

REGENSBURG

GUIDEBOOK JEWISH TRACES IN REGENSBURG



» The guidebook is an introduction to the local Jewish history and life, it is accessible to people with no or little background knowledge, and it gives a good overview of the local tangible and intangible JCH. « Conclusion report, PP Regensburg

Local pilot holder	Municipality of Regensburg
Target groups	Citizens, tourists, schools
Duration	6 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Contracting the authors • Collecting texts • Designing the layout • Printing and distribution

The Municipality of Regensburg published the cultural guidebook "Jewish Traces in Regensburg" as a mainstream publication. It retraces Jewish sites and history in Regensburg: lost traces of the past and current visible ones. The book includes 18 themes: a short text about each theme with 1-3 pictures. At the end of the book, a little map is included. The guidebook is printed in German and published under the collection of the "Stadt Regensburg". An English online version will be developed post-project.

The themes of the cultural guidebook:

- Neupfarplatz : Jewish quarter
The gothic synagogue
Document Neupfarplatz
Karavan-Denkmal
- The new synagogue
- The synagogue 1912 to 1938
- The synagogue Untere Bachgasse
- The synagogue Hinter der Grieb
- The cathedral's "Judensau"
- St. Kassian
- Jewish tombstones
- Jewish cemeteries
- Stumbling stones
- The Mikveh (Holzlände)
- Colosseum
- Former Gestapo quarters.
- Joseph Opatoshu "A tog in Regensburg"
- Jewish displaced persons after WW II and their literature

Parallel to the pilot, the Municipality of Regensburg created a city map (communication tool) "Jewish Heritage uncovered – A tour of Regensburg". The city map is designed to show distinctive Jewish places in Regensburg and to convey their historical and current relevance.

The map is also available online and offers further digital information on the Municipality's website: <https://www.regensburg.de/welterbe/en/projects/current-projects/eu-project-rediscover/digital-city-map-the-jewish-heritage-of-regensburg>



REDISCOVER city map "Jewish Heritage uncovered – A tour of Regensburg"

REGENSBURG

GUIDEBOOK JEWISH TRACES IN REGENSBURG



Guidebook, Jewish Tombstones

SUBOTICA

PORTFOLIO JEWISH SUBOTICA



» The portfolio is a supplement to the presentation of the culture of the Jews of Subotica, forming a whole product of Jewish tangible and intangible culture with the other two booklets, the Jewish cemetery, and the cookbook. «

Evaluation report, PP Subotica

Local pilot holder	Municipal museum of Subotica
Target groups	Citizens, tourists, tourist guides, agencies
Duration	9 months
Activities	<ul style="list-style-type: none"> • Developing the concept of the book • Compiling the texts • Translating and proofreading the texts (into English) • Taking photos • Designing the layout • Printing the book

The idea of the pilot was to make local Jewish history more visible to the whole world by creating a portfolio of Jewish Subotica. The book is a summary of information found during the project and comprises of both tangible and intangible elements of JCH in Subotica. It includes topics such as local Jewish cultural, economic, and artistic sites, people, and events. One-third of the book is about the synagogue in Subotica, and the other two-thirds are about Judaism in Subotica and the major tourist attractions in the city. It is user-friendly and richly illustrated with quality photographs. The book is available in Serbian and English, in print and online.



Municipal museum of Subotica

Portfolio Jewish Subotica

BANJA LUKA

THEMATIC GUIDED TOUR



» The team is especially proud of the fact that this is the first thematic guided tour in Banja Luka. «

Conclusion report, PP Banja Luka

Local pilot holder	City of Banja Luka
Target groups	Local and international tourists
Duration	6 months
Activities	<ul style="list-style-type: none"> • Determining exact locations that will be included in the tour • Determining another tourist offer that will be incorporated into this thematic tour • Contracting • Launching and promoting the tour

Since there were no thematic guided tours on JCH in Banja Luka, the idea was to create such a tour and produce brochures for all local tourist guides who are interested in guiding the tour. This tour will be included in the offer of Banja Luka Tourist Board.



City of Banja Luka

Brochure about the thematic guided tour

SZEGED LP

SZEGED CITY PORTFOLIO ON WORLD JEWISH TRAVEL WEBSITE



»By creating Szeged's Jewish city profile and by becoming a content partner of the international touristic website, we can showcase interesting attractions, share events, create, and publish eBooks promoting local Jewish cultural heritage.«

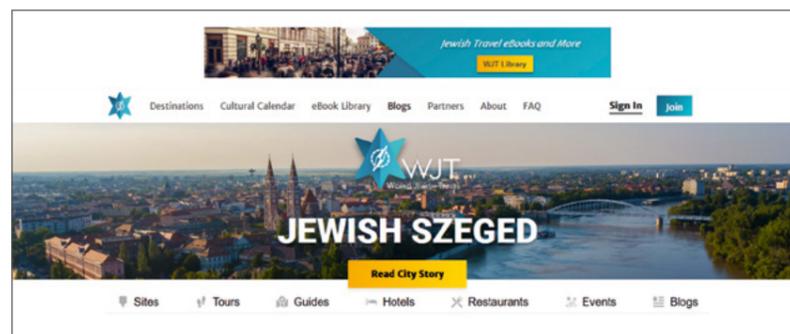
Evaluation report, PP Szeged LP

Local pilot holder	Municipality of Szeged
Target groups	International tourists
Duration	6 months
Activities	<ul style="list-style-type: none"> Collecting data (texts and images) Transferring data onto the website Reviewing the city profile, making amendments, providing further information Opening access of Szeged's city profile on the WJT site.

World Jewish Travel (WJT) is an Israeli-based 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. As a result of the co-operation of the Municipality of Szeged and WJT, Szeged appears as a new travel destination on the international travel site with its full city portfolio which includes the following sections:

- Sites to see in the downtown area and in the Jewish cemetery of Szeged,
- Guided tours (the Walk in the Old Jewish District, the Jewish Cemetery, and the Pick Family),
- Recommendations for high-quality hotels and restaurants in the downtown area,
- Events connected to the promotion of local Jewish cultural heritage, and
- The eBook Library, including the eBook "Windows of Celebrations in the New Synagogue of Szeged"

► <https://www.worldjewishtravel.org/destinations/szeged>



Szeged city portfolio on World Jewish Travel website

OSIJEK

OSIJEK CITY PROFILE ON THE WORLD JEWISH TRAVEL WEBSITE



»By creating a city portfolio of the Jewish cultural heritage on the international website, the City of Osijek is expected to become a new travel destination for Jewish travellers and for all interested visitors from all over the world.«

Evaluation report, PP Osijek

Local pilot holder	City of Osijek
Target groups	International tourists
Duration	6 months
Activities	<ul style="list-style-type: none"> Developing the idea Selecting data from the Web-based repository and project brochure Shaping the texts to match the upload requirements of the WJT website Preselecting and providing additional info, links, and photos Transferring data onto the website Reviewing the city profile, making amendments, providing further information if needed

World Jewish Travel (WJT) is an Israeli-based non-profit organization, which provides a digital platform to promote Jewish cultural travel, and help users discover and experience Jewish heritage around the world. So far none of the travel destinations from Croatia were presented on this web site. Osijek will be the first to present its JCH portfolio there. The portfolio will include JCH-related places of interest as well as interesting and tragic personal and family stories of past and present members of the Jewish Community of Osijek. The city portfolio will also contain information on Jewish (cultural) events, as well as on accommodation and restaurants in the city.

- https://project.zo-osijek.hr/project/upper_town_synagogue/
- <https://project.zo-osijek.hr/project/lower-town-synagogue/>
- <https://www.project.zo-osijek.hr/project/upper-town-cemetery/>
- <https://www.project.zo-osijek.hr/project/lower-town-cemetery/>



City of Osijek



Municipality of Szeged

Osijek city profile for the World Jewish Travel website

KOTOR

EDUCATION WORKSHOPS



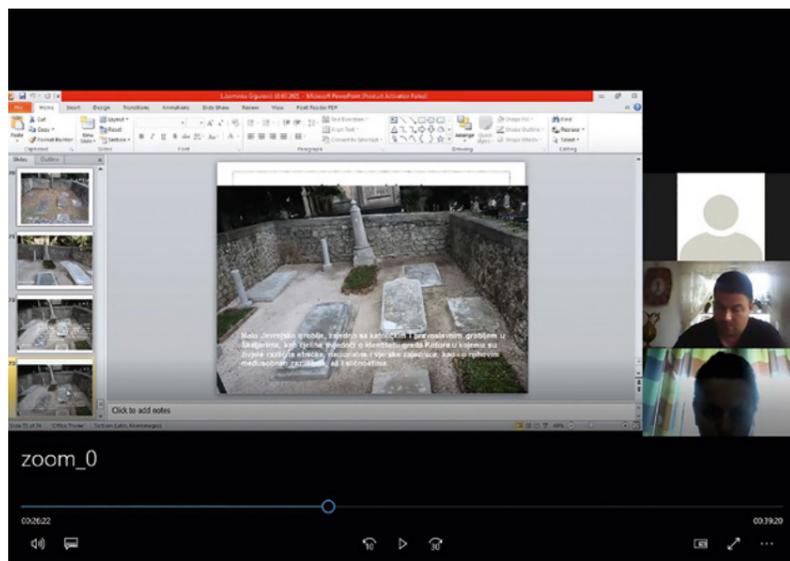
Local pilot holder Municipality of Kotor

Target groups Tourist guides

Duration 1 month

Activities March 2021

Educational workshops for tourist guides of Kotor were planned to be for the general public and interested tour guides for Montenegro. Since the epidemiological situation in Montenegro was complicated, it was planned to be just for 5 tourist guides and to be hosted by 3 lecturers. One workshop was held on March 2021 and further ones will be organised when the proper epidemiological conditions meet the requirement of public events of this kind.



Educational workshops for tourist guides on 10th March 2021

7.3.3 REDISCOVER Recreated Jewish Heritage

This Thematic Route connected PP cities which have destroyed Jewish heritage and want to preserve and recreate it either virtually through applications, virtual reality and augmented reality technology, or through architectural and construction works. In total four pilot projects were implemented within this Thematic Route, which are summarised below.



MURSKA SOBOTA

INFORMATIVE CEMETERY FENCE IN MURSKA SOBOTA



» We are especially glad about the extraordinary positive response and approval of descendants of the former Jewish community.«

Conclusion report, PP Murska Sobota

Local pilot holder Institute for Culture, Tourism and Sport Murska Sobota

Target groups Residents of Murska Sobota, tourists, elementary and high school students learning about the past of the city life

Duration 12 months

- Activities**
- Researching and planning
 - Preparing the text (informative function)
 - Public procurement for manufacturing and installation of the fence
 - Fence installation

The idea of the pilot was to erect a fence at the Jewish cemetery in Murska Sobota with the aim to protect the cemetery, prevent its desecration, symbolically indicate its original size, and visually present the story of the Jewish community in Murska Sobota. Based on extensive research, memories of the surviving descendants, and communication with local stakeholders, the consensus of various experts and project stakeholders was reached on what the new fence of the Jewish cemetery in Murska Sobota would look like. It will be up to 100 cm high made of vertical wooden planks, light steel construction and point foundations. The fence will also have an informative function, for which the information board with the text, pictures and maps will be prepared by the Pomurje Museum Murska Sobota.



PP Murska Sobota

Evidence from the Evaluation report

MURSKA SOBOTA

3D VISUALISATION OF THE FORMER JEWISH SYNAGOGUE IN MURSKA SOBOTA



» With this pilot activity we intend to provide a virtual presentation of the former synagogue in Murska Sobota with the use of virtual reality tools.«

Conclusion report, PP Murska Sobota

Local pilot holder Institute for Culture, Tourism and Sport Murska Sobota

Target groups Residents of Murska Sobota, descendants of Jewish families from Murska Sobota and Prekmurje, tourists, elementary and high school students learning about the past of city life

Duration 12 months

- Activities**
- Researching, planning, and coordinating
 - Preparing a 3D model of the synagogue
 - Public tender for a 3D model processing and programming
 - Contracting for a 3D model processing and programming
 - Procuring VR headsets

The synagogue in Murska Sobota was built in 1908 based on the plans of Lipót Baumhorn, the renowned Hungarian architect of Jewish origin. It was demolished in 1954, because of its gradual deterioration and since no active Jewish community existed in the town after World War II. The idea of the pilot was to create a 3D visualisation of the former synagogue in Murska Sobota to rediscover and showcase this lost JCH treasure. VR headsets with the presentation of the synagogue will be available for tourists and citizens in the Regional Museum Murska Sobota, Pomurje Interactive Promotion Centre Expanso and the Tourist Information Centre Murska Sobota.

