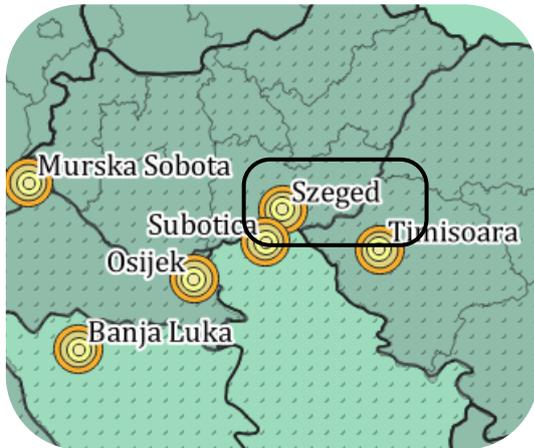


## 5.7. Szeged, Hungary



## 5.7. Szeged

### 5.7.1. Brief outlook on the JCH in Szeged



Szeged is the third-largest city of Hungary with a population of around 165.000 people. It is the Regional centre of the Southern Great Plain Region and the seat for the County called Csongrád. Szeged being the third-largest settlement is in the neighbourhood of the Serbian and Romanian borders, which gives a perfect potential for the tourism industry. Szeged represents the higher education centre of southern Hungary, and it is home to the University of Szeged (Szege

Tudományegyetem), attracting thousands of students from the country and abroad. The city has a climate of transitional oceanic and continental with a hint of Mediterranean influence. Szeged and its region have one of the highest numbers of annual sunshiny days, annually approximately 2200-2500 hours of net sunshine. This gives the name to the city: *the city of sunshine or Szeged Sun City*. The city is located by the banks of River Tisza (Tisa), which is splitting the city into two major parts. The city has rich gastronomy, maybe one of the most famous meal is the fish soup, which is originally prepared from the fish living the River Tisza (possibly catfish) and spiced with the region's famous red paprika. One of the most important cultural festivals of the city is the Szeged Open Air Theatre in front of the Votive Church. The city is home to several fairs and festivals, one of the most well-known is the Szeged Wein Festival in May. In addition to the wine festival, beer and pálinka (Hungarian spirit drink) festivals are also organised. The fish soup competition of Szeged attracts tourists from all over the country. According to the 2011 census, the population of the city was 168.048, of which 150.257 were respondents, 140.914 were Hungarians. The number of Gypsies (1.565), Germans (1.516) and Serbs (1.408) have increased significantly. The number of Romanians (588 persons) has almost doubled, while the number of Slovaks (350) has slightly decreased over the last ten years. Szeged has rich built environmental heritage most of it dates back to the great flood of 1879, when around the 90% of the city was rebuilt. The fast urbanization of Szeged was featured with the era of Secession, which became a significant point in the history of the city.

In the recent decade, Szeged plays an increasing role in the tourist industry of Hungary. Szeged is establishing a stable touristic profile based on the above-mentioned heritages and touristic potentials. After a short decline, due to the economic crisis in 2008 the number of incoming tourists started rocketing. The total number of nights spent in Szeged increased by more than 170% in the period of 2008-2018, reaching its peak with 444 166 nights spent by 223 231 tourists.

In 1784, six Jewish families were asking for a residence permit (Israel, James, Pollak, Sachter, Spitzer, Wolf). In the winter of 1786-87 at the time of the renewed census, 25 families were registered with a population of 136. According to the 1808 census, 60 families represented 357 persons. In 1848, there were 338 Jewish families lived here with a population of 1.683 of whom 1.181 were native-born. In Szeged, 5.16 percent of the total population was Jewish, as opposed to the national 4.55 percent. In 1910, 93% of the 6.907 Jewish population of Szeged claimed to be Hungarian-speaking. In 1927, about 8.000 Jewish inhabitants of the city. For the census in 1941 the Jewish population of the city was 4.161. During World War II, more than 2.600 Jewish people were lost. After the Soá, almost 1.500 of the deportees returned. At the turn of the millennium, it is estimated that 500 people of Jewish descent were living in Szeged, among them 280-340 are members of the community. There are 50-60 people, so-called 'cultural Jews', who never attend religious events but support traditionalists, cultural events.

### 5.7.2. JCH items from the Web-based Repository of Szeged

The following tables are representing the tangible and intangible JCH elements of the city of Szeged. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs.

**Table 5.13. Tangible JCH elements in Szeged**

Tangible elements in Szeged		
 <b>T1</b>	Synagogues, museums	"Old" Synagogue, "New" Synagogue, 12 Painted glass windows in the New Synagogue, The garden of the Synagogue,
 <b>T2</b>	Cemeteries, graves	Jewish Cemetery, Monuments in the Jewish Cemetery, The parcels of the cemetery Symbols in the cemetery, Epitaph poetry, Chiduk Hadim house, Chevra Kadisha, Milkó crypt, The gravestone of 10 prominent persons
 <b>T3</b>	Beth Ha-Midrash, Mikve	Beth Hamidras in Török street Mikve of the orthodox community (Török and Gutenberg streets)
 <b>T4</b>	Houses, palaces	The Dávid Kiss Palace, The Dávid Kiss House, The Wagner Palast, The Wagner House, The Raichl Palast, The Deutsch Palast, The Ungár-Meyer Palast, Löw Lipót's house, The Wolf House, The Holtzer House, The Weiss House (Vajda House), The Lengyel House, The Hertzl House, The Aigner House, The Márer House, Theater, The community Hall of the Jewish Community in Szeged, The Politzer House, The Politzer House, The Mayer House, The New Marer House, The Hotel of the Lengyel Family, The Tisza Hotel, The Déry House, The Popper House, The City Hall, The Building of the Takarékpénztár, Anna Bath, The Iron House, The Milkó Palast, The House of Márk Pick, The House of Pick Mór, The Back House,
 <b>T5</b>	Schools, social buildings	Jewish School in the Gutenberg street, Piarist Gymnasium, Hospital
 <b>T6</b>	Industrial, commercial buildings	The Holzer family; Szeged - fabric and trading Lőrincz Lengyel and his furniture factory; Szeged Dezső Patzauer and the Anna water, Szeged Miksa Patzauer and his spirit trading company, Szeged The Match Factory, Szeged The Spinning Factory, Szeged The Winkler Family, Szeged
 <b>T7</b>	Memorials, stolpersteins	Menorah in the Synagogue garden Brick factory – collection of the Jews Stolperstein

