synagogue in Murska Sobota Synagogue in Maribor	T1 Romanesque Synagogue (11th century)/ Neupfarrplatz
T4 The house of Isak Solomon Poljokan	T5 Harel family story	T2 Jewish cemetery, Škaljari	T4 Memorial park dedicated to Jews – the victims of Nazism; Murska Sobota	T1 Gothic Synagogue (1210)/ Neupfarrplatz
T5 Jewish stores			T5 Izidor Hahn – printing manufacturer	T1 Synagogue (1788)/ Hinter der Grieb
T7 Stolepersteins			T5 Ali Kardoš – newspaper editor	T1 "Old" Synagogue (1841)/ Untere Bachgasse
T5 Story of Mikes Family Poljokan file			T5 Márton Freyer Farago – painter	T1 "New" Synagogue (1912) Schöffnerstraße
T5 Story of Levi Family			T5 Aleksander Weiner – lawyer and poet	
T5 Story of Katan Family				

### 4) What is the share of the work of each PP?

- a. What activities should be done?
  - i. Activity list with identification
- b. What are the deliverables and the outputs?
  - i. Connected to the activities (if applicable)

- c. What are the most important indicators?
  - i. Connected to the activities (if applicable)

### 5) Creation of the Responsibility Assignment Matrix

In a matrix format with the most important milestones and the named responsibility of the PP.

Milestone	Description	Responsible
M1 – Hosting a kick off meeting	The kick off meeting will be the first phase of the establishment Jewish Cross-Country Cultural Walk. During the Kick-off, PPs will define what JCH elements they want to highlight	Szeged City
M2 – Preparing a tour scheme	The tour scheme helps the PPs to create their own thematic tour. It helps standardizing the offer of the different PPs.	Szeged and Surroundings Tourism Ltd.

### 6) Proposed timetable

- a. Naming the time limitation and the proposed activity-time relations
- b. Calculating slack and potential evaluation timing of the pilot

Activity	Starting Time	Ending Time
A1 – Inviting project partners in three following letters by mailchimp.	2020.05.12.	2020.05.14.
A2 – Waiting for the PPs' answers	2020.05.12.	2020.05.19

### 7) Proposed resources and tools

What are the needs for the evaluation of the service or the product?

### 8) Proposed budget

What is the overall budget and what are the most important budget lines according to activities?

### 9) Proposed organisation type

Supposedly a Matrix-organisation maybe with the lead of the LP

### 10) Stakeholder analysis and audience list

Who are the identified stakeholders and the audience using the Draft Study? Using Stakeholder Analysis and Commitment Scale for each stakeholder identified on the project audience and stakeholder list



		Importance of Stakeholder			
		Significant	Some importance	Little/no importance	Unknown
Influence of Stakeholder	Significant	A		C	
	Somewhat influential				
	Little/no influence	B		D	
	Unknown				

A: high degree of influence on the project and high importance for its success. Good working relationships with these stakeholders must be made. Key players, Involve and engage and be partners!

B: high importance to the success of the project, but with low influence. Might be beneficiaries of a new service, but have little 'voice' in its development. Show consideration! Inform and consult!

C: high influence, who can therefore affect the project outcomes, but interests are not necessarily aligned with the overall goals of the project. Meet their needs! Involve and engage!

D: low influence, or importance to the project objectives, may require limited monitoring or evaluation, but are of low priority. Least important group, must be informed.

### 11) Visibility strategy

Visibility requirements using the Project Portfolio's Visibility chapter

### 12) Presentation of the product or the service

The methods and means to advertise and promote the proposed touristic product and service. The potential presentation methods of the thematic tour using different tools are defined in the Local Portfolio of Regensburg PP:

The preparation and communication of cultural contents should include	Especially recent developments in the field of personalization technology, present challenges, but also various application possibilities:
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Information boards	Apps QR-Codes
Print media	eBeacons
Guided tours	Geo-Tagging
Audio guides	GPS-Data
Workshops	Virtual Reality
Educational offers	Augmented Reality
Multimedia applications	3D-Models
Interaction possibilities	Automatic object recognition
Networking opportunities	Crowdsourcing
	Network effects
	Geo-Fencing

### 13) Accessibility requirements

Is the proposed JTT easy-accessed? Are there any geographical constraints, distance and transport problems? What is the temporal availability for example opening hours, departure times for guided tours etc. ticket availability (online, on site, by telephone) and the availability of the responsible contact person are decisive.

### 14) Availability requirements

Are the tours available for people with disability? Product development includes preparations for visitors with limited mobility, limited activity (due to visual limitations, hearing impairments or learning disabilities). This includes information about infrastructure and terrain as well as an inclusive service offer.