Institute for Culture, Tourism and Sport Murska Sobota



Former Murska Sobota synagogue



Example of 3D visualisations in Regional Interactive Promotion Centre Expanso



3D visualisation of Former Murska Sobota synagogue

OSIJEK

CONSERVATION RESEARCH AND MAIN DESIGN OF OSIJEK UPPER TOWN JEWISH CEMETERY

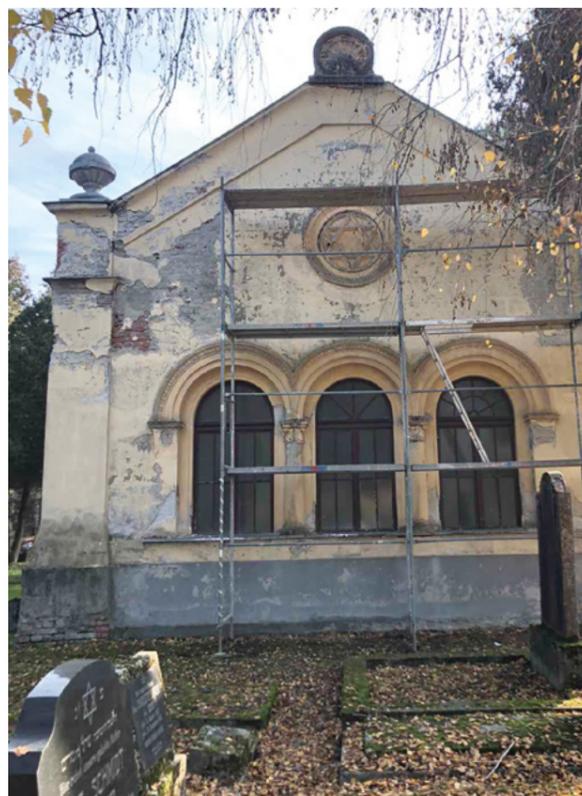


» The final aim of the pilot is the reconstruction of the Jewish cemetery and its presentation as a new attraction to visitors and tourists. «

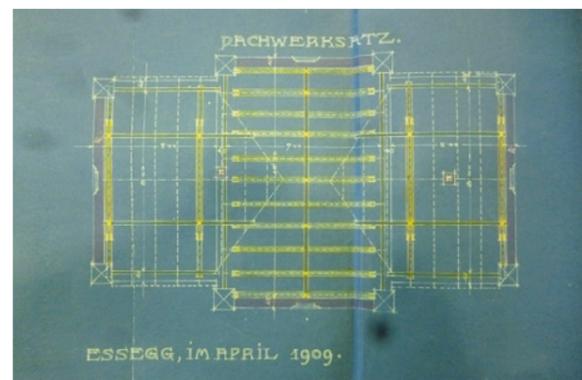
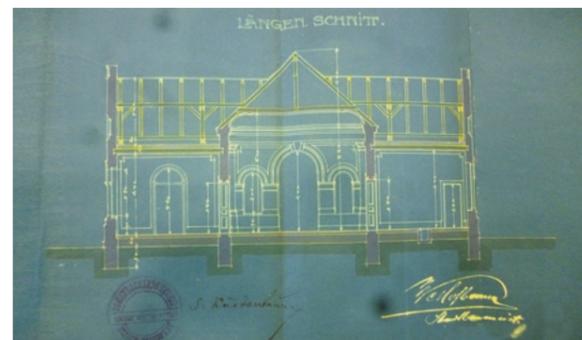
Evaluation report, PP Osijek

Local pilot holder	City of Osijek
Target groups	Citizens, national and international tourists, architecture experts, students
Duration	7 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Procuring the services • Contracting the services

Conservation research is a legally obliging first step in the process of elaborating the main design for the reconstruction/restoration of cultural heritage in Croatia. Since Jewish cemeteries, both in Osijek Upper and Lower Town, are individually protected cultural heritage sites, their conservation research was a necessary step towards their physical reconstruction. The research carried out during the pilot resulted in the presentation proposal for the reconstruction of the Jewish cemetery in the Upper Town of Osijek and its description. This proposal is used in the main design for the reconstruction of the cemetery, which is currently being elaborated.



Upper town cemetery – ceremonial hall



Archival blueprint – chapel, 1909

City of Osijek

KOTOR

RESEARCH OF THE MONTENEGRIN JEWS

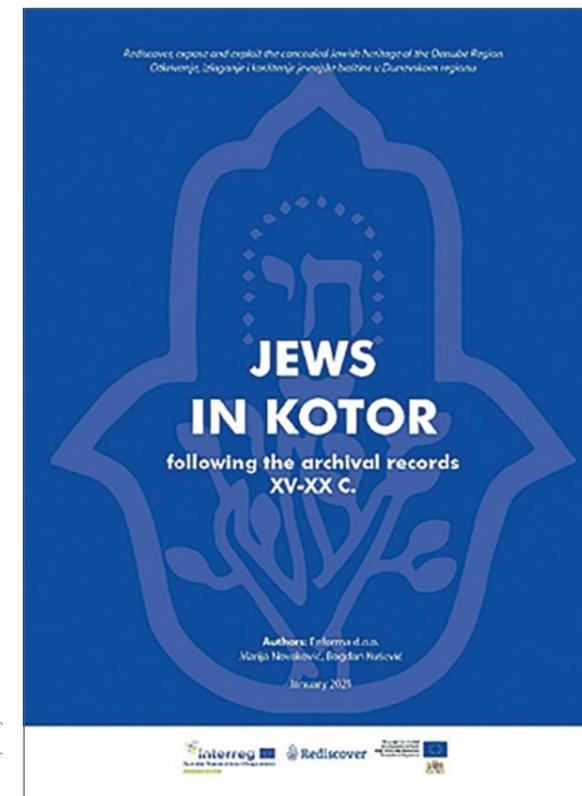


» The publication “Jews in Kotor following the archival records XV – XX C.” completes the research on the origins of Jews in Kotor, their family histories, as well as the discovery of almost forgotten Jewish intangible cultural heritage in the city. «

Evaluation report, PP Osijek

Local pilot holder	Municipality of Kotor
Target groups	Citizens, tourists, disabled people, schools
Duration	5 months
Activities	<ul style="list-style-type: none"> • Researching • Preparing material for publication: selecting photos, obtaining permission to use the photos, writing the content

The pilot included archival and historical research of Jews in Kotor from the 15th to the 20th century, genealogical research of Jewish families from Kotor in the 19th and 20th century, as well as demographic research of the Jewish people living in the territory, Kotor municipalities and neighbouring municipalities during the 19th and 20th centuries. Based on the results of the research, the publication “Jews in Kotor following the archival records XV – XX C.” was published.



Municipality of Kotor

Jews in Kotor following the archival records XV – XX C

7.3.4 REDISCOVER Virtual Museum and Exhibition

PPs within this Thematic Route connected tangible and intangible elements of JCH to uncover partly known or totally forgotten stories and create meaningful experiences for visitors.

Seven PP cities implemented seven pilots, which introduced stories of prominent persons and outstanding events via virtual and real-life exhibitions, memorials, and museums.



TIMISOARA

VIRTUAL MUSEUM OF JEWISH TIMISOARA "RABBI DR. ERNEST NEUMANN"



» **The goal of this pilot is to be a gateway to the local Jewish Community, its past, present, and future, offering visitors educational content and emotional experiences.** « *Conclusion report, PP Timisoara*

Local pilot holder Municipality of Timisoara

Target groups Members of the Jewish Community, descendants of Timisoara's Jews, experts on Jewish history, researchers, scholars, tourists, tourist guides, locals, students, schools

Duration 10 months

- Activities**
- Developing the idea
 - Public procurement
 - Contracting the service providers
 - Launching the virtual museum
 - Uploading the content

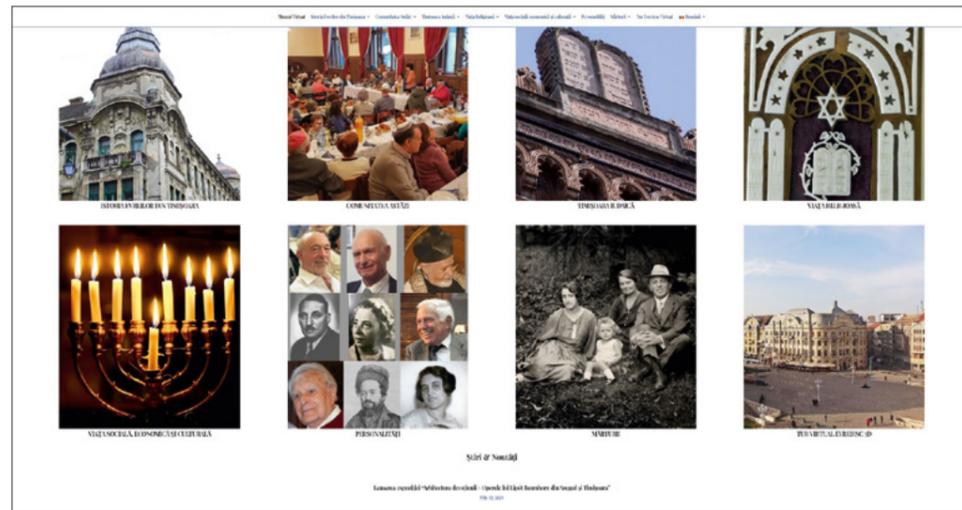
The Virtual Museum presents the history of Timisoara's Jewish community, showcasing all aspects of Jewish life, from religion to traditions, culture, oral history, and kosher food. It includes the following sections:

- the history of Timisoara Jews;
- Jewish Timisoara: synagogues, Jewish cemetery, city neighbourhoods;
- religious life;
- Judaica;
- Jewish education;
- Jewish contributions to the economic development of the city;
- Jews as part of a multi-ethnic, multi-confessional and multilingual city;
- Jewish artists;
- virtual tour of Jewish Timisoara;
- the Jewish Community today: activities, services, programs; oral history, testimonies, interviews; photo and video content.

After the project the Virtual Museum will be handed over to the local Jewish Community.

TIMISOARA

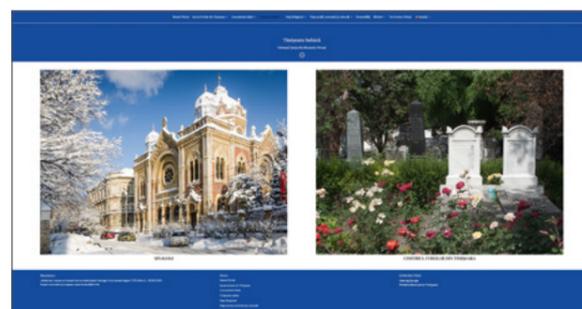
VIRTUAL MUSEUM OF JEWISH TIMISOARA "RABBI DR. ERNEST NEUMANN"



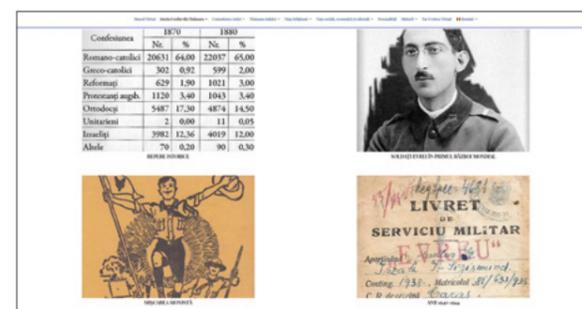
Main sections of the Virtual Museum



Home page of the Virtual Museum



Section of the Virtual Museum dedicated to Timisoara's Synagogues,



Section of the Virtual Museum dedicated to the History of Timisoara Jews

Municipality of Timisoara

REGENSBURG

MEMORIAL FOR THE BOOK-BURNINGS IN REGENSBURG: BOOKFENCES



» The goal of the pilot is to remind the burning books episode of May 1933 in Regensburg, to make the public aware of what happened and promote knowledge and cultural diversity through a meaningful, symbolic, and creative installation. « Conclusion report, PP Regensburg

Local pilot holder	Municipality of Regensburg
Target groups	Tourists, citizens, students, families, members of the local Jewish Community, experts in local Jewish history
Duration	4 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Authorisation and procurements • Uploading the content online • Constructing the fences • Installing the fences and inauguration

The book fences are a graphic and creative installation with meaningful content. It stands on the Neupfarplatz in Regensburg, the square where the medieval Jewish quarter used to be. Five Plexiglas fences are installed on the wide bench range. On the transparent Plexiglas fence there is a sticker of book spines (old looking books) displayed as if they were in a bookshelf of a library. On some book spines there is a QR-code. The use of the installation is quite simple and intuitive: the public sits on the bench, looks at the fence, scans the QR-code and gets information. The QR-code links the user to a website where one can find all the information about the books, and the Jewish life in Regensburg. At the middle / bottom of the fence there is an extra QR-code redirecting to the Rediscover Website. All the fences have the same design and content. They give the impression of being in a library. The installation will be on site for three months. It is the first step towards a permanent exhibition.

- Tips**
- ▶ Setting an installation on a public square is a complex process. Its practical implementation is more complicated than anticipated.
 - ▶ The pilot concept must be approved by every actor involved.

BANJA LUKA

PERSONAL STORIES VIRTUAL EXHIBITION



» Since there is no tangible JCH in Banja Luka, we have decided to create a virtual exhibition of intangible JCH, with the focus on personal stories of Jewish families and their contribution to the economic and cultural development of the city. «

Conclusion report, PP Banja Luka

Local pilot holder City of Banja Luka

Target groups Citizens, schools, tourists

Duration 9 months

- Activities**
- Developing the idea
 - Planning the content and arranging interviews
 - Contracting
 - Promoting

The virtual exhibition of JCH was produced in December 2020. It includes five videos:

- One video is on the history, culture, and business sector of Jewish Community in Banja Luka.
- Two videos are on Jewish families told by their descendants (Katan family and Baruh family).
- One video is about a famous Jewish family that was murdered in the beginning of WW II. Since there are no descendants of that family, the story is told by a narrator.
- One video is about the meeting of descendants of a Catholic family Klindic from Banja Luka that helped Jewish family Levi during WW II.