**Table 5.14. Intangible JCH elements in Szeged**

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

### Intangible elements in Szeged

 I1	Songs, music, dance	Poldi Fehér – primate, Mór Lamberg cantor, Mór Shor chief cantor, Ede Shwarz cantor
 I2	Literature	Dr. Sámuel Birnfeld – writer, composer, poet, language genius, translator of János Vitéz Immanuel Löw: Der Flora der Juden
 I3	Gastronomy	János Kotányi – spice trade, Cafe and cosher restaurant of Goldstein, The Golden Imperial Cheese made by Glück, Márk Pick (1843-1892) – salami industrialist, Coshier Restaurants in the 20th century, Béla Ormódi – investor of local Wine industry, Miksa Patzauer and the Patzauer Spirits, Dezső Patzauer and the Anna water
 I4	Arts, crafts, sciences	Sándor Gergely – activist, sculptor, Ödön Heller painter, Béla Balázs – writer, artist, literatur, Ármin Tardos Taussig graphic designer, László Moholy-Nagy photographer, painter, filmmaker, Lajos Pick sculptor
 I5	Oral history	Soma Engelsmann and his descendants – shoemaker, Watchmaker Sándor Drucker's family, Seifmann family – woodworker, furniture factory, Ágota Fischof – librarian
 I7	Famous, prominent persons	Dávid Kiss 1803–1886 – wholesale dealer Róbert Pap (1874–1947) - lawyer Zsigmond Kulinyi (1854-1905) – journalist, editor in chief Lőrinc Lengyel – furniture factory establisher Lipót Lauscher - photographer Bäck Mancsi – artist, photographer Béla Liebmann – optician and medical technician Judit Kárász - photographer Löw Lipót and Löw Immanuel – Rabbi, writer, orientalist Kárász Józsefné Szivessy Mária – secretary of the Feminist Association Mór Pick founder of the Pick family, Márk Pick and Jenő Pick; salami industrialists Lajos Pick sculptor Móricz Pick, the head of the Pick Salami Factory; Szeged The Milkó Family - industrialists Bernat Back – industrialist, patron of arts
 I8	Rituals, Customs, Traditions	The Purim celebration Women's Club of Szeged

#### 5.7.2. Product and service development activities of Szeged

At the *inventory workshop the items of JCH in Szeged were identified* in line with the mutually agreed categories of the finalized version of the inventory surveying tangible and intangible elements. Three tourism attraction ideas– focusing on possible guided tours – were formulated. **Cultural bicycle tours** are becoming popular nowadays since cyclists attract many tourists. **The Jewish cemetery** which lies on the outskirts of Szeged is easy to reach for bicyclists, furthermore, the Jewish cemeteries in the surrounding areas may as well be taken into consideration for a joint thematic tour. Common heritage elements, such as **Art Nouveau architecture**, stained-glass windows of the synagogues of Szeged and Subotica and the buildings designed by the famous architect **Lipót Baumhorn** create a common ground for the initiative of a cross-border Jewish cultural tour including **Szeged-Subotica-Timisoara** partnership.

The participants of the *capacity building workshop* were representatives of the city administration, the culture and tourism sector, academic staff of the university. During the discussions, it was highlighted that a cultural **unique selling proposition** can be attractive. Business planning methodology training was also presented to the audience with a special emphasis on cultural tourism. The aim of the training was that participants

could plan different kinds of business activities in theory – with a special emphasis on cultural tourism.

Best practices were also presented to help stakeholders to identify their possibilities to create their own projects based on cultural tourism. Furthermore, **best practices were presented in relation to the valorisation of untapped potentials and enhance visibility** throughout these best practices. The importance of stories and storytelling was highlighted during the presentation of cases. The discussion also dealt with the practices and ideas how to find cooperation possibilities and partners from different kinds of fields of tourism and other sectors.

The main purpose of the **match-making workshop** was **to use the collected knowledge of the two previous meetings and to utilize the collected inventory elements**. The workshop helped **to define new project ideas, touristic services and cultural heritage methods**. As obstacles, several factors were identified by the project partners from Szeged: the lack of cultural education on Judaism, lack of relevant community activities and guided walks, lack of cooperation with the partner counties, lack of the exploitation of possibilities related to the Jewish cuisine among others. The target groups **were divided into external and internal with the description of targeting aspects**. The ideas were fitted to the target groups.

The transnational character of the ideas was presented with the potential connections and target groups.

### 5.7.3. The top five proposed touristic offers in Szeged

Suggestions of the Szeged project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

 <p>Built heritage</p>	<p><b>Remembering the work of Jewish architect Lipót Baumhorn</b></p> <p>The city of Szeged has several important tangible elements connected to the Carpathian-basin-wide famous architect of Historicism and Art nouveau. The tour presents the differences and similarities of Lipót Baumhorn's architecture. He was honorary member of the Timisoara Jewish Community. His 160<sup>th</sup> birthday anniversary is in 2020, so the tour would present the buildings designed by Baumhorn in two cities, Szeged, Timisoara. Lipót Baumhorn create a common ground for the initiative of a cross-border Jewish cultural tour.</p>
 <p>Gastronomy</p>	<p><b>Cookbook with kosher recipes</b></p> <p>The city of Szeged has no specific gastro-specialities displaying Jewish culture. Despite the lack of Kosher restaurants, there is a tendency to rediscover Jewish gastro-culture. Last year Jewish-themed tasting tour was organised. To promote gastro tourism a project-level cookbook should be prepared with special recipes including main dishes and desserts, and specialities for an "average Sabbath", Pesach or Hanukah.</p>

### Guided tour in the Jewish cemetery



Pilgrimage

The Jewish cemetery of Szeged, which is still in use today is located on the edge of the town, near the public cemetery. Its history, tombstones, and monuments well reflects the culture, past, present, and the fate of the Jews living here from the end of the 18<sup>th</sup> century until the present. The Jewish cemetery of Szeged has 106 parcels and Jewish symbols, epitaph poetry can be found on various forms on the tombstones. The Szeged Jewish Cemetery has a Chiduk Hadim house and Chevra Kadisha. Prominent people are buried in the cemetery, like Rabbi Imanuel Löw or artist Ödön Heller.

### Detective tour (scavenger hunt)



Events, programs,  
rituals, festivals

It is a live investigative game where participants themselves become actors throughout the story of the game. Participants are exploring the hidden stories of the Jewish Community of Szeged. The Detectives are grouped in teams and they must unlock and solve a contemporary mystery.

### Outstanding Jewish women in Szeged



Storytelling,  
oral history

Szeged has a lot to tell about active, socially sensible women. The Israelite Women's Club of Szeged was founded in 1835, as the very first of its kind in Hungary. The club's main activities included tasks such as tending to the sick, helping widows and orphans, and enshrining tasks regarding the dead. They also provided vestment for the altar, the pulpit and the choir of the Old Synagogue. But not only the Women Club was outstanding, but in the history several famous Szeged-based or Szeged-born female artist had a world-wide career.