Availability is measured along six criteria defined by PP Regensburg in the local portfolio and accepted as an adaptable scheme in the Osijek Partner Meeting. It can be used in a matrix and a three-point or a five-point scale can be used

- “unlimited“ capacity: the use of the JCH element can be visited by large number of tourists
- daily available: the JCH is open every day, and capable for accepting tourists
- easy communication: the JCH element is eye-catching and has a story to tell
- broad target group: the JCH element used in the JTT is interesting for a lot of people
- easy access: it is in a frequently visited place and is easy to access in terms of parking, public transport (whatever is the main focus)
- international significance: the JCH element is interesting for people from different countries and cultures. The value it represents is universal and important on a regional, EU or global level.

	“unlimited” capacity	Daily available	easy communication	broad target group	easy access	international significance
<b>New synagogue of Szeged</b>	(5) The capacity is good for large groups	(3) The Synagogue is not always opened, it must be agreed on, and it has entrance fee.	(5) It has an important story and a lot of details	(5) It is interesting highlight not only for religious people, but for students, architects etc.	(3) The building is situated near to the City centre of Szeged, but it is hard to reach via public transport, the parking for group buses is limited	(5) This building is one of the biggest Synagogues of the world.
	😊😊	😞	😊😊	😊😊	😞	😊😊
<b>Old Synagogue of Szeged</b>	(4) The building has a limited capacity	(2) It is only opened for special occasions	(3) Despite it is the oldest Synagogue in Szeged, the architecture and the size does not represent its importance	(4) It is an old historical building but not so outstanding	(3) The building is situated near to the City centre of Szeged, but it is hard to reach via public transport, the parking for group buses is limited	(3) The building is important, but not the most significant, may be only interesting for pilgrims and tourists with special interest
	😊	😞	😞	😊	😞	😞
<b>Guttenberg street Stolpersteins</b>	(4) the section of the street is limiting the tourists who can stop around	(5) It is 0-24 available, and it is free	(2) Part of the worldwide movement, but it is only a supplementary attraction	(2) Only tourists of special interest are expected to visit it	(3) The building is situated near to the City centre of Szeged, but it is hard to reach via public transport, the parking for group buses is limited	(2) Part of the worldwide movement, but it is only a supplementary attraction
	😊	😊😊	😞	😞	😞	😞



**15) Potential long-term revenue and profit, Business plan**

- a. financial
- b. socio-cultural benefits

**16) Sustainability Plan**

A document, which describes how project will be sustained in the long term. It shows the projects potential to survive and thrive in the long term. The sustainability plan describes the different aspects in which the project has to be sustained in the long run to still function.

- community sustainability: how well the project is rooted in the community. It also describes how the community will continue with the project, once there is no more financial support. Participatory methods and involvement helps to increase community sustainability. The levels of commitment<sup>1</sup> can be measured and useful for each community group involved to define this level:
  - Enthusiastic support: Will work hard to make it happen
  - Help it work: Will lend appropriate support to implement the solution
  - Compliant: Will do the minimum acceptable and will try to lower the standard
  - Hesitant: Holds some reservations; won't volunteer
  - Indifferent: Won't help; won't hurt
  - Uncooperative: Will have to be prodded
  - Opposed: Will openly state opposition to the solution and act on that opposition
  - Hostile: Will block implementation of the solution at all costs
- financial sustainability: the potential of the project to live on after the original project founding is over. Financial sustainability relies on two bases: internal (revenue creating activities, memberships) and external (grants, donation, governmental found) sources. Financial sustainability part should define if there are any follow-up cost or other expenses.
- organizational sustainability is the ability to maintain the project results in case of tourism products and services: to maintain the touristic offer within the created organisation. Organizational sustainability rooted from internal and external resources. In terms of the planned thematic compilation, the project partners are the internal resources and experts, tour guides are the external ones.

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<sup>1</sup> <https://www.kbp.media/commitment-scale/>



## 8. Summary

The aim of the draft study was *to create foundation to the development of joint attractions*. A comprehensive web-based Repository of JCH of project partner cities was made with potential connections to existing domestic or European thematic networks and thematic routes, and domestic, regional or international tourism information and sales services, creating the basis of the joint tourism service and attraction portfolio. *The draft study builds upon the local inventories, the repository and the synergy-based Joint Project Portfolio (JPP)*.

The draft study highlighted the chosen Joint Thematic Tours (JTT) in all five +1 categories defined in Osijek Project Partner Meeting. Each idea is presented in a newspaper-like browser table. The chosen JTTs are the followings:

### Gastronomy

1. Order your kosher food
2. Small tastings and culinary workshops
3. Gastro cookbook with kosher recipes

### Built heritage

1. Remembering Baumhorn
2. Demolished and perished
3. REDISCOVERY cemetery routes

### Events and festivals

1. The Jewish Culture festival /culture days

### Pilgrimage

1. Jugopartisan-Judopartisan

### Storytelling, oral history

1. Jewish “herstory” – Jewish women in the history
2. Cultural guide along personal stories
3. Cultural centres, memorials and exhibitions, installations

The second part of the Draft Study gives a proposed table of content with a brief explanation for the following strategic document, the Action Plan. *Tourism product development of the JPP and the Draft Study provides the groundwork for the implementation and testing activities planned in WP5.*



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