The videos are promoted on the youtube channel and facebook page of the City of Banja Luka. All video recordings were translated into English.

Personal Stories Virtual Exhibition: History of the Jewish family Katan:

► <https://www.youtube.com/watch?v=iMP6POCGnFU>



City of Banja Luka

Personal Stories Virtual Exhibition, "History of the Jewish family Katan"

SZEGED LP

OUTDOOR EXHIBITION OF FAMOUS LOCAL JEWISH PERSONS ENTITLED FORGOTTEN FACES



» *Personal stories are widely used communication tools in tourism to share and make local intangible heritage visible.* «

Evaluation report, PP Szeged LP

Local pilot holder Municipality of Szeged

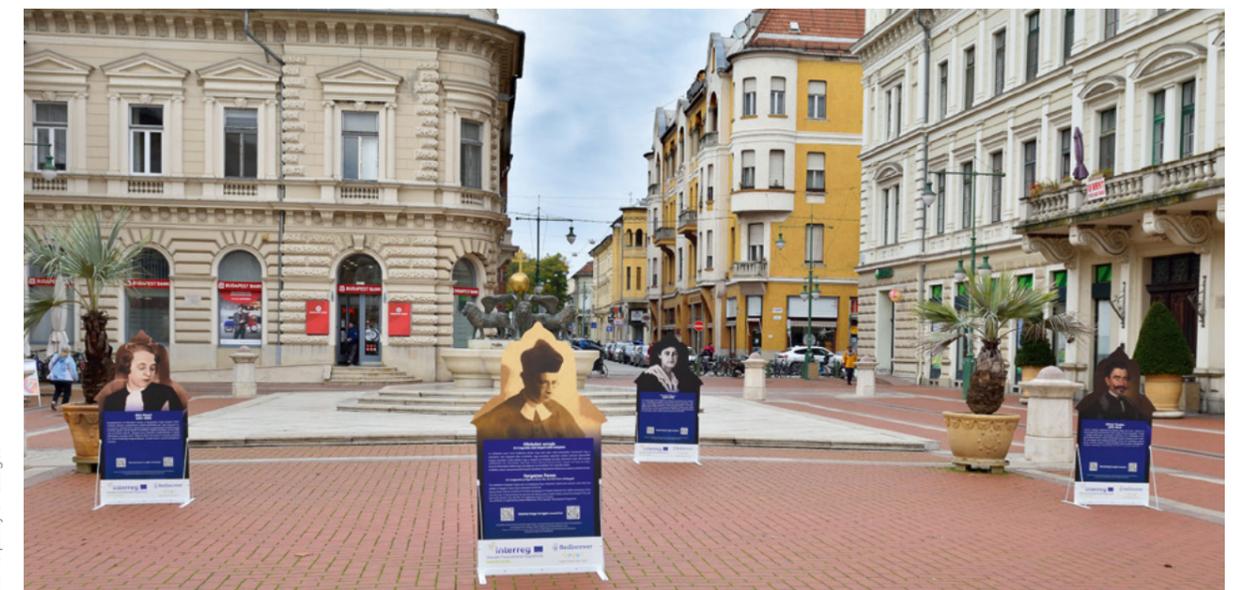
Target groups Citizens, tourists, cyclists, disabled people, schools

Duration 4 months

- Activities**
- Developing the idea
 - Planning and budgeting
 - Developing the content of the exhibition: selecting photos, obtaining permission to use the photos, writing the texts
 - Contracting
 - Promoting the exhibition
 - Exhibition

The exhibition “Forgotten Faces: 12+1 legendary figures from the Jewish past of Szeged” took place in Szeged on November 26, 2020. This special cultural event introduced thirteen outstanding persons, who all had roots in Szeged: renowned rabbis Lipót and Immánuel Löw, Sámuel Birnfeld, industrialist Jenő Pick, Ármin Winter and Tivadar Holtzer, world-famous spice trader János Kotányi, artists Mancsi Back and Judit Kárász, writer Éva Janikovszky, the first trained female librarian Ágot Fischhoff, local celebrity Mrs. Kárász and Lipót Baumhorn, the largest Hungarian synagogue architect in the first half of the 20th century. Their personal stories were displayed on weatherproof life-size, two-dimensional statue-shaped-forms (160 cm tall and 90 cm wide) in English and Hungarian. The statues will be permanently exhibited in the garden of the New Synagogue at the local Jewish Community. Furthermore, in order to reach a nationwide audience with the exhibition during the Covid-19 pandemic, several other local Jewish personal stories were published on the Jewish website *Múlt és Jövő* depicting the life of Ármin Tardos-Taussig, Mrs. Júlia Holtzer, neé Gruber and Dr. várhelyi Izsó Rósa.

Tips ▶ The layout of statue-shaped-forms proved to be attractive to all age groups and the slightly low position of the descriptions made the exhibition available for visitors in wheelchairs.



Municipality of Szeged

Exhibition “Forgotten Faces: 12+1 legendary figures from the Jewish past of Szeged”

OSIJEK

OSIJEK EXHIBITION OF DR HERMANN WEISSMANN ENTITLED THE STORY OF NON-OBLIVION (REMEMBRANCE)



» *Our Weissmann exhibition showed that the especially powerful potential lies in the links between tangible (museum exhibits) and intangible heritage (personal and family stories and destinies).* «

Conclusion report, PP Osijek

Local pilot holder	City of Osijek
Target groups	Citizens, tourists, school pupils, students
Duration	12 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Preliminary research by the museum curators • Elaborating details with stakeholders • Budget planning • Developing the content of the exhibition (selecting photos, agreeing on the content, creating the catalogue) • Contracting • Promoting the exhibition (articles in regional newspapers) • Opening the exhibition

Dr Hermann Weissmann was a prominent Osijek lawyer and collector, deported and killed in Auschwitz in 1943. The exhibition of his legacy donated to Osijek museums opened to the public on October 29, 2020 in the Museum of Slavonia. It presents valuable artworks, library, numismatic items, and Jewish traditional ritual objects. The exhibition also depicts the state of pre-WW II Osijek society, the respect to and reputation of Osijek Jews enjoyed and the contribution they made to the city development and prosperity. The digital version of the exhibition is pending.

► <https://www.mdc.hr/en/in-focus/to-see/>

The virtual tour of the exhibition has been created in Croatian and English:

► http://culex360.com/weissmann_hr/?fbclid=IwAR1zqojA2WvzqLmdQrLgumdru_D909LB-x5-jd0qBG21IMaqwF0EbHlyB5A



City of Osijek

Exhibition "The Story of Non-oblivion"

SUBOTICA

ORDINARY LIFE FROM THE EYE OF THE JEW EXHIBITION IN THE MUSEUM



» *The museum workers who prepared the exhibition learned a lot and discovered a significant collection of stories before WW II told by prominent members of the Jewish Community of Subotica.* « *Evaluation report, PP Subotica*

Local pilot holder *Municipal museum of Subotica*

Target groups *Citizens, tourists, tourist guides, agencies*

Duration *15 months*

- Activities**
- *Developing the concept of the exhibition*
 - *Acquiring material for the exhibition (purchasing objects, researching literary sources)*
 - *Equipping the exhibition (painting the exhibition area, placing the material, translating the texts, and designing the exhibition)*

The new exhibition in the Subotica's city Museum is an organized presentation and display of a selection of items from the museum's repository, complemented with a collection of rediscovered stories of prominent members of the Jewish Community of Subotica. The exhibition featured the stories of Jewish doctors, lawyers, printers, craftsmen, and famous artists from Subotica, complemented by furniture from a local Jewish family. The stories shed light not only on the life of Jewish families in Subotica, but also on the city itself in the period from early 1900s till 1940s.



Municipal museum of Subotica

Exhibition "Ordinary life from the eye of the Jew"

KOTOR

EXHIBITION OF JEWISH TANGIBLE AND INTANGIBLE CULTURAL HERITAGE IN KOTOR



» *The exhibition not only generated wide interest locally, but also gained national acclaim online.* « *Evaluation report, PP Kotor*

Local pilot holder	Municipality of Kotor
Target groups	Citizens, tourists, disabled people, schools
Duration	5 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Developing the content of the exhibition (selecting photos, obtaining permission to use the photos, writing the content) • Contracting • Promoting the exhibition • Exhibition

The exhibition of Jewish cultural heritage in Kotor was opened in the gallery of the Maritime Museum of Montenegro in Kotor on January 18–31, 2021. Through 23 exhibition panels (100 × 70cm), different thematic units were presented, which refer to archival testimonies about Jews on the territory of the Municipality of Kotor from the 15th to the 20th centuries and Jewish cultural heritage in the Municipality of Kotor created during the 19th and 20th centuries.



Municipality of Kotor

Exhibition of Jewish tangible and intangible cultural heritage

7.3.5 REDISCOVER Jewish Festival Events

Most pilot projects within this Thematic Route integrate different JCH-based cultural products and services: exhibitions, guided tours, concerts, theatre, dance, storytelling, culinary workshops, etc. Five PPs implemented six pilot projects to show and share their rich, yet unexplored JCH.

The global pandemic of coronavirus disease in 2020 hindered the implementation of pilot projects within this Thematic Route. As a result, the events were organised on a smaller scale or were moved online.



REGENSBURG

SCREEN PLAY OF A THEATRE PLAY



»» *During the product development workshops several stakeholders stressed the potential of the dramatic art to convey and promote local intangible JCH.* ««

Evaluation report, PP Regensburg

Local pilot holder	Municipality of Regensburg
Target groups	Students, children, family, tourists, citizens
Duration	7 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Elaborating the concept of the play • Focusing on the screenplay and concept • Contracting • Completing the pilot

The ultimate goal of this pilot is to reach young people (teenagers) and trigger their thoughts and reflections on the history of the local Jewish community. To this end the municipality of Regensburg contracted a young local drama team to create a screenplay and concept of a short theatre play in German with a duration of 40–60 min, entitled Kamemereyt (Yiddish for memories / remembrance). The play is deals with the (local) Jewish history. It focuses on the will of life and tackles some important themes such as the quest for identity and the feeling of guilt (related to the German history) in the perspective of the present. The play is adaptable to any kind of stage (indoor and outdoor) and audience. It can be performed by both professional and amateur actors, in theatre and at school. An open discussion can follow afterwards. The municipality owns the rights of use of the screenplay and for the staging. The premiere has already been planned for June 2021 (either on site or online).

- Tips**
- ▶ The theatre screenplay offers many educational and cultural possibilities to achieve the following goals: to avoid stigmatization and reduction of Jewish culture and history because of overemphasizing the Holocaust, and to prevent antisemitism through knowledge.
 - ▶ It provides an emotionally authentic experience and transfers the knowledge about Jewish culture and religion.

REGENSBURG

FESTIVAL: EUROPEAN DAY OF JEWISH CULTURE



»» *We can say that it is possible to reach a wide public and raise the interest by putting together recreational stands and activities that are enhancing knowledge and promoting dialogue.* «« *Evaluation report, PP Regensburg*

Local pilot holder	Municipality of Regensburg
Target groups	Citizens, tourists, children, students, members of the local Jewish Community
Duration	17 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Inscribing to the official European Days of Jewish Culture event platform • Developing the content of the festival • Contracting • Promoting the festival: two weeks before the event • Festival: 13th September 2020 • Afterward communication (photos and videos): the week after the event

The municipality of Regensburg decided to join for the first time the European Day of Jewish Culture. The main goal was to make the local Jewish culture (tangible and intangible) visible and accessible through a series of activities. The festival took place on September 13, 2020, as part of the European Day of Jewish Culture. It was organized on two symbolic sites: Neupfarrplatz (New Parish square), where the medieval Jewish quarter used to stand, and in the hall of the new synagogue. Despite the COVID-19 pandemic, the festival was held on site, on a small scale.

PROGRAMME OF THE FESTIVAL

There were 6 stands:

- Jewish food prepared by the local Community: free snack to take away
- A band played Jewish music
- A stand explained the characteristic features of the architecture
- A literature / language stand proposed a selection of Yiddish classics, Jewish legends, illustrated books, etc. The public could also try and write their name in Yiddish.
- A stand with information about the project Rediscover
- In the new synagogue, the Community opened its doors: Q&A with the Rabbi, display of important religious items, open discussion and sharing time with the Jewish Community members



Activities for kids were organized:

- A short guided tour for kids / family retracing in three stations the life of the local Jewish Community through time
- “do it yourself workshop”: build mini models of the Synagogue and sukkot shelters

Guided tours

- A vibrant journey through 1,000 years of Jewish history in Regensburg
- Guided tours in the new synagogue

Lectures

- Reading on the Neupfarrplatz in Yiddish and German from the book “A tog in Regensburg” by Joseph Opatoshu
- Lecture about the Russian-speaking population of Regensburg

Tips:

- Make visual and audio-visual documentation of the festival.
- Hire a professional photographer to take pictures of the event and make short videos that can be used for promotion purposes.
- Joining the European Days of Jewish Culture ensures the promotion of the event on a European scale and opens possibilities for further international cooperation.