### The story of the Pick family

The Pick family's story started in Szeged in 1843. Contrary to common beliefs, it was Márk Pick's father Móritz Pick who established the family's wealth with liquor, rum and vinegar production. As being one of the most significant taxpayers, he was elected as a member of the city council. The Pick family is mostly famous for their primate product, the Pick Salami. The tour tells the story of the Picks, and gives an insight into their lives.

### Jewish Festival in Szeged



Highlight

Every autumn, Szeged offers a Jewish Cultural Festival. It was the 15<sup>th</sup> occasion in 2019. The festival is organised in the New Synagogue in Szeged, at the headquarters of the Jewish Community. Participants can visit various concerts, fine art and photo exhibitions, book presentations connected to the Jewish culture. The program is available online, tickets are sold online and on site as well.

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

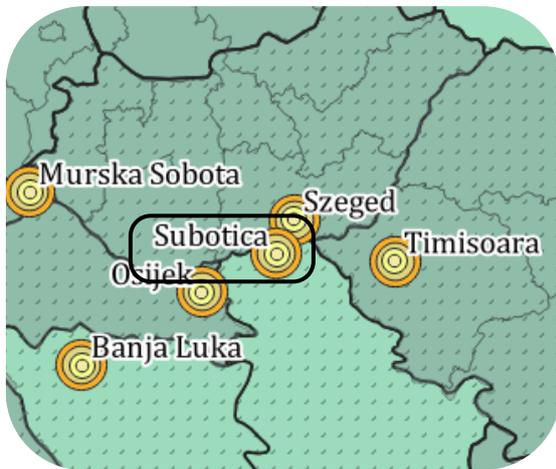


## 5.8. Subotica, Serbia



## 5.8. Subotica

### 5.8.1. Brief outlook on the JCH in Subotica



The City of Subotica is located on the north of the Republic of Serbia, along the main European corridors and between two rivers: the Danube and the Tisa. Subotica is the second largest city of the Vojvodina Autonomous Province, which used to be the part of the Austro-Hungarian empire. Nowadays, it is home to almost 30% of the population in the Serbian Republic, with around 2 million inhabitants. Vojvodina is a multicultural and multi-ethnic region with

more than 20 ethnic groups and 6 official languages used in administration. Subotica, as one of the most important city in the Province has rich cultural heritage assets, decorated buildings, multicultural spirit and European charm. Palic, the lake and the settlement is located nearby, only 8 kilometres east of Subotica which also provides a great touristic destination with its zoo and walking paths. Palic was resort for the local Jewish population and many building were built and designed by world-famous Jewish architects

Subotica was, for the first time, mentioned in written documents in 1391 as Zabatka. For a long time, at the border of the two clashed powers, Hungarian and Turkish, the settlement did not grow. Subotica began to develop as a town only after it had lost its military significance. In 1779 Subotica was granted the status of the Free Royal City that brought greater autonomy and privileges to the town and attracted entrepreneurs: craftsmen and traders from the north and the south. After WWI and the Treaty of Trianon, Vojvodina was united with the Kingdom of Serbs, Croats and Slovenians that became the Kingdom of Yugoslavia. Since the WWII Subotica and the Vojvodina Province is part of Serbia.

Subotica recorded about 92.000 tourist arrivals which means around 150.000 spent overnights. When it comes to foreign tourists, Hungary is still the largest emitting market for the destination, but also Croatia, Bosnia and Herzegovina, Germany and Poland have significant roles.

The oldest Jewish relics of Vojvodina are the menorahs (seven-branched candlesticks) carved in brick in Chelarevo (Dunaceb). The findings date back to the late 8<sup>th</sup> century or early 9<sup>th</sup> century and were passed on to Subotica by a northern Mongolian population - presumably Judaist Avars. These findings also led to the presumption of the presence of the Khazars in Pannonia. Ashkenazi Jews from Central Europe settled in Vojvodina and Subotica when the emancipation of Jews began in the Austro-Hungarian Monarchy in 1867. The most populous Jewish community in Vojvodina lived in Subotica. Out of the 105 Jewish communities in Yugoslavia before World War II, 27 could be found in Vojvodina (not counting Orthodox ones).

### 5.8.2. JCH items from the Web-based Repository of Subotica

The following tables are representing the tangible and intangible JCH elements of the city of Subotica. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs

**Table 5.15. Intangible JCH elements in Subotica**

Tangible elements in Subotica		
 <b>T1</b>	Synagogues, museums	Jewish Cultural Center, Subotica Synagogue, Jewish Community, Building and the Winter Synagogue,
 <b>T2</b>	Cemeteries, graves	Children's Cemetery - Jewish cemetery, The Grand Breaks - Jewish cemetery, Tombstones from Mali Idjos
 <b>T3</b>	Beth Ha-Midrash, Mikve	<i>No elements</i>
 <b>T4</b>	Houses, palaces	Dömötör Palace – Municipal Museum
 <b>T5</b>	Schools, social buildings	Former Jewish Hospital
 <b>T6</b>	Industrial, commercial buildings	Mural - he First Subotica Candy and Chocolate Factory, Former Hungarian General Credit Bank, Former Subotica Savings Bank Palace, Former Country and Commercial Bank, The rent house from Salamon and Sonnenberg, Rental palace of József Ruff Rental palace of Adolf Wilcheim, Rental palace of Ignáca Kunecza, Rental palace of Ármin a Roth, Apartment Houses Mikse Dömötör Rental house József Ungár
 <b>T7</b>	Memorials, stolpersteins	Ghetto and Holocaust, BALAD OF THE HANGED – Sculpture Prayer book, Monument Of Holocaust Victims At The Ferry Station Tomb of Komor and Jakab, Bust of KIS, CHATA I MUNKA

**Table 5.16. Intangible JCH elements in Subotica**

Intangible elements in Subotica		
 <b>I1</b>	Songs, music, dance	Erne Lanji (Langsfeld) [ Ernő Lányi ] – pianist, musician, composer, conductor
 <b>I2</b>	Literature	Eugen Verber connoisseur of biblical literature translator Geza Čat (Jožef Brenner) [ Gáza Csáth - József Brenner – writer Artur Munk [Artur Munk] – prose writer and doctor Izidor Milko [Milko Izidor] (Bedeker) – writer, publicist, layer Danilo Kish (Kohn) – novelist
 <b>I3</b>	Gastronomy	<i>No elements</i>
 <b>I4</b>	Arts, crafts, sciences	Matija Bruk, Doctor of Chemistry, - inventor Nandor Glid [Glid Nándor] – sculptor Ede Telch [Telcs (Teltsch) Ede] – portraitist
 <b>I5</b>	Oral history	<i>No elements</i>
 <b>I7</b>	Famous, prominent persons	Komor and Jakab busts, Subotica, Trg republike Tibor Sekelj – Székely Tibor – journalist, adventurer, explorer Apartment house Adolf a Halbrohr
 <b>I8</b>	Rituals, Customs, Traditions	Autumn Festival of Jewish Culture