► <https://www.regensburg.de/welterbe/projekte/aktuelle-projekte/eu-projekt-rediscover-das-juedische-kulturerbe-in-der-donauregion/european-day-of-jewish-culture>



Municipality of Regensburg – Manuel Schipper

SZEGED TOUR

JEWISH FESTIVAL EVENTS IN SZEGED – ADVENTURES IN JEWISH CULTURE

» The dual-site (on-site + real-time online stream) concept of the festival events proved to be a wise choice under the COVID situation, but it is worthwhile to consider extending this scheme to later events as well. «

Evaluation report, PP Szeged Tour

Local pilot holder	Szeged and Surroundings Tourism Nonprofit Ltd
Target groups	General public interested in the guest celebrities or in Jewish culture, online audience, any Hungarian speakers
Duration	4 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Contracting the event organiser • Series of events were held

The original idea was to organise a Jewish cultural festival. However, due to the pandemic situation, the series of small-scale events were organised instead. Celebrities representing contemporary Jewish culture were invited to perform and share their personal reflections related to Jewish customs and culture. Six events, lasting up to one hour, took place in the period between September 17 and November 26, 2020. Three of them were held both on-site and online, three were held online. All performances were recorded, and the recordings were uploaded to the project’s YouTube channel, thus ensuring that all performances remain available to the public later as well.

- September 17, 2020:** Orsolya Karafiáth and the Four Bones Quartet
- October 15, 2020:** Anna Réz and Ádám Breier
- November 5, 2020:** Valéria Kuna, Kata Kuna and the Hamsa Band
- November 12, 2020:** Márk Saiid Süveg, Zsófi Kemény and David Macskin
- November 19, 2020:** jNosnach concert featuring Tamás Mohai
- November 26, 2020:** Jonathán A. Megyeri Rabbi, Pál Lombos and János Dani

► https://www.youtube.com/channel/UCYakCwzrv_8I_PIG6yWOMhg/videos

Szeged and Surroundings Tourism Nonprofit Ltd



European Day of Jewish Culture in Regensburg 2020

Jewish festival in Szeged “Adventures in Jewish Culture” 2020

MURSKA SOBOTA

DAYS OF JEWISH CULTURE IN MURSKA SOBOTA ON SITE



» We are sure that these events contributed to the recognition of Jewish cultural heritage and its significance within the local community. Our wish is to organize similar events each September in future as well. «

Evaluation report, PP Murska Sobota

Local pilot holder	Institute for Culture, Tourism and Sport Murska Sobota
Target groups	Citizens of Murska Sobota, local descendants of the Jews, interested public, interested organisations
Duration	6 months
Activities	<ul style="list-style-type: none"> • Developing the idea • Planning (planning the budget, selecting the content, selecting and contracting the performers, putting together the programme of events) • Promoting the events • Implementation of events

Three events promoting Jewish cultural heritage were organised in the period from September 7 to 22 in Murska Sobota within the frame of European Days of Jewish Culture 2020:

- Lecture "Travel to the Holy Land in the past and life in it today", followed by the concert of traditional Jewish music, klezmer;
- Projection of the movie "Jews in Slovenia", the first Slovenian movie which opened the topic of almost forgotten memory of the Slovenian Jewish community and the Holocaust in Slovenia, followed by the discussion with the movie director and descendants of members of the Jewish community presented in the movie;
- Guided tour with the presentation of JCH in Murska Sobota, followed by dessert tasting.



Festival "Days of Jewish Culture in Murska Sobota 2020"



Institute for Culture, Tourism and Sport Murska Sobota

GALATI

REDISCOVER JEWISH CULTURAL FESTIVAL



» Initially, the idea was to organize an onsite festival, but due to the pandemic generated by the SARS-CoV-2 coronavirus, public events were cancelled, forcing the stakeholders to change the concept of the pilot project. «

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	9 months
Activities	<ul style="list-style-type: none"> • Developing the E-Festival's website and logo • Elaborating the e-cookbook • Organizing and recording the cooking workshop • Organizing and recording the guided tour • Elaborating the identification plates with QR codes • Developing the interactive virtual map and the treasure hunt game • Elaborating the promotional items for the treasure hunt game • Contracting the cultural events (theatre, music and dance) • Organizing and recording interviews (story-telling and book presentation) • Preparing the photo exhibition

This pilot was the Plan B of the original idea. Instead of the Jewish cultural festival onsite, an online platform was created, which included the same elements as an onsite festival. The most part of the activities of the festival were organized physically, filmed, recorded and uploaded on the dedicated website (workshops, shows, interviews and storytelling, guided tour). The website contains 4 sections dedicated to the 4 pillars of the Jewish cultural heritage: gastronomy, built patrimony, cultural events and oral history. Galati Municipality is the website owner and has the intellectual property rights for texts, photos and videos

Galati Rediscover Jewish Cultural Festival's website:

► <https://rediscover-festival.ro/>

PROGRAMME OF THE FESTIVAL

- Traditional Jewish recipes – e-cookbook: 10 recipes for 3 types of dishes (3 appetizers, 4 main courses and 3 desserts)
- Cooking workshops – 3 videos with 3 dishes (appetizer, main course, and dessert)
- Virtual Guided Tour – video material with the most famous Jewish buildings and locations in Galati
- Virtual interactive map with the elements of the JCH



- Treasure hunt – contest with prizes for the participants, based on the virtual guided tour and the interactive map (promotional items and giveaways for the participants: T-shirts, caps, flashlights, cups, umbrellas)
- 4 Cultural events: music, theatre, dance, performed by the State Jewish Theater and Haverim Dance Company
- 12 Interview videos and storytelling
- Book presentation by the authors (Lucian Zeev Herşcovici and Violeta Ionescu) – the History of Jewish people in Galati
- E-Exhibition of photos, documents, ritual and traditional objects – Fragments of the former life of the Jewish community
- Identification plates with QR codes were created to be mounted on the buildings presented in the guided tour. In this way, the visitors will be able to find interesting information regarding the history of the building and the people who lived there.
- The printed version of the e-cookbook, entitled Jewish culinary traditions and delights and a photo album – Fragments of the former life of the Jewish community will be available in May 2021, on the occasion of the Final Event in Galati.
- The offline version of the Photo exhibition will be organized during the Final Event, with the possibility of being held periodically on the occasion of other cultural events.



Municipality of Galati

Galati-E-Jewish Cultural Festival

KOTOR

CONCERT OF JEWISH MUSIC

» **The concert was performed without public due to the pandemic situation, but it was recorded and thus made available to the broader audience on national TV and online.** «
Conclusion report, PP Kotor

Local pilot holder The Municipality of Kotor
 Musical school "Vida Matjan" in Kotor

Target groups Citizens, tourists, disabled people, schools

Duration 2 months

- Activities**
- Developing the idea
 - Selecting the music pieces
 - Organising the concert
 - Conducting and recording the concert
 - Distributing records

The concert of Jewish music took place in the old town of Kotor on December 18, 2020 at the Music School "Vida Matjan" Kotor. It consisted of the introductory word about the project and 7 music tracks: the first track of which was the choral "Jewish Song", and the other tracks were instrumental by Jewish composers. The songs were performed by professors and students of the music school "Vida Matjan". The concert was held without an audience due to the epidemiological situation, and the recording was edited and will be broadcasted on national television, on the Sunday show "Bridges".



Municipality of Kotor

Concert of Jewish music 2020, Music School "Vida Matjan" Kotor

7.4 Strategic evaluation of the pilot projects

The Implementing phase of the project concluded with the strategic evaluation of the pilot projects. To this end, strategic workshops for LSGs were organised in PP cities.

Objectives of the strategic evaluation workshops:

- Evaluation of local products
- Development of strategies for cultural tourism at local level
- Derivation of marketing action plans

To assist PPs in planning, preparing, implementing, and documenting the workshops, the Guidelines for the preparation and implementation of Strategic Workshops for LSGs were developed at the project level. During the strategic evaluation process, PPs were assisted by the external expert of the WP5 lead partner for this activity. The expert prepared the basic documents to be used during the strategic workshops.

The evaluation was based on the following questions:

- How did it work?
- Were the expected results achieved?
- What are the lessons learnt?
- What can be improved?

Based on the inputs gathered during the strategic stakeholder workshops organized in each PP city, Conclusion Reports for each of the pilot projects were produced. They provide the SWOT analysis for the pilots, summarize local experiences and findings of the product development and implementation process, describe the most important remarks and recommendations for the pilots gathered at the strategic stakeholder workshops and provide ideas for the promotion, marketisation and sustainability of the piloted community-sourced cultural products and services. In addition, the conclusion reports summarise the main lessons learned by the PPs during the implementation phase as well as the potential of the pilots to be manifested and sustained as tourism products. The sustainability of REDISCOVER products, experiences and networks is discussed in the subsequent **Chapter 8 – Sustaining project products, experiences and networks**, while transferability issues and lessons learned are presented in **Chapter 9 – Conclusion**.

8 Sustaining project products, experiences and networks



The final phase of the project **SUSTAINING** is dedicated to the reflection of the project’s achievements in the areas covered by its SOs. This chapter aims to assess, based on the results of the predeceasing phases, especially on the evaluation of local pilots carried out by LSGs, the extent to which PPs managed to achieve qualitative change in the three areas covered by the SOs.

This reflection is a necessary step that must be taken in order to maintain the achievements of the project. It has a value not only as a learning method for the PPs and the actors involved in the implementation of the project, but also as the guidelines for other European cities and regions with unexplored JCH who want to bring about changes in the areas covered by REDISCOVER.



Community-sourced Jewish Cultural Heritage Valorisation Model, 3. visualisation of the phase 'Sustaining'. Ripp, Uzpeliškis, Bertrand, 2021

Although **SUSTAINING** is the final phase, it does not end with the project, but rather transcends it, as sustainability is a forward-looking and long-term process. Therefore, this chapter not only reflects on the achievements of the REDISCOVER project, but also provides a broader perspective for further actions.

This chapter presents an outline of how the project achievements within each of the SOs can be sustained in the longer term, including:

- SO1** Local community's engagement in the recognition of JCH value,
- SO2** The integration of the pilots' products and services into tourism offer, and
- SO3** The potential for sustainability and development of the project partnership.

8.1 Sustaining local community's engagement in the recognition of JCH value

SO1

This sub-chapter discusses the sustainability of the first SO **SO1** of the project, which is to involve relevant local stakeholders in a participatory process aiming at recognition of JCH as an asset and potential attraction. The process of heritage recognition will be discussed first of all, and the engagement of relevant local stakeholders in this process will be discussed afterwards.

Heritage recognition

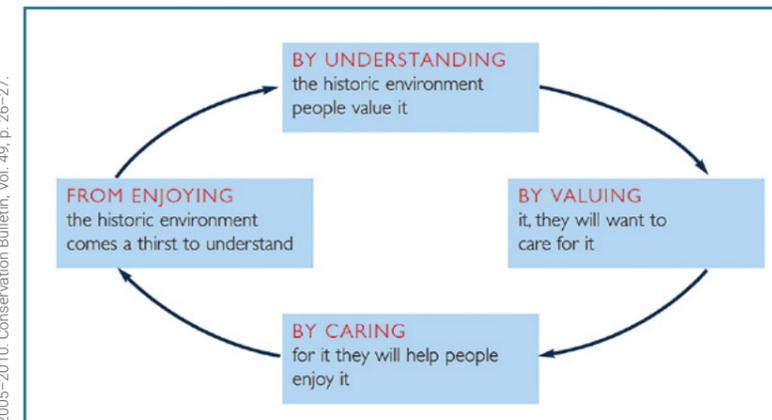
Communities are at the centre of heritage preservation, since heritage is "what contemporary society chooses to inherit and to pass on"¹, so future is "a product of people's perception of the past"². Citizens, at least in democratic societies, are the ones who determine what shall be preserved and to what end. Therefore, awareness, understanding and value recognition of cultural heritage, both tangible and intangible, are key factors for an informed judgement and considered decision making.

To bring the rediscovered JCH, like any other heritage, to life, the **Heritage Cycle** must be activated. Better understanding is the starting point here. The Heritage Cycle model below shows that better understanding leads to more valuing, caring for and enjoying heritage, eventually generating desire for even better understanding. Although this model was originally developed as a strategy to involve publics in heritage preservation, it can be equally applied to enhance the recognition of JCH value among heritage guardians and policy makers.

¹ Graham, B., Ashworth, G. J & Tunbridge, J. E (2000) *A Geography of Heritage: Power, Culture and Economy*. London: Arnold.
² Thurley S. (2011) *The changing perception of cultural heritage: new approach and new challenges* in Braeckman, G. et al. Cultural Heritage. A resource for Europe. The benefits of interaction, pp.43-51.

The Heritage Cycle Model

Thurley, S. (2005) Into the Future. Our Strategy for 2005-2010. Conservation Bulletin, Vol. 49, p. 26-27.



While reflecting on the REDISCOVER experience, the Heritage Cycle Model helps to assess the processes of the Heritage Cycle and to what extent they were activated. The pilots' conclusion reports provide evidence that major progress was made in raising the awareness of local stakeholders and broader public about their local JCH. Some PPs admitted that public awareness and knowledge of this subject was rather low. Therefore, the discovery of the unknown JCH, presented through the pilots, has caused surprise and enthusiasm both among the stakeholders and the public.

» All stakeholders that participated during the development of this pilot stated that they had learned a lot. The reason for that is that JCH has never been promoted in Banja Luka, i.e. it was completely unknown. «

Conclusion report of the pilot by Banja Luka – ICT Solutions for recreation of destroyed Jewish Heritage

» The result(s) of activity implementation can be surprising and even additionally motivating. The results of this activity exceeded all expectations. The results of the research and preparation for the exhibition was even highly surprising, unexpected and interesting for the experts (museum curators), who anticipated certain unexpected findings and complications, but haven't expected to find many new documents, books, artefacts and other items in the premises of Jewish Community of Osijek. We were all (whole LSG) very much moved at the opening when we heard the whole story of the tragic destiny of Hermann Weissmann and his family, and actually of the whole Jewish community as well as of the few survivors after WW II. The broadcast recorded at the museum, produced by Croatian National TV (HRT 4) within Prizma show for national minorities was very touching and emotional and it has been broadcast 2 times already. All the curators got additionally motivated to continue their professional research into the history and significance of the Jewish Community of Osijek before WWII and their tragic destinies during it. «

Conclusion report of the pilot by Osijek – "Osijek Exhibition of Dr Hermann Weissmann entitled The Story of Non-oblivion"

The pilot in Murska Sobota, which aimed to protect the local Jewish cemetery by erecting a fence around it, is an outstanding example of caring for local JCH, especially having in mind that local Jewish communities are scarce and often unable to take care of their heritage.

» We are especially glad about the extraordinary positive response and approval of descendants of the former Jewish community that practically resigned and didn't have much hope for preserving the Jewish cemetery as well as other Jewish cultural heritage in Murska Sobota«

Conclusion report of the pilot by Murska Sobota "Informative cemetery fence in Murska Sobota"

REDISCOVER project has made a major step in revealing, understanding and re-valuing JCH of PP cities, as well as in raising awareness of the Jewish community's contribution to the development of their cities. To keep the Heritage Cycle moving, further steps shall be taken to care for the rediscovered JCH, to enjoy it and to seek its further and deeper understanding. The development of JCH-based tourism products and services is helpful in this respect.

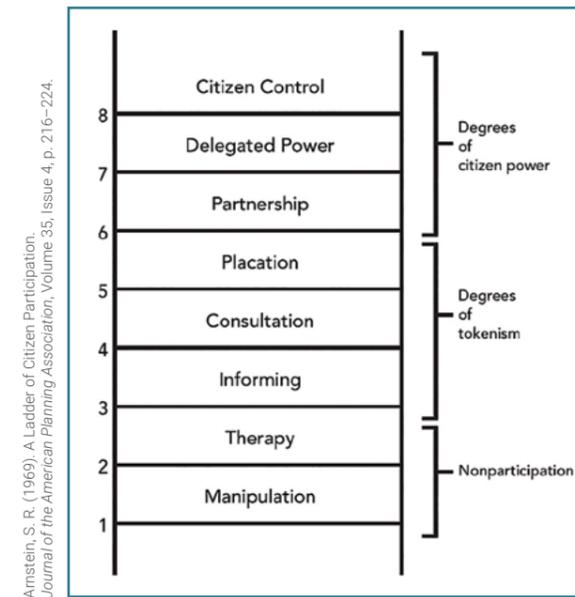
Community-sourced tourism.

From instrumental towards transformative engagement

Tourism plays a special role in appreciating heritage. On the one hand, it involves heritage interpretation and exploits heritage assets to create visitor experiences, thus contributing to the Heritage Cycle. On the other hand, it impacts on the receiving communities and cultures, and not always in a positive way. To reconcile the objectives of heritage conservation, tourism development and community progress, it is very important to ensure that local community and in particular the most concerned groups take an active role in the process. The Community Approach to Tourism prescribes citizens' engagement and encouraging local initiative as a key strategy to prevent problems caused by the rapid expansion of mass tourism³. Hence, alternative approaches to tourism development, such as sustainable, responsible or ethical tourism, put community engagement at the centre of tourism development.

To reflect on the local community's engagement in the recognition of JCH value during REDISCOVER project, the Ladder of Citizen Participation can be used. This model, often called according to the author's name "Arnstein's ladder", has eight steps, ranging from non-participation through tokenism to genuine engagement⁴. Genuine engagement includes partnership, delegation and citizen control, while partnership involves shared decision-making through the agreed structures and ground rules. Delegated power occurs where stakeholders have dominant decision-making authority and can ensure that the process is accountable to them. Citizen (or stakeholder) control exists when they have power to initiate and oversee the process. The model also distinguishes between instrumental and transformative participation. The former ranges from contributing labour or time resources to a project to taking part in a consultation process, whereas, the latter involves major change. Unfortunately, in general, the more transformative or empowering the form of engagement is, the less common it is⁵.

A Ladder of Citizen Participation



The sustainability of local community engagement in the recognition of JCH value lies in its transformative power. Therefore, further in this sub-chapter, we will review the project's process and deliverables looking for the answers to the question – how transformative the community's engagement was.

From its outset the REDISCOVER project was very much driven by the view that stakeholder involvement is an essential factor for the successful development of sustainable community-sourced tourism products (cf. **Chapter 5 – Engaging with a topic and in the process**). Of course, JCH-based products and services could be developed only with the access to authentic heritage assets, especially intangible ones and, therefore, at least instrumental engagement of local Jewish communities was necessary. Conclusion reports provide numerous examples of this type of engagement, when the members of local Jewish communities acted as experts and consultants on the local project's level, and provided assets of their cultural heritage, including recipes for the cookbooks, personal stories, photographs and other artefacts.

» Regarding the Guided tour of Jewish cemetery their help was essential, and it could not have been done without their engagement. Due to the uniqueness of Jewish culture, we were not empowered to select and decide for ourselves which tombs and which personalities would be most important in describing Jewish culture in Subotica. We felt it was important to involve the members of the Jewish Community of Subotica in this work, as we are not fully aware of their funeral customs and traditions, but we felt it was a must.«

Conclusion report of the pilot by Subotica "Guided tour of Jewish cemetery"

³ Murphy, P. (1985) *Tourism: A Community Approach*. Routledge.
⁴ Arnstein, S. R. (1969). A Ladder of Citizen Participation. *Journal of the American Planning Association*, Volume 35, Issue 4, p. 216-224.
⁵ Goodwin, H. (no date). *Local Economic Development and ProPoor Tourism*. Module handbook. Leeds Metropolitan University, International Centre for Responsible Tourism, p. 25 (unpublished).

»» *The Jewish community in Galati was involved from the start in the activities of the project. Members of the Jewish Community were part of the local group of stakeholders, and made a generous contribution, offering valuable materials such as photographs, marriage certificates in Hebrew, objects of worship from the Jewish community in Galati. [...] The pilot project – A Jewish Cultural Festival could not have been carried out without the contribution of the Jewish Community, most of the information within it coming from the members of the Community.*««

*Conclusion report of the pilot by Galati
"Rediscover Jewish Cultural Festival"*

»» *With the knowledge we have now, we can say that we lost extraordinary amount of time by dealing with the time-consuming communication with deferent museums that hold historical records and materials about the past of Jewish commentaries, and the final information would be obtained much more quickly if we consulted the descendants of the Jewish community in Murska Sobota first.*««

*Conclusion report of the pilot by Murska Sobota –
"Informative cemetery fence in Murska Sobota"*

Stakeholder engagement was not limited to Jewish communities and ones who actually reside in the PP cities. Due to historical reasons, many descendants of local Jewish communities live in other places or even abroad. In few cases, yet less often than expected, the pilots' teams managed to get in contact with them, often receiving very positive feedback.

»» *We connected also with the descendants of the Murska Sobota Jews, who were the true source of many interesting stories and outlined the lives of their ancestors. As part of the preparation of this new cultural tourism product based on Jewish cultural heritage in Murska Sobota we noticed large interest of the local community in preserving the Jewish cultural heritage. The interest was the most among the descendants of Jewish families that once lived in Murska Sobota, but it is not limited only to them [...]*««

*Conclusion report of the pilot by Murska Sobota "
The Jewish path of Murska Sobota"*

Moreover, other local stakeholders, such as museums, tourist guides, local governmental agencies and many others got involved with their specific contribution, and more partners, such as schools, could get on-board in a non-pandemic situation.

»» *Museum of Slavonia curators also cooperated wholeheartedly in the LSG work and helped significantly to stay in line with the historical factual state as much as possible (many documents are missing, but the experts like museum curators know how to properly interpret from the tiniest scratches of documents and lacking information). The cooperation with many different other stakeholders (some of them LSG members) was also necessary and very fruitful: with Fade In organisation and Osijek Nansen Dialogue Centre in establishing the Museum of Personal Stories and elaboration of 'Jewish Osijek' brochure which also partially serves as a basis for this virtual tour and with some brochure authors, and also with Ukop Ltd, a city-owned cemetery maintenance and caretaking company, in shooting and presenting information about both Jewish cemeteries in Osijek. In future we hope to involve the schools and use this material also for awareness raising and education purposes, which was not possible in 2020 and early 2021 due to the pandemic restrictions.*««

*Conclusion report of the pilot by Osijek "
Virtual Tour of Jewish Osijek"*

Apart from the instrumental engagement of local communities, especially Jewish communities, there were some good attempts by the PPs to surpass a purely informative and consultative role for the stakeholders. For example, the agreement on how to align the potential JCH-based products and services with the main messages communicated by the Jewish community members reached by the PP Regensburg (cf. **Chapter 6 – The main messages from the Jewish community**) has demonstrated a **shared decision-making** through an agreed structure and ground rules. When an instrumental approach is surpassed, the space for unexpected creative solutions and synergies is opened.

»» *It is always useful to ask the LSG members for help and cooperation – to suggest their ideas, views and opinions which often results in (unexpected) creative solutions. It also fosters synergies which would not take place if it weren't for such a tight LSG cooperation.*««

*Conclusion report of the pilot by Osijek "
Virtual Tour of Jewish Osijek"*

One more step towards genuine partnership requires delegating the dominant decision-making authority potentially until the community becomes powerful enough to initiate and oversee further development. **Mutual trust** is a key factor in this regard and it can be gained only through continuing **practical cooperation** (doing something real together).

»» *At the beginning of the project implementation there was a slight reluctance of the Jewish Community members to share information about its members and lifestyle, this community being known as reserved in providing details about lifestyle, traditions and customs. However, after several meetings, after reaching a level of trust between members of the Jewish community and members of the project implementation team, their degree of involvement in the project increased significantly.*««

*Conclusion report of the pilot by Galati
"Rediscover Jewish Cultural Festival"*

»Earlier it was very hard for museum curators to achieve the cooperation from the JC of Osijek, but they really bonded during this research and preparation activities so they reached a higher level of cooperation.«

Conclusion report of the pilot by Osijek
"Exhibition of Dr. Hermann Weismann
entitled The Story of Non-oblivion"

Interestingly enough, culinary art has proved to be and, therefore, could be further exploited as an ice-breaking subject conducive to trust building and practical cooperation, a "vehicle"⁶ for rediscovering Jewish culture. Likewise, artistic creation has demonstrated its potential for a transformative participation, too.

»During the development workshops, the members of the community showed their support to the drama team and offered their help right away. They had several meetings to talk about the content of the play. It was important for the drama team and for the municipality that the artistic creation should not be censored, every theme could be tackled as long as the facts are accurate. The Jewish community were completely in line with this principle and offered its guidance without interfering with the creative process.«

Conclusion report of the pilot by Regensburg
"Screen play of a theatre play"

Although it would be very important to know, it is probably too early to estimate how beneficial the project was for different stakeholder groups and whether it has met the Jewish communities' expectations. Multiple pilots reported that local Jewish communities welcomed the project's attention to their history and heritage. However, the real net-benefit of their engagement needs to be considered, if the communities' involvement is to be sustained.

»The Community is very much aware that the main goal of our project – rediscovering and promoting the local JCH – will be of benefit to them, and they are pleased to be part of an initiative that aims to highlight their contribution to the city's development and to promote their cultural heritage by including it in the local tourism offer.«

Conclusion report of the pilot by Timisoara
"HerStory – Jewish Timisoara, a female perspective"

Meanwhile, we can conclude that further progress in sustaining the engagement of local Jewish communities in the recognition of JCH value depends on their empowerment to move from instrumental towards more transformative participation. During the project, the instrumental community participation has dominated, but even that can fade if no further actions are taken. The partnerships established during the project need to be fostered, and the capacity of stakeholders needs to be built, so that they can ascend the ladder of participation.

Apparently, there is one major challenge on this road. It comes from the fact that local Jewish communities in the PP cities are small and the holders of intangible JCH are passing away. Therefore, in order to pass on the rediscovered JCH, new stakeholders who would appreciate and could "inherit" the local JCH are necessary. They might not necessarily be the members of the Jewish communities, but anyone who understands JCH and appreciates it as their own. At this point, the REDISCOVER project has made a step forward in raising the awareness of local communities on their JCH and triggering the Heritage Cycle.

⁶ Comparison taken from the Conclusion report of the pilot by Regensburg – Local cookbook - "Jüdische Küche Erzählt" (Jewish cuisine uncovered).

SO2

8.2 Integrating the pilots' products and services into tourism offer

This sub-chapter discusses the sustainability of the second SO^{SO2} of the project, which is to develop new JCH-based cultural products / services, thereby contributing to the attractiveness and competitiveness of the PP cities, both as tourism destinations and in regards to local residents. First, it presents the definition of a tourism product and then, it gives the assessment of products developed during the project within each Joint Thematic Route in terms of three tourism product levels.

A Product is "what an organisation offers to satisfy customers' wants and needs", whereas services are those "products which are intangible processes designed to meet consumer needs"⁷.