### 5.8.2. Product and service development activities of Subotica

The *inventory workshop* had participants from the Jewish Community of Subotica and local stakeholders. ***An important aspect was to search for less or not known Jewish heritage***, which was also identified as a principle in this project. During the discussion, participants agreed that the following elements of JCH have potential to become tourist attractions:

- cemetery which is in an excellent condition.
- old houses, palaces which are in bad condition and need to be renovated.
- famous Jewish people with interesting life story, work etc.

Altogether 37 elements were enlisted in the inventory of Jewish cultural heritage. The conclusion of the workshop is that ***a visitor centre is needed, with a small exhibition about JCH.***

***The focus of this workshop was on technology and young people***, future tourism experts, mostly ideas about mobile based guide, and the digital promotion of the project. ***There is definite need for multimedia tools in tourism.*** In terms of thematic routes both at designated stops and on the go. The participants agreed that ***it is important to have a simple, understandable content for the thematic route.***

The conclusion of the *match-making workshop* was that presenting ***JCH should be expanded on a regional level not just on city level***; the proposed initiatives have potential cooperation possibilities between Subotica, Szeged and Timisoara. Establishing cooperation with local and regional tourist agencies will bring young people from the region to see the developed JCH products and services. However, the structure and management of the current tourism offer is labelled with ***insufficient services and infrastructures***, and former initiatives barely had international or cross-border element. The focus of the product development phase should be put on three major activities:

- connecting with other cities, creating joint tourist attraction route between cities;
- involving local and regional tourist agencies;
- creating a good presentation on social media, mobile based promotion of JCH;

The key ideas and topics were enlisted:

- ***presentation of the ordinary life of Jews***;
- mobile application route planner;

### 5.8.3. The top five proposed touristic offers in Subotica

Suggestions of the Subotica project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

### Art Nouveau Synagogue



Built heritage

Synagogue of Subotica, built in 1902 in Hungarian Art Nouveau style by Marcell Komor and Dezső Jakab. The Synagogue is not well-exploited, the full use of the Synagogue would be strengthened by a permanent exhibition. LED boxes in the courtyard of the Synagogue would be placed, which would include information about the building, the Hungarian Art Nouveau, the architects and the Jews of Subotica



Gastronomy

### Eating Flutter/Flódni

It is possible to taste the Flodni confectionery in the Vremeplov confectionery.

### Cookbook with kosher recipes

Aunt Aranka's cookbook is very interesting example and source for the cookbook. The lady's granddaughter lives in Belgrade and provides photos of the book to be published. Subotica also can contribute for the e-cookbook as a joint project product.



Pilgrimage

### Visit Subotica Jewish celebration!

This Jewish community is a vibrant community. Holidays traditionally celebrated in the Jewish Community of Subotica are: Erev Shabat / Kabbalat Shabat, Rosh Hashanah, Yom Kippur, Sukkot, Simchat Torah, Hanukkah, Tu B'Shevat, Purim, Passover and Shavuot. Toursits can join the community members to celebrate the above-mentioned holidays.



Events, programs, rituals, festivals

### Autumn Jewish Festival

Organizing the Autumn Jewish Festival as a larger, longer event where small segments of Jewish culture would be explored, dance, music, literature, film, etc. There are lectures and workshops for all ages. In addition, all important high holidays are held in the Jewish community, and therefore Shabat is the most important.



Storytelling, oral history

### Personal History

At the Subotica City Museum, some of the most important stories would be presented after the stories of the descendants. For example: Known Sub-Sahilians of Jewish Origin: - Arthur Munk, Eugen Werber.



Highlight

**At the Municipal Museum of Subotica, an exhibition about the most important stories would be presented by the descendants**

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.

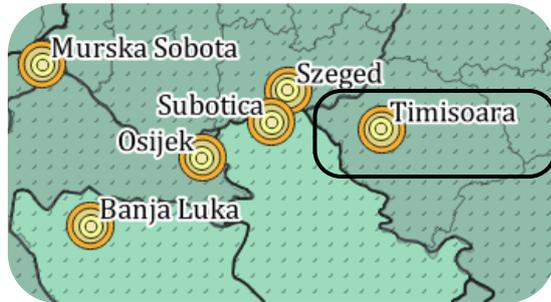


## 5.9. Timisoara, Romania



## 5.9. Timisoara

### 5.9.1. Brief outlook on the JCH in Timisoara



In Romania, Timisoara is considered a gateway to the west, being at the heart of the Euroregion Danube-Kris-Mures-Tisa and the most developed economic centre of the region. Timisoara's multi-ethnic population is tolerant and open: over 20 minorities and ethnic groups and 18 different religious denominations live in harmony and goodwill. Timisoara will be the

European Capital of Culture in 2021. Timisoara has a wealth of tourism products and services, provided both by public and private institutions and organizations. The Municipality organizes festivals and cultural events, ranging from concerts, music and film festivals to flower shows every year. The County Council also offers tourism products on a regular basis. Timisoara is a city well-known for the importance of IT&C in its economy, it is a university centre with many students and young people who spend a lot of time online, thus digital, online and multimedia tools in management and promotion of cultural tourism products and destination can be used. The earliest evidence of Jews in Timisoara dates to the 17<sup>th</sup> century, however Jewish people probably were present in the area even before. The Jewish population of Timisoara has a very rich history and the community was diverse, including both Sephardic and Ashkenazi Jews. The Jewish Cemetery has over 14.000 graves, the oldest dating from 1636. In the past 70 years the Jewish population of Timisoara has diminished considerably, from 13.000 people between the two World Wars to only around 600 at present.