As defined by UNWTO, a **Tourism Product** is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific center of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle"⁸. Hence, the success and sustainability of a new product or service mostly depend on two aspects:

- How appealing a visitor-experience does it present and
- How effectively it is integrated into the existing tourism offer.

Since tourism happens in destinations, new products / services must be assessed within the context of a particular city-destination. Yet, this would require conducting a number of individual city level researches, whereas this subchapter only reviews the potential of different types of JCH-based products / services created during the project.

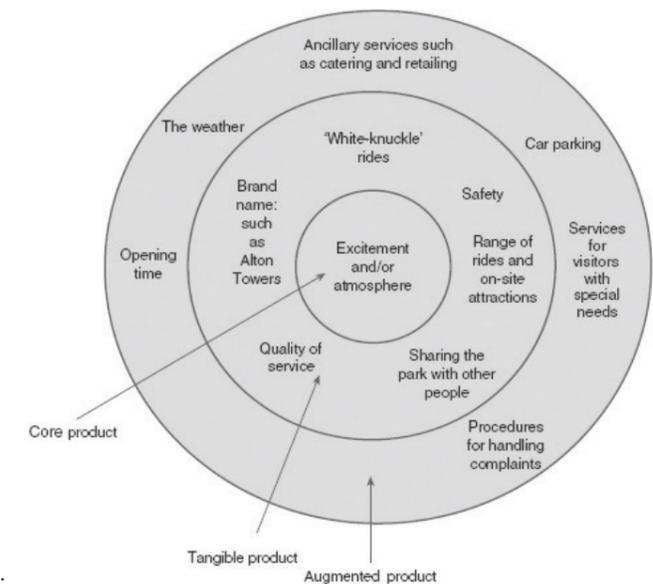
The product levels

Marketing theory separates product into three levels:

The core product is the benefit, the basic need or function. It is intangible. The same tangible product can imply diverse core products for different consumer groups.

The tangible product covers all the features and benefits behind the way in which the product is presented to the consumer – quality, brand name, style, key attributes customer demands.

The augmented product features add-ons to the product, which affect the purchasing decision or satisfaction.



Swarbrooke, J. (1995) The Development of Visitor Attractions. Oxford: Butterworth-Heinemann

⁷ Horner, S., Swarbrooke, J. Leisure Marketing. A Global Perspective. Elsevier, 2005, p. 395–396.

⁸ > <https://www.unwto.org/tourism-development-products>

The actual pilots' activities were focused on creating tangible products and services. The way they are or potentially may be experienced by the audience reflects the core product, whereas their connections with other elements of the same destination's wider tourism product can be discussed as the aspects of the augmented product.

Now let's go step by step through the pilots implemented during the REDISCOVER project and see what kind of core, tangible and augmented products they entail.

REDISCOVER Gastronomy



Core product: cookbooks of Jewish cuisine produced by the project partners have the potential to create culinary experience as well as cultural experience, since the recipes collected in the cookbooks are complemented with personal stories, and the introduction to Jewish gastronomy and traditions.

» *Since the book deliberately introduces recipes that are still frequently prepared by members of the Jewish communities living in the partner cities, by preparing them, the reader enjoys an exciting gastro adventure, roaming the countries and cities of the Danube region without leaving his own kitchen.* «

*Conclusion report of the pilot by Szeged Tour –
Project level cookbook –
Adventures in the Jewish Gastronomy
of the Danube Region*

On the **Tangible product** level, the following outputs were produced: the project-level cookbook, three local spin-off cookbooks and one gastro event. Moreover, stakeholders discussed during the workshops how these products could be further developed into a food festival, gastronomic themed evenings, cooking classes and TV shows.

Augmented product can be potentially developed through the ancillary services such as catering and retailing, e.g. Jewish Community of Montenegro suggested to promote production and sales of almond cake as a "branded" dessert, which is very typical to Kotor city.

REDISCOVER Guided Tours



Core product: thematic city tour-guides and other outputs of this JTR promote and facilitate exploring historical urban space, which offers diverse cultural, architectural, technological and social experiences.

Tangible product: conventional guidebooks (printed and / or electronic), virtual routes, mobile applications and video film presenting major JCH attractions, local culture and oral histories act as enablers of self-guided tours, both real and virtual. Moreover, the use of QR codes and treasure hunt games help to trigger interest and along with the city's presentation in the specialised JCH travel review site that enhances PP cities' profile as JCH-travel destinations.

Augmented product potential mostly consists of social programmes such as a group visit to Jewish cultural centres, as well as cultural and culinary events, guided-tours and ancillary services such as catering, retailing and accommodation.

» *Szeged's city site on World Jewish Travel offers several possibilities for local SMEs:*

- *for tour guides to advertise thematic guided tours connected to Jewish cultural heritage*
 - *for hotels to appear on the international market and advertise their services*
 - *for restaurants to draw attention to their offers and possibility to extend the menus thanks to the international attention [...]*
- On the website, there's also a possibility to promote local events which take place in the city; more tourists can be attracted by colourful cultural programs.* «

*Conclusion report of the pilot by Szeged –
Szeged city portfolio on World Jewish Travel website*

REDISCOVER Recreated Jewish Heritage



Core product: historical research leading to physical preservation and communication measures indirectly contributes to general awareness raising and enhances more comprehensive knowledge of the cities' past. Moreover, recreated built Jewish heritage has the potential to create architectural and technological (virtual reality) experiences for visitors, as well as emotional experience.

» *The team is very proud of the fact that we even managed to start this process and put forward the topic of the cemetery and the need for reconstruction works into the public. Before the Rediscover project, not many people (not even more than a few in the city government) were aware of this cemetery, its historical significance and its poor condition.* «

Conclusion report of the pilot by Osijek – "Conservation research (elaborate) of Osijek Upper Town Jewish cemetery"

Tangible product: Local pilots within this field, such as the research of the Montenegrin Jews, the conservation research of Osijek Upper Town Jewish cemetery, the research of the Jewish cemetery fence in Murska Sobota and 3D visualisation of the former synagogue in Murska Sobota, were the first steps towards the discovery of new topics in the city history and the creation of potential tourism products.

Augmented product: self-led and guided tours.

REDISCOVER Virtual Museum and Exhibition



Core product: Virtual museums and on-site exhibitions developed during the project create cultural and emotional experience for visitors. Since the visual presentation of cultural artefacts is often connected with the stories of Jewish families and outstanding persons, a visit to the museums and exhibitions is not only pleasant, but also educational.

» *The goal of this pilot is to be a gateway to the local Jewish Community, its past, present and future, offering visitors educational content and emotional experiences. It will present the history of Timisoara's Jewish community, showcasing all aspects of Jewish life, from religion to traditions, culture, oral history, kosher food, etc.* «

*Conclusion report of the pilot by Timisoara –
"Virtual Museum of Jewish Timisoara "Rabbi Dr. Ernest Neumann"*

Tangible product: the project's pilots resulted in 5 conventional (physical) exhibitions and 2 virtual exhibitions / museums. The former group includes one open air and four indoors exhibitions, all being temporal yet often with a prospect of being relocated to the Jewish community or another central place for permanent display.

Augmented product: tangible exhibitions can become visitor attractions or at least another stop in a Jewish heritage trail whereas oral history video collections and virtual museums can serve as a promotion of the tourist destination or its specific products. Both physical and virtual exhibitions may be instrumental for Jewish communities' outreach programmes, especially in regards to engaging with schoolchildren.

REDISCOVER Jewish Festival Events

Core product: festivals featuring a framework of diverse cultural activities and products have a great potential to offer the audience a range of inclusive and appealing cultural, architectural, social, and gastronomic experiences.

» This pilot is a cultural product itself which wants to bring Jewish culture closer to people. «

Conclusion report of the pilot by Murska Sobota – "Days of Jewish Culture in Murska Sobota on site"

Tangible product: four pilots were focused on organizing Jewish events' series, two of which were dedicated to the European Day of Jewish Culture. In addition, a screenplay was created to be staged in future and a Jewish music concert was recorded to be broadcasted on national TV. Due to the pandemic situation in 2020, some of the pilot events were moved to the online platforms. Last but not least, online streaming instigated by social distancing regulations may become a "new normal" practice, with its advantages and downsides, which mainly include much higher attendance, yet less concentrated attention.

Augmented product: if organized on a regular basis, festivals have a great potential to generate incoming tourist flows, thus raising the demand for the key hospitality services. Moreover, a wide and intense communication campaign may promote guided tours to local population.

8.3 The potential for sustainability and development of the project partnership

This sub-chapter discusses the sustainability of the third SO  of the project, which is to establish a sustainable cooperation network and to promote solutions' transferability to interested third party cities.

Networks in tourism are a growing international phenomenon due to their potential to overcome the fragmented nature of tourism supply. Considering this, the project from its outset was very much partnership driven. Networking occurred in four major levels.

- Firstly, the project engaged local Jewish communities and initiated interactions between JC members and non-members willing to share Jewish intangible cultural heritage. Moreover, on the project level REDISCOVER performed as a platform for a group of people who had interest in the same topic and wanted to share best practices and create new knowledge to advance in the field of professional practice. In this sense, it could be defined as a Community of Practice – "a group of people who share a concern, a set of problems, or a passion about

The contribution of the community of practice to the development of heritage tourism



Fusté-Forné F., Nguyen T. (2018) Communities of Practice, Identity and Tourism: Evidence on Cultural Heritage Preservation in World Heritage Sites. Almatourism, 18

a topic, and who deepen their knowledge and expertise in this area by interacting on an ongoing basis⁹. Identity, sense of place and the feeling of belonging are the key factors for the Community of Practice in bringing changes to heritage tourism practices¹⁰. So, the practices introduced in the frames of the project and aimed at the recognition of JCH must be maintained.

- Secondly, the project featured some basic elements of clustering, a practice typical to SME's, which want to gain access to resources and markets and to optimise competitive advantage, e.g. through joint product development and visibility measures. Theory suggests three types of clustering. Horizontal clusters involve companies within the same industry sector, which are located in a particular geographic area, operate within a common market and use a common purchasing and / or distribution channel. Vertical networks include not only horizontal cluster members but in addition all other participants of a supply chain, i.e. suppliers, consumers and related services. Diagonal clustering refers to the concentration of complementary or synergic activities, whereby each player increases value of the other, thus creating a value chain. Trust as a common ground for collaboration enables information and knowledge flows and may stimulate innovation. Whereas, the opposite – lack of trust, low level of collaboration and weak leadership – are the main factors limiting cluster development¹¹. To get more use of clustering in post-REDISCOVER phase, more enterprises are to be involved as tourism product is created between many of them, rather than by a single firm; collective trust is to be further built upon; and business cases are to be developed. On the other hand, it is possible that very specialised niche market oriented JCH-based tourism network can still be too minor in terms of the economy of scale. So, alternative ways, such as getting integrated as a sub-brand into a wider-product destination-level value chains, must be also considered.
- Thirdly, during the project implementation contacts and even practical collaboration with a number of international (Jewish) heritage and tourism networks were initiated. Such alliances contribute to raising a destinations' profile, helping to increase visibility of tourism products, aiming at reaching out to a wider audience of potential visitors. So, collaboration with such networks shall be further developed. Below are just a few examples of the major international networks, programmes platforms and initiatives, which were identified during the project's initial – scoping and engaging – phase and / or with whom actual collaboration was carried on during the pilots' planning and implementation:

⁹ Wenger, E., McDermott, R.A. & Snyder, W. (2002). Cultivating communities of practice: A guide to managing knowledge. Cambridge, MA: Harvard University.

¹⁰ Fusté-Forné F., Nguyen T. (2018) Communities of Practice, Identity and Tourism: Evidence on Cultural Heritage Preservation in World Heritage Sites. Almatourism, 18, almatourism.unibo.it – ISSN 2036-5195 – <https://doi.org/10.6092/issn.2036-5195/7885>

¹¹ Braun, P. Creating value to tourism products through tourism networks and clusters: uncovering destination value chains. Conference on Global Tourism Growth: a Challenge for SMEs, 6–7 September 2005, Gwangju, Korea.

European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ)



➤ <https://www.jewishheritage.org>

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 (EDJC) and The European Routes of Jewish Heritage. Several PPs took part in EDJC for the first time in frames of the REDISCOVER project.

Future for Religious Heritage. The European Network for historic places of worship (FRH)



➤ <https://www.frh-europe.org/>

FRH consists of over 70 organisations and 100 professionals coming from 28 countries, seeking to promote and enhance good practice sharing, project-building and professional collaboration with all those interested in safeguarding Europe's rich historic places of worship as well as intangible religious heritage. FRH promotes the value of religious heritage by raising public interest and encouraging community engagement in the conservation and safeguarding of Europe's religious heritage. In frames of REDISCOVER project there were several pilots which involved synagogues' virtual reconstructions, a practice relevant to FRHs scope of interest.

Association of Significant Cemeteries in Europe (ASCE)



➤ <https://cemeteriesroute.eu/about-cemeteries-route.aspx>

ASCE's mission is to preserve and promote cultural heritage resting in cemeteries. Two major ASCE's initiatives – European Cemeteries Route and Week of Discovering European Cemeteries – aims at raising citizens' awareness and opening cemeteries to tourists. within the frame of REDISCOVER project there were several pilots aiming at conservation and interpretation of the old Jewish cemeteries. The pilots' experience could be shared with ASCE, whereas the cemeteries themselves can be promoted through the network as sites to be visited.

Réseau Art Nouveau Network (RANN)



➤ <https://artnouveau-net.eu/about-us/>

A non-profit association established in 2007 aims at establishing active co-operation and exchange of experience among participants involved in the study, protection and extensive promotion and dissemination of the European and international "Art Nouveau" heritage. It also aims at stimulating the interest of the public and authorities responsible for preservation of such heritage. The association is currently composed of more than twenty cities or regions mainly located in Europe. REDISCOVER PP Szeged city is a member of RANN. Moreover, several pilots were dealing with built heritage objects, which are attributed to Art Nouveau style, thus being within the field of RANN's scope of interest and potential sites to be promoted within the frame of the Art Nouveau European Route (see below).

Art Nouveau European Route



➤ <http://www.artnouveau.eu/>

The Art Nouveau European Route is a non-profit association of local governments and non-governmental institutions that have joined together in a collective commitment to develop useful and efficient mechanisms for the international promotion and protection of Art Nouveau heritage. The Route also seeks to foster communication and exchange between its members to share their experiences in the restoration of monuments, public awareness programmes, fundraising strategies and the development of sustainable tourism.

Cultural Routes of the Council of Europe



➤ <https://www.coe.int/en/web/cultural-routes/about>

The programme was launched by the Council of Europe in 1987. A Culture Route of the Council of Europe, sometimes referred to as a European Cultural Route, is a certification awarded to networks promoting the European shared culture, history and memory. Quoting from the website of the programme, "the Cultural Routes of the Council of Europe is an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage. They put into practice the values of the Council of Europe: human rights, cultural diversity, intercultural dialogue and mutual exchanges across borders". The programme involves over 30 routes, including European Route of Jewish Heritage, European Cemeteries Route, and Réseau Art Nouveau Network.

Jewish Heritage Europe



➤ <https://jewish-heritage-europe.eu/>

It is a web portal to a wide range of news, information and resources concerning Jewish monuments and heritage sites all over Europe. Originally, developed by a number of enthusiasts, the current version belongs to Rothschild Foundation (Hanadiv) Europe (RFHE) and is coordinated by Ruth Ellen Gruber. The portal aggregates information and sheds light on various Jewish heritage issues aiming to stimulate discussion and exchanges among professionals and the interested public. The REDISCOVER project's activities were also featured in JHE on several occasions.

Centropa



➤ <https://www.centropa.org/>

Centropa is a non-profit, Jewish historical institute dedicated to preserving 20th century Jewish family stories and photos from Central and Eastern Europe and the Balkans, and disseminating these stories and photos through films, books and exhibitions. The organization's mission statement says "Preserving Jewish memory – Bringing history to life". In total Centropa's collection has 1200 oral history interviews and 22000 digitized images, covering 15 countries.

Foundation for Jewish Heritage

► <https://www.foundationforjewishheritage.com/>



The Foundation for Jewish Heritage works internationally to ensure that important Jewish architectural sites, monuments and places of cultural significance in danger are preserved and re-imagined for a sustainable future. The Foundation seeks to preserve Jewish heritage through creating an inventory of Jewish heritage sites, making the case for Jewish cultural heritage and promoting interest in specific sites, providing professional advice and guidance to create sustainable solutions for vulnerable sites, and securing funding for Jewish heritage sites at risk. One of the foundation's recent research projects resulted in a mapping of over 3,300 historic synagogues.

European Jewish Cemeteries Initiative

► <https://www.esjf-cemeteries.org/>



The European Jewish Cemeteries Initiative (ESJF) was set up as a German-based non-profit in early 2015, with the core objective of protecting and preserving Jewish cemetery sites across Europe through the accurate delineation of cemetery boundaries and the construction of walls and locking gates.

World Jewish Congress

► <https://www.worldjewishcongress.org/en>



The World Jewish Congress is the international organization that represents Jewish communities and organizations in 100 countries around the world. It advocates on their behalf towards governments, parliaments, international organizations and other faiths. WJC's focus areas are Antisemitism, Holocaust Legacy, Inter-faith Dialogue, Community Affairs, etc.

World Monuments Fund

► <https://www.wmf.org/>



World Monuments Fund (WMF) is a private, international, non-profit organization founded in 1965 dedicated to the preservation of historic architecture and cultural heritage sites around the world through field-work, advocacy, grantmaking, education, and training. The network of WMF's affiliates identify, develop, and manage projects, negotiate local partnerships, and attract local support to complement funds provided by donors. WMF's Jewish Heritage Program provided support to 50 Jewish heritage sites all over the world, predominantly synagogues in Eastern and Central Europe, e.g. Subotica synagogue in Serbia and Synagogue of the Citadel in Timisoara, Romania.

- And last but not least, the project involved 9 cities representing 8 countries from the Danube Region. Such a rather wide international network of historical towns with a shared project's experience can further disseminate the project's approach to the PP's neighbouring regions. Moreover, it is very likely that the project's positive experience will spur partners on continuing collaboration on the same or completely different topics.

9 Conclusion

Rediscovering local Jewish cultural heritage (JCH) in mid-sized cities and developing it into cultural attractions is a challenging but rewarding task. Based on the experience of REDISCOVER project, the tangible and intangible Jewish heritage can be safeguarded for upcoming generations by involving relevant local stakeholders in a participatory process aimed at the recognition of JCH as an asset and potential attraction, by developing new JCH-based cultural products / services and by establishing a sustainable cooperation network.

The project's way towards the rediscovery of local JCH assets and turning them into synergic cultural and tourism products led through four phases:

Phase 1: Scoping & Engaging laid the foundations for further activities. Its aim was to engage local communities in the process of co-exploring local JCH, and to reach an agreement about common methodological tools to be used for the collection of local tangible and intangible JCH, which would further serve as a source of inspiration for the development of community-sourced cultural products and services. This phase resulted in a common web-based repository of JCH, the major resource for the following phase (cf. **Chapter 5 – Engaging with a topic and in the process**).

Phase 2: Developing focused on a participatory co-creation process. It aimed to increase the capacity of local stakeholders to develop JCH-based cultural products and services on both the project and the PP city levels. By the end of this phase, local stakeholders came up with local portfolios of JCH, as well as ideas and "prototypes" of potential JCH-based tourism products and services to be implemented in the subsequent phase. This phase resulted in a common portfolio, where all rediscovered JCH elements were joined into five thematic routes, and a common action plan for the creation of viable business cases (cf. **Chapter 6 – Developing Jewish cultural heritage-based products and services**).

Phase 3: Implementing was dedicated to testing the original ideas in practice, co-performing, and building trust among the actors. It aimed to implement individual products and services (pilot projects) at the local level, as well as seek potential connections and synergies among the pilots at the project level. This phase resulted in 36 unique pilots within five Joint Thematic Routes:

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 (cf. **Chapter 7 – Implementing local Pilots**).

Phase 4: Sustaining entails the reflection of the project's achievements in the areas covered by its strategic objectives. It aims to assess the results of the preceding phases and provide a broader perspective for further actions, so that the achievements of the project are maintained. This phase resulted in the Community-sourced JCH Valorisation Handbook, which gives a backward view of the experience of REDISCOVER, as well as a forward view of the potential transformative participation of local communities, the improvement and integration of JCH-based products and services, and the expansion of the network (cf. **Chapter 8 – Sustaining project products, experiences and networks**).

Each project phase was based on the methodological approach, which involved:

- 1) developing common methodological tools on the project level,
- 2) applying the tools to carry out activities on the PP cities' and / or network level, and
- 3) delivering common results, which served as resources for the subsequent phases.

During the **SCOPING AND ENGAGING** phase, the following steps were taken with the assistance of common tools:

- STEP 1** Guidelines to Stakeholders Involvement were used to create LSGs and involve local JCs (cf. **5.1**).
- STEP 2** A workshop and its guidelines, as well as survey's methodology for tangible and intangible JCH were used to develop a common methodology for JCH survey (cf. **5.2**).
- STEP 3** Guidelines to Inventory Workshops were used to organise inventory workshops in PP cities (cf. **5.3**).
- STEP 4** Local JCH found and identified (=rediscovered) during the inventory workshops were used to develop local inventories and a joint repository of tangible and intangible JCH (cf. **5.4**).

During the **DEVELOPING** phase, the following tools were helpful:

- STEP 1** Guidelines to Capacity Building and Match-making Workshops with LSG were used to organize capacity building and match-making workshops in PP cities (cf. **6.1**).
- STEP 2** Handbook for Tourism and Public Relations was used in creating local portfolios and pilot ideas (cf. **6.2**).
- STEP 3** Draft Study on local, regional and international cultural tourism information services and sales networks provided additional information for creating a comprehensive tourism service and attraction portfolio as well as Joint Thematic Routes (cf. **6.3**).
- STEP 4** The Joint Thematic Routes and the tourism service and attraction portfolio were used as the main resource for developing transnational JCH thematic initiatives action plan (cf. **6.4**).

The **IMPLEMENTING** phase was facilitated by three major tools:

- STEP 1** Joint Visibility Strategy was prepared to support the development and introduction of new tourism products and services (cf. **7.1**).
- STEP 2** Online Thematic Working Groups were established for each Joint Thematic Route (cf. **7.2**) to assist PPs in carrying out planned activities of the pilot projects (cf. **7.3**).
- STEP 3** Guidelines to Strategic workshop for LSGs assisted PPs in planning, preparing, implementing, and documenting the strategic workshops, which aimed at evaluating the pilot projects (cf. **7.4**).

For the **SUSTAINING** phase, this Community-sourced JCH Valorisation Handbook is the main resource. It reflects on the experience of the project and gives a perspective on how the achievements of the project can be maintained in the longer term, including:

- SO1** Local community's engagement in the recognition of JCH value (cf. **8.1**),
- SO2** The integration of the pilots' products and services into tourism offer (cf. **8.2**), and
- SO3** The potential for sustainability and development of the project partnership (cf. **8.3**).

The reflection on the project's achievements suggests that REDISCOVER project has activated the process of recognizing the value of the PPs' local JCH. The major progress was made in raising the awareness of local stakeholders and broader public about their city's JCH, which often was unknown and hidden. This is the first step towards valuing their historical environment, caring for it and enjoying it, which further generates the desire for even better understanding. Some JCH-based cultural products and services piloted during the project have the potential to be developed into sustainable tourism products, especially Jewish gastronomy and festival events. Finally, the partnership established during the project among local stakeholders, as well as PPs, has the potential to grow as the Community of Practice, if the partners continue interacting in the area of JCH.

Communities are at the centre of heritage preservation. And the REDISCOVER project is based on the approach that stakeholders involvement is an essential factor for the successful development of sustainable community-based tourism products. When it comes to JCH in post-Holocaust times, the major challenge for cities with once flourishing Jewish communities is that their descendants are scarce and often have very limited resources to preserve and use their patrimony. Therefore, local JCH can be maintained and passed over to upcoming generations only if it is valued and cared for by the broader community of co-citizens. Rediscovery is the first step to this end. It is not only rewarding but also committing.

Appendix I – PR campaigns outputs of the partnership pro JTR

REDISCOVER Gastronomy



Several pilot products were either pre-tested or supported by professional PR campaigns during the course of the project having a high potential of

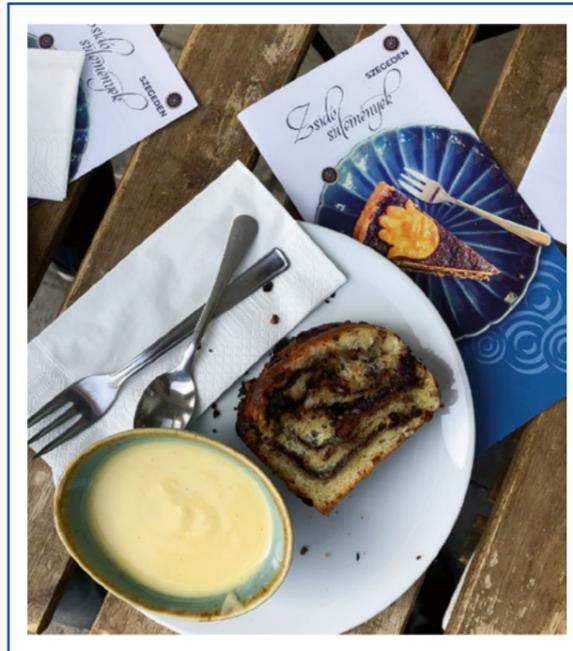
- ✓ creating synergies between PP cities
- ✓ easy transferability
- ✓ easy replicability



SZEGED



TIMISOARA



Tasting and experiencing local Jewish cuisine were made available in Szeged by involving 4 local confectionaries in making Kosher-style cakes incorporated within the framework of a small competition; while Timisoara's Jewish community offered authentic Kosher food at their First Shalom Festival, both actions taking place in 2019.

REDISCOVER Guided Tours



Parallel to its Guidebook: *Jewish Traces in Regensburg* pilot, the Municipality of Regensburg created a city map as a **professional PR campaign** entitled "*Jewish Heritage uncovered – A tour of Regensburg*". The city map is designed to show distinctive Jewish places in Regensburg and to convey their historical and current relevance.