### 5.9.2. JCH items from the Web-based Repository of Timisoara

The following tables are representing the tangible and intangible JCH elements of the city of Timisoara. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs

**Table 5.17. Intangible JCH elements in Timisoara**

Tangible elements in Timisoara		
 <b>T1</b>	Synagogues, museums	Cetate Synagogue, Iosefin Synagogue, Fabric Synagogue
 <b>T2</b>	Cemeteries, graves	The Jewish Cemetery, Calea Sever Bocu
 <b>T3</b>	Beth Ha-Midrash, Mikve	Iosefin Synagogue – ritual bath
 <b>T4</b>	Houses, palaces	Löffler Palace, Rectorate of Polytechnics, Neuhausz Palace, Merbl Palace, The Waters Palace, Palace of the Jewish Community of Timisoara
 <b>T5</b>	Schools, social buildings	Carmen Silva High School
 <b>T6</b>	Industrial, commercial buildings	The Beer Factory
 <b>T7</b>	Memorials, stolpersteins	Memorial stone “stolperstein” 8, Piața Romanilor Street

**Table 5.18. Intangible JCH elements in Timisoara**

Intangible elements in Timisoara		
 <b>I1</b>	Songs, music, dance	Music - The Shalom Choir
 <b>I2</b>	Literature	Smaranda Vultur – Memoria Salvata Getta Neumann – Destine evreiesti
 <b>I3</b>	Gastronomy	Kosher canteent
 <b>I4</b>	Arts, crafts, sciences	Caricature Exhibition - at Popa’s Museum Jewish festival
 <b>I5</b>	Oral history	Marion COHEN-VIDA – familidhood stories, Ioan HOLENDER – childhood and youth stories, Miri TAMAM (KLEIN) - memories
 <b>I7</b>	Famous, prominent persons	Telkes Henrik (born Rosenthal Henrik) – architect Merbl Arnold – architect, entrepreneur Krausz Kristof Albert – architect Bleyer Gheorghe – architect
 <b>I8</b>	Rituals, Customs, Traditions	Celebrations of the Jewish calendar, Nisan Pesah – 30 March to April, Yiar LOG Baomer 29 April to May, Sivan 30 May to June, Tamuz 29 June, July, Av 30 July, August, Elul 29 August to September, Tisri 30 September to October, Hesven 29 or 30 October to November, Kislev 29 or 30 November to December, Svat 30th January to February, History of the Jewish community of Timisoara, The Status quo ante community, Jewish traditions: birth and maturity, Jewish Traditions – weddings, Jewish Traditions - funerals and mourning, Mikve - the Jewish ritual bath The tomb of the "Miracle Rabbi" in the Jewish cemetery; Timisoara Leaving stones on graves; Timisoara, Sabbath

### 5.9.2. Product and service development activities of Timisoara

During the *inventory workshop* one of the main issues was the finalization of the *rehabilitation of the Cetate Synagogue*. It was also highlighted, that the rehabilitated synagogue should *house a museum* and many other cultural activities. The importance was also discussed of bringing back the Jewish Community’s archive to Timișoara, which is currently in Bucharest, since it contains extremely valuable documents and information about the history of the local Jewish population. A more visible community was proposed, since sometimes the tourists are not even aware that the Jewish community of the town still exists.

On the *capacity building workshop* participants shared good practices, examples of skill development methodologies. The steps of the creation of tourism product were also identified. The main topics of the *match-making workshop* were: *identifying tourism initiatives and cooperation opportunities; exploring opportunities of integration of the tourism products*. Two key tourism initiatives were identified during the workshop; the first one was „*Shalom Timisoara*” *Jewish Festival*, and the second one was *a circuit of Jewish heritage* that would include not only Timisoara but also other cities in the area both in *Romania and other countries of the Danube-Kris-Mures-Tisa region*, as well with other cities participating in REDISCOVER. Beyond the above-mentioned ideas, further proposals also emerged during the workshops:

- a Timisoara - Szeged - Subotica - Osijek - Novi Sad - Belgrade – Vrsac **REDISCOVER**
- **RECONCILE tour** on the basis on existing thematic routes

- a **GREAT REDISCOVER tour**, involving eight out of the nine partner cities of the project: Timisoara, Szeged, Subotica, Osijek, Banja Luka, Kotor, Murska Sobota, Regensburg. The duration of the tour would be eight days.
- the **REDISCOVER DANUBE cruise** would include Regensburg and Galati from the project and other cities along the Danube

Besides organizing the three product development workshops, **Timisoara hosted the Cross-country Walkshop** as well which provided important insights into the tourism product development process. The existing tourism products and the potentials were also identified, highlighting the missing or problematic elements, such as the dilapidated state of buildings, missing connections between possible stakeholders or the visibility of local Jewish community. **The Cross-country Walkshop was a co-creation method** with the involvement of all project partners, associated partners and other key LSG members. **During the Walkshop the history of Timisoara's Jewish community was briefly presented, highlighting the role of Jewish architects and families in the formation of built heritage.** It was followed by an on-site study visit of Timisoara's Jewish cultural heritage, combining its tangible and intangible elements. A draft document of Guidelines for design and implementation was drawn up before the event. The participant **met with the members of the local Jewish community as well.** The tour provided opportunity to **test the tourist potential** of the route and the heritage elements along that. The methodology was also discussed and refined by the participants. **Standard categories were set by the participants for the categorisation of heritage items.** Furthermore, the host city had the opportunity to **identify potential problem areas of a thematic tour such as scheduling, route length, timings etc.** So, after the Walkshop, the idea emerged that maybe the information presented during the tour should be prepared and handed out to the participants.

### 5.9.3. The top five proposed touristic offers in Timisoara

Suggestions of the Timisoara project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

#### Guided Tour of Jewish Timisoara



Built heritage

It will combine the presentation of the tangible heritage with personal stories and anecdotes, it can belong also to the „**Oral History**” category. The tour includes visits to the Jewish cemetery, the Synagogue and the mikve. During these visits, all religious aspects and traditions will be presented and discussed. This part of the tour can be included in the category **Pilgrimage religiously motivated (spending Sabbath and spiritual moment)**, especially if the tour will be organized on or around a Jewish holiday. Also, since the tour includes a kosher lunch, this part belongs to the “**Gastronomy**” category as well.



Gastronomy

### Cookbook with kosher recipes

The cookbook will be implemented together with the ASP, the Jewish Community of Timisoara, who will provide not only the recipes but also local rituals family stories, memories, customs and traditions linked to the recipes.



Pilgrimage

### Guided tour of the Jewish cemetery, synagogue and mikve

These elements of tangible heritage are included in the Local Portfolio, within the proposed tourism product Guided Tour of Jewish Timisoara (both the general tour and each historical district tour include these visits; The tour will be organized on a Jewish holiday.



Events, programs,  
rituals, festivals

### Jewish Festival

The Festival's proposed agenda includes music, culture, theatre, dance, workshops, lectures events. They can also be organized independently, and it is planned to organize certain events like workshops and lectures to test the audience. Like most the products, items of the festival's agenda overlap with other categories, for instance the kosher food that is planned to be served also belong to the Gastronomy category, etc.