The A3 size cultural city map creates synergies between three partner cities (Regensburg – Szeged – Subotica) and provides

- ✓ easy transferability
- ✓ easy replicability



REGENSBURG



SZEGED

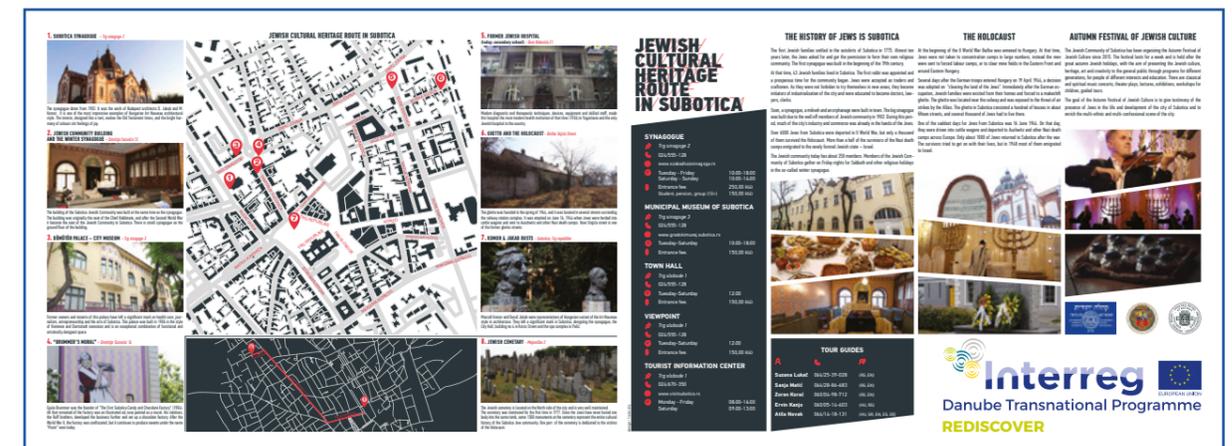


SUBOTICA

Szeged LP created a similar by-product *Jewish Heritage uncovered – A tour of Szeged*,



while Subotica Museum PP also found this tool relevant in demonstrating their LCJH with a similar layout:



REDISCOVER Virtual Museum and Exhibition



The internationally acclaimed architect Lipót Baumhorn's 160th birthday was commemorated by three of the project partner cities within a joint professional PR campaign in co-operation with the Magyar Építészeti Múzeum és Műemlékvédelmi Dokumentációs Központ, Budapest. Murska Sobota PP plans to repeat the exhibition in September within the European initiative (AEPJ) Days of Jewish Culture in 2021.



REDISCOVER Jewish Festival Events



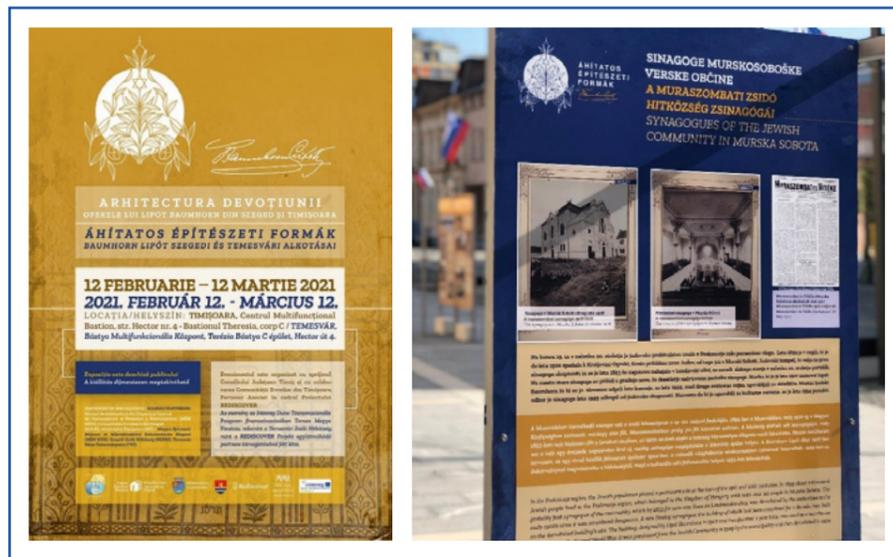
LP's Forgotten Faces outdoor exhibition featuring the 2-dimensional, life-size, weatherproof statues of 12+1 forgotten influential persons from Jewish Szeged proved to be an immediate and extraordinary success, well-worth being transferred to any PP cities to raise awareness to the forgotten intangible LJCH as a **professional PR campaign**:

creating synergies between PP cities

- ✓ easy transferability
- ✓ easy replicability



This pilot product caught the attention of the Osijek PP at one of the Online Thematic Workgroup Meetings while exchanging ideas and best practices in connection with ongoing pilots.



creating synergies between PP cities

- ✓ easy transferability
- ✓ easy replicability



Transferability and lessons learnt

Possibilities and Restrictions in the use of the REDISCOVER Valorisation Model

The basic idea of European projects is to develop and transfer knowledge, methods and also models from one place in Europe to another. While the most pressing obstacle to achieve this goal is the fixation of a limited time-span (usually three years), during the last decades fruitful European Projects have developed, giving birth to a rich cultural added value and many great innovations. European Projects also have managed to influence and undermine new (urban) policies like, for example, the New Leipzig Charta (REF.) adopted in 2020. In its widest meaning, the REDISCOVER project was also aiming at integrating urban development through the activation of Jewish Heritage. The objective was to create and implement cultural and touristic pilot projects (products and services) and increase the awareness on JCH, on a local, regional and transnational level. The REDISCOVER project acts as a role model for European cities and regions with unexplored JCH that desire to enhance their local tourism strategy. For this purpose, the Community-sourced JCH Valorisation Model (cf. **Chapter 4 – Community-sourced Jewish Cultural Heritage Valorisation Model**) was developed. Through the Valorisation Model, the methodology of the REDISCOVER project can be transferred to different environments in Europe. It is important to stress “in Europe” because every Model has its limitations, determined by its context.

The methods represented in the Valorisation Model worked well in this environment, but it is not granted that it would be the case in a different one. For instance, the strong involvement of the local Jewish communities and the local stakeholders is only possible if there is a – to a certain degree – organized form of civil society present. For example within the COMUS Project (Ref. Ripp / Stein) the partner cities in the countries in transition showed an overall lack of organised civil society, and this aspect needed to be developed in a first step. Another precondition in the REDISCOVER project was the existence and accessibility of historical material and artefacts connected to Jewish Heritage. This is – for sad reasons – probably not the case everywhere in Europe.

Once the limitations are acknowledged, what can be transferred from the REDISCOVER project to other cities and regions?

The main methodology described in the Valorisation Model can be transferred to other cities. Following the different phases, (together!) with the support of the local communities and the relevant stakeholders, along with innovative methods like Design Thinking, will ensure the successful development and implementation of products, services and activities.

To describe the transfer potential in a more abstract way, the following principles may help:

The REDISCOVER Principles:

- 1) A thorough design of the local process (in a joint exercise) will prepare the ground for a successful project.
- 2) Following a conceptual model with different phases will enable a transparent, democratic and structured way of working.
- 3) A strong facilitator (key actor) on the ground is an absolute key to a successful project. In some cases external expertise can be brought in.
- 4) It is important not only to define visions, target groups etc. but also enter the muddy waters of concrete and specific projects that are implemented in the near future.
- 5) Quick and easy small activities with a high visibility can help to build the project ownership with the involved stakeholders and decision makers.
- 6) Activities that are targeting more than one sense are working well (e.g. the REDISCOVER Cooking books).
- 7) The real resource in European Projects are the people involved. To use this resource in the best way, professional methodologies and a strong facilitation are needed (e.g. REDISCOVER partnership with a general Lead Partner and work packages lead partners to structure the activities and responsibilities; peer learning process; Co-creation, etc.)

All these principles are of course absolutely pointless if there is a lack of mutual respect and trust between the participating persons and parties. Valuing the cultural differences (for Example in timing, approaches how to address problems, etc.) is the soil from which something fruitful can grow. The fantastic moments from the physical meetings at the beginning of the project, where lots of laughter was involved, built solid foundations, which enabled successful cooperation, despite all the restrictions related to the global pandemic. Without the possibility to meet during the second half of the project, it became challenging to understand the cultural plurality of the partnership, but we could overcome these difficulties thanks to virtual meetings (such as online partner meetings and online working group sessions).

The transfer potential of the REDISCOVER pilot projects:

Concerning the outcomes of the project, the transfer potential of each pilot project was evaluated. The pilots projects described in this handbook (cf. **Chapter 7 – Implementing local pilots**) cannot be one to one recreated somewhere else, but the concepts, methods and underlying ideas can be transferred to other cities, municipalities, regions in Europe. The purpose here is to elaborate the extent to which the pilots within the five Joint Thematic Routes are transferable.

• **REDISCOVER Gastronomy**

The culinary trend is globally strong and full of opportunities. Thus, the concept of the different pilots in this Route is easily transferable. Local or transregional cookbooks and culinary activities introducing (local) Jewish recipes and way of life could fit anywhere. However, it would be recommended to have the support of a local Jewish community to rely on for the content of the book / activity or well preserved archives to find written sources. The use of social media to promote Jewish cuisine (e.g. “do it yourself” videos), the broadcasting of cooking sessions, or the partnership possibilities (e.g. workshops in schools, restaurant) make the pilots of this Route even more interesting for other cities.



• **REDISCOVER Guided Tours**

Tours are pillars of tourism offers and the field of possibilities is constantly being increased with the development of ICT tools. Generally, the pilots in this Route have a high transfer potential. For instance, they give useful ideas on multifaceted mobile applications highlighting intangible and tangible JCH; on virtual tours emphasising personal stories; on guidebooks and portfolios introducing in substance local hidden JCH; or on JCH educational workshops for tourism experts.



• **REDISCOVER Recreated Jewish Heritage**

Recreating Heritage will always represent a challenge and be the object of debates and discussions. The pilots in this Route are all very specific and strongly related to their local context and regulatory frame. Yet, the methodologies and technologies used by each partner are transferable and adaptable to other contexts. Good archive materials and research works are of course essential.



• **REDISCOVER Virtual Museum and Exhibition**

The global pandemic affected strongly the pilots in this Route. Some exhibitions, firstly designed onsite, were digitalised and the exhibitions that did happen onsite had to be rethought and adapted to the new local regulations. These pilots are good examples of resilience and a role model for each city to foster and exhibit its JCH during the time of COVID-19. The creative solutions in terms of display (e.g. exhibition on Plexiglas, outdoors mobile panels, digitalisation of onsite museums) and in terms of content, mostly focusing on intangible heritage (e.g. personal stories and faiths), make the pilots of this section highly transferable.



• **REDISCOVER Jewish Festival Events**

Just as above mentioned, the pilots of this Route were also strongly affected by the global pandemic. The events were organised on a smaller scale, adapted to the new local regulations, or were moved online. The festivals onsite were part of the internationally organised European Day of Jewish Culture ensuring a transferable concept to each city with unexplored JCH and with an involved Jewish community. The hybrid and online events are especially relevant in the current context. Their format (live streaming, recording, etc.) and their availability (online platforms, TV broadcasting, etc.) may be a very valuable inspiration.



For other cities and institutions within the DR who got inspired by the REDISCOVER project and consider turning pilot projects into local marketed products and services, it is essential to define all four P-elements of marketing.

These P-dimensions are:

- Dimension “Product / Services”
- Dimension “Place”
- Dimension “Price”
- Dimension “Promotion”

Ignoring one dimension would endanger the success of any product. Especially, the definition of space and price is crucial. Putting the right product in the wrong place (promote a virtual product in the same way as a physical product, e.g. intellectual property rights) would lead to failure.

To get further inspiration on how to design and implement successful projects that involve Heritage and Urban Development, the following References might help:

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➤ <https://archive.org/details/COMUSArticle1202.pdf>

HerO Guidebook:

➤ <https://urbact.eu/hero>

URBACT Toolbox:

➤ <https://urbact.eu/toolbox-home>

Matthias Ripp and Alizée Bertrand, April 2021

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REDISCOVER PROJECT DOCUMENTS (in the order of mentions):

- 1) D.3.1.2 - Guidelines to Stakeholder Involvement – REDISCOVER „Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region”
- 2) D3.2.1 – Guidelines for the preparation and implementation of Walkshop including a draft methodology surveying the tangible and intangible Jewish Cultural Heritage identifying standardised, comparable categories and appraisal system Guidelines for Product Development Workshops
- 3) A.3.3 - WEB based repository of identified Jewish Cultural Heritage elements
- 4) D.4.1.1 - Guidelines for the preparation and implementation of the series of product development workshops, for PPs
- 5) Handbook for tourism and public relations. Means and procedures for the touristic promotion of local cultural heritage. Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region. DTP2-084.2.2. Szeged, 2019.
- 6) D.4.3.1 - Draft Study on potential thematic route. Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region.
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- 8) A.4.3 - Transnational Jewish Cultural Heritage Thematic Initiatives Action Plan. Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region.
- 9) A.5.1 - Joint Visibility Strategy. Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region.
- 10) Rediscover Brand Manual. Brand Identity and Visuals Guide
- 11) Marketing and visibility strategy for cultural projects in mid-size cities analysed on the example of Rediscover Jewish cultural heritage project
- 12) D. 5.2.3 - Report on Moderated Joint Pilot Planning Through Online Thematic Working Teams
- 13) D 5.3.1 – Facilitator’s Guidelines for the preparation and implementation of Strategic Workshops for LSGs
- 14) D 5.3.1 – Guidelines for the preparation and implementation of Strategic Workshops for LSGs

Project’s website:

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

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www.interreg-danube.eu/approved-projects/rediscover

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