Storytelling,  
oral history

### Virtual Museum of Jewish Timisoara

The creation of this museum is one of the goals of the Jewish Community, with the support of the Polytechnical University. An important part of the virtual museum will be an e-book describing the cycle of Jewish life from birth to death. It will include everything from religion to traditions, customs, kosher food, to familiarize the public with aspects of Jewish life that they do not know and which are of great interest, as we have seen from our interaction with tourists, tour guides, etc.



Highlight

### Joint Guided Tour of Szeged, Subotica and Timisoara

This tour would promote similar history of the cities, located geographically close, and which were part of the Austro- Hungarian Empire until 1918. Common tangible heritage is given as seen in the buildings designed by the famous architect Lipot Baumhorn, common history and similar culture due to the long period of belonging to the same Empire. While our similarities are obvious, we also have intangible and tangible JCH specific to each city that can combine very well with our common JCH, thereby creating an interesting and unique tour.

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.



**5.10. Summary of the Project  
Partner Profiles**



## What is needed?

According to the local portfolios, the following interventions seem to be the most important issues for REDISCOVER partners:

- More effective marketing of local Jewish cultural heritage, making it more visible for both locals, residents and tourists;
- More information about JCH for visitors, using electronic and non-electronic interfaces (e.g. electronic boards, leaflets);
- Maps (electronic and paper-based), e.g. of the locations of JCH elements in the cities or about Jewish cemeteries; more intensive cross-border cooperation between REDISCOVER partners.
- Skilled guides who have extensive knowledge about local JCH and who can show them to tourists in an entertaining manner;
- The development of some JCH elements (e.g. there is a shortage of gastronomic attractions, and the lack of Jewish museums was also emphasised in some local portfolios – Szeged, Timisoara);
- Regular meetings with the participation of relevant stakeholders, involving more local people who are experts on JCH;
- Development of the management skills and abilities of the local stakeholders to create, implement and support cultural/tourism projects that involve the local Jewish heritage;

# KZ-Außenlager Regensburg



Das „Colosseum“ von 1941  
mit Hermann Hildebrandts

Datum	Veranstaltung
19. März 1945	Einmarsch der SS in das Colosseum
23. April 1945	Fluchtversuch der Häftlinge
3. Mai 1945	Übernahme durch die US-Armee

Durch die Lage der Unterkunft, die Überfüllung des Colosseums und die Mangel an Nahrung und Hygiene sind die Bedingungen im Lager katastrophal.

1945: Bericht über die Anzahl der Häftlinge im Außenlager Regensburg

Ab dem 19. März 1945 werden im Gasthaus „Colosseum“ insgesamt 460 männliche Häftlinge aus ganz Europa untergebracht. Die Lebensbedingungen und hygienischen Verhältnisse in der Unterkunft sind katastrophal.

Unter strenger Bewachung müssen die Gefangenen täglich zwölf Stunden Bombenschäden an Gleisanlagen der Reichsbahn beseitigen. Dabei sind die Häftlinge häufigen Luftangriffen ausgesetzt.

In nur fünf Wochen sterben mehr als 40 Gefangene.

In der Nacht auf den 23. April 1945 wird das Lager panikartig geräumt. Die SS treibt alle gefähigen Häftlinge auf einen Todesmarsch Richtung Südosten. Fast 50 entkräftete oder beim Fluchtversuch aufgegriffene Gefangene werden erschlagen oder erschossen.

Erst am 3. Mai befreien Einheiten der US-Armee die Überlebenden bei Laufen im Berchtingadener Land.



Die verfallene Mauer des Colosseums

Am 1. April 1945 wird die SS in das Außenlager Regensburg einmarschiert. Die Häftlinge sind in der Mauer des Colosseums untergebracht. Die meisten Häftlinge sind entkräftet und sterben an Hunger und Krankheiten.

### Regensburg Subcamp

After March 19, 1945, a total of 460 male prisoners from across Europe were housed in the Colosseum Inn. Living and hygiene conditions in the subcamp were catastrophic. As they worked, the prisoners were exposed to the frequent Allied air raids.

More than 40 prisoners died in just five weeks.

During the night of April 23, 1945, the camp was hastily cleared. The SS sent all the prisoners who were able to walk on a death march heading south. Nearly 50 prisoners who were no longer able to walk or who had been caught trying to escape were beaten to death or shot.

On May 3, U.S. Army troops finally liberated the survivors as they were being marched through the Berchtingadener Land district in southeastern Bavaria.

### WIKI: The Colosseum, ca. 1941. One of the

locations of the Colosseum building, the route to the freight yard, and the forced labor that the prisoners carried out at the yard. The list of prisoners who the prisoners using the Colosseum subcamp.

### 1945: Report on the number of prisoners at the Regensburg Concentration Camp. The Regensburg subcamp recorded the death of 40 prisoners on April 8, 1945.

### Below: The damaged Stone Bridge in Regensburg, ca. 1945. On April 15, 1945, the SS ordered the Regensburg subcamp. The prisoners were herded across the Stone Bridge and sent on a death march. That same day, German troops blew up parts of the bridge to delay the advance of the U.S. Army.

KZ-Gedenkstätte  
Flusenbürg  
BAYERISCHES GEDENKSTÄTTEN



STADT  
REGENSBURG

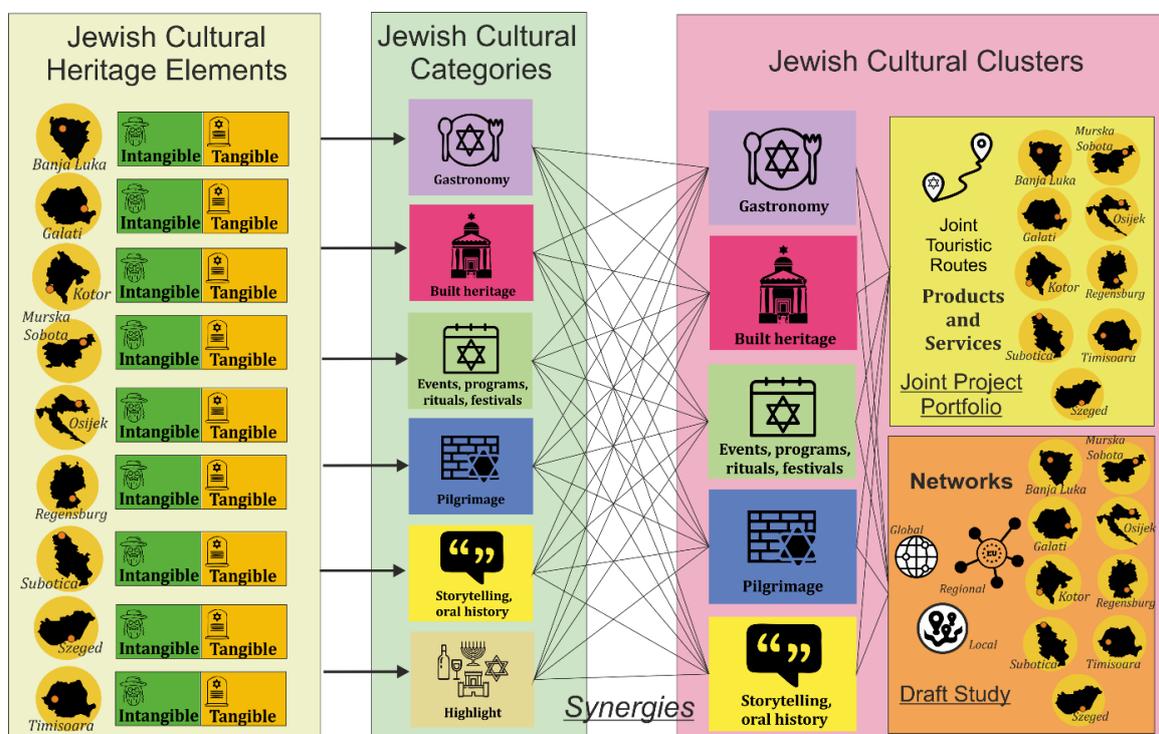
## 6. Joint Thematic Routes

## 6. Joint Thematic Routes

The comprehensive joint portfolio is a compilation of the local portfolios of potential Jewish heritage-related tourism products, services and attractions from all project partner cities. The five plus one categories were created during the Osijek PPM, which were developed further into five clusters. The categories were defined during a round table discussion, where the potential synergies and connections of the collected JCHs were enlisted as well.

The planned **Joint Thematic Routes** could greatly improve the current touristic offer of the municipalities and even those with a wider focus on preserving/promoting/keeping alive JCH are mainly **compiling premiere locations of the former and still existing Jewish population. Thematic routes are single joint or grouped elements of the participating PP cities.** In order to build a city network, initiatives, tangible and intangible elements are **locally organised into categories and then clusters.** The main goal of the Joint Thematic Routes is connecting PP cities along a theme.

**Touristic packages** are the sold able group of **products built on interlinked clusters and complementary products and services.** Joint tourism service and attraction package of PP cities covering several PP cities, with **structured, widened Jewish heritage portfolio elements developed into marketable products, and services** compatible with larger scale national or European thematic networks.



**Fig. 17. Developing Clusters from JCH categories with networks and joint thematic compilation ideas.**



After the Joint product development workshop in Osijek, the partners' duty was to put their own WBR elements into these 5 categories. Project Partners were suggested to use the *Business Canvas Model technique* introduced in the Local Portfolio of Regensburg. In the following chapter, JTRs will be discussed along the following points of the Model:

- **Short description:** what is the purpose, the aim and the message of the JTR. The description gives a brief insight of the proposed pilot project and the aimed activities.
- **Presentation:** the presentation is the method and the means of presenting and disseminating the proposed service, product or thematic tour.
- **Accessibility:** the accessibility if focusing on the people with disability and the way of the JTR to be provided as accessible tourism product.
- **Target Group Orientation:** describes the potential tourists who participate in the JTRs.
- **Availability:** means the availability of different types of resources from time, cost and resource aspects.
- **Possible revenue:** the potential profit of the JTR for the region, the locals, the tourism industry or the society.

Hereinafter, the potential *joint thematic routes and synergies are listed according to the five clusters of JCH defined in the Osijek meeting: gastronomy, built heritage, pilgrimage, oral history and events*. The thematic routes are described briefly and categorised into virtual and non-virtuals according to the actual relation among the PP cities. *The virtual connection* means, that the project partners are applying the same branding or plot for their thematic tours, but the tourists are not participating physically in each PP cities. It is more like a framework for potential touristic services, and the connection is not based on geographic closeness. *The non-virtual connection* means real connection and real joint activities in the partner cities, which may complement each other. The Joint Thematic Routes (JTR) are also highlighting the potential participant cities and the other clusters which they are in accordance with. Cross-cluster integration is a crucial idea behind the JTR-s.



## 6.1. Gastronomy

## 6.1. Gastronomy

For long decades, *gastronomy was considered as an additional service* in tourism industry which nowadays, becomes increasingly important in the creation of travel experience. As a result, gastronomy tourism has been established as an *independent branch of contemporary tourism industry* as a part of cultural tourism. Gastronomic tourism can be interpreted as a tourism product, in which the visitor's key motivation is *to experience the culinary specialities of the visited area; to try local, national and regional cuisine, and to get familiar to the destination's traditions of hospitality*. Through gastronomy visitors can experience local culture more intensively. It can be the main motivation for travelling.

**Table 6.1. JTR suggestions in Gastronomy**

Topic/title of the planned route	Short description	Partner cities	Virtual /non-virtual	Synergies with other clusters
<b>1. GASTRONOMY</b>				
<b>Annual Gastronomy festival of the PP cities based on Jewish heritage</b>	The festival will be held once a year in early summer. It takes place in one of the partner cities every year (rotation) for 1 week. Restaurants, confectioneries, cafés from different partner cities will be presented by their own Jewish meals and drinks. A competition also can be made: an international jury can choose the winners in different categories. A special topic of the festival can be chosen every year.	All of the partner cities	non-virtual	2, 3, 4, 5
<b>Annual Wine Festival of the PP cities based on Jewish heritage</b>	The festival will be held once a year in late spring. It takes place in one of the partner cities every year (rotation) for 4 days. Wineries, winemakers from different partner cities will be presented by their own wines. A competition also can be made: an international jury can choose the winners in different categories. A topic of the festival can be chosen every year.	All of the partner cities	non-virtual	2, 3, 4, 5
<b>Cookbook based on Jewish cuisine</b>	The book would contain recipes of traditional Jewish meals and also personal/local stories. Each partner city would collect the most relevant recipes of their region. Every recipe would be made by a local restaurant so the book would contain not just the photos of the dishes but also the address, phone number and website of the restaurant. The cookbook will be a digital one.	All of the partner cities	virtual	4
<b>The Jewish Cake Book</b>	The book would contain recipes of traditional Jewish cakes, sweets, desserts and also personal/local stories. Each partner city would collect the most relevant recipes of their region. Every recipe would be made by a local confectionary so the book would contain not just the photos of the cakes but also the address, phone number and website of the confectionery.	All of the partner cities	virtual	4



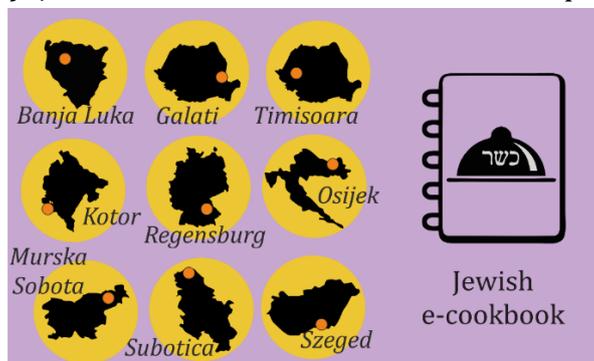
<b>The Great Wine Book</b>	The book would contain different kinds of wines connected to Jewish culture and heritage of the partner cities. The book would also contain the local vineries' past, stories and location, website and telephone number.	All of the partner cities	virtual	4
<b>My recipes – competition</b>	Participants send in their own Jewish recipes and pictures about the food. A committee will choose the winners. All of the recipes and photos can be uploaded to Facebook and Instagram. The winners' recipes can be presented in the cookbook.	All of the partner cities	virtual	4
<b>Cooking classes – Jewish meals and desserts</b>	Participants can learn how to cook a few easier Jewish meals. It would be a 9 weeks long program: 1 session/week. The participants would create different meals of the partner cities: 1 city's meals for 1 occasion. The meals can be based on the cookbook and the cake book.	All of the partner cities	virtual	4
<b>The Kosher Food Guide</b>	Online or offline list of each cities' kosher restaurants, cafés, confectioneries.	All of the partner cities	virtual	-

**Highlighted Joint Thematic Route Idea in the cluster of Gastronomy (example for the action plan foundation)**

According to the results of the Joint product development workshop in Osijek, the local portfolios (LoP) and the collected Joint Thematic route ideas, three major gastronomy-related products were identified, alongside 8 smaller ideas, which are briefly described with the synergies in the Project Portfolio. Any Project Partners are free to choose which ideas are the most suitable for them, and they are free to cooperate with each other. In the chapter only the cookbook is described, since it is the product, which was most, favoured by all the PPs.

The three major products/services are:

- 1) Order your Kosher food!
- 2) Small tasting and culinary workshop
- 3) Jewish Cookbook with stories and recipes



**Short description**

Creating a joint Jewish cookbook is a synergy among the project partner cities in which all partners can participate. Since not all partners identified recipes or food-related

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

activities, the e-cookbook has a great opportunity to combine tangible and intangible JCH elements. Those cities which have no specific recipe can contribute with a personal or family story connected to a tradition or a prominent event. The cookbook should include starters and snacks, salads, soups, main dishes and desserts as well. Each partner city would collect the most relevant recipes and stories of their region. The meals should be prepared by a local restaurant or chef and photos should be taken about the process of making (if specific methods are used) and the result as well. These photos can decorate the e-cookbook.

### **Presentation**

The cookbook will be made in a digital format to reduce costs and to provide easier access, but it can also be printed if necessary, for distribution at local tourist information centres, at the Jewish Community, etc. It should be designed in an eye-catching manner, including drawings, photographs, etc.

### **Accessibility**

An e-book will be accessible to users with visual limitations, since it can be accessed through a reading software.

### **Target Group Orientation**

Food and eating is generally interesting to everyone. Even it is very difficult to identify a person's interests the cooking workshops, and food-related programmes are very popular nowadays. Young professionals can widen their knowledge about the specific kosher cousin, young families, dinkies (double income no kids), Jewish people can be the main target group for the book.

### **Availability**

It will be made available through DTP website, the Google platform, social media pages, etc.

### **Possible revenue**

Not applicable

### **Other highlighted gastronomy routes**

**Order your Kosher food!**

A chef cooks kosher food in Banja Luka and delivers it upon request.

Stakeholders (example)  
The Jewish community of Banja Luka  
Food Services  
Ordering apps  
Restaurants




**Small tastings of Jewish gastroproducts, culinary workshops**

Participants can taste and make kosher-like food guided by a kosher chef. Participants can learn how to cook few easy Jewish meals including appetizers, soups, main dishes, desserts and other snacks. During the event participants can hear local stories about Jewish personalities and learn more about the Jewish Cultural heritage of the region and the world.

Potential stakeholders: Jewish community  
Private restaurant owners  
ASPs, tourist boards,  
tour agencies,  
culinary association,  
schools,  
tour guide associations

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.



## 6.2. Built heritage

## 6.2. Built heritage

The literature identifies several activities which are connected to cultural tourism, but cultural heritage plays important role in these. **Cultural heritage includes two main categories; material(tangible) and intellectual (intangible) heritage.** The latter is made, accumulated and owned by a group of people that enclosed intellectual properties and values such as identity, while tangible heritage mainly accommodates memories and values of the built environment. **Built heritage is an important part** of the cultural heritage of towns and cities and heritage is **applied as an honorific label to sites, buildings** and other cultural objects by experts.

**Table 6.2. JTR suggestions in built heritage**

topic/title of the planned route	short description	partner cities	virtual /non-virtual	Synergies with other clusters
<b>2. BUILT HERITAGE</b>				
<b>Scavenger hunt</b>	Anyone can participate: participants can buy a scavenger hunt “set” in local Tourism offices which contains maps, questions and clues. Using these, participants have to find different clues connected to different Jewish-related buildings in different towns. They have to solve a puzzle by the end of the game.	Szeged, Subotica, Timisoara Osijek	non-virtual	1, 3, 4, 5
<b>Online scavenger hunt</b>	Anyone can participate: participants have to find clues on the partner cities’ Jewish-related websites, then they have to solve a puzzle.	All of the partner cities	virtual	1, 3, 4, 5
<b>Instagram photo competition</b>	the competition will be on Instagram which is the most popular photo-based social media site among youngsters. The participants have to upload photos of Jewish heritage with a # (hashtag): #OurJewishHeritage. The competition can go on for weeks or for months: at the end a jury will decide which photos were the three most interesting ones and the photographers will win some prize. There will be an audience voting as well. So all in all there will be 4 winners.	All of the partner cities	virtual	1, 3, 4, 5
<b>YouTube competition – videos</b>	different aspects of Jewish Heritage in different countries: what are the similarities or differences? The competition can point out how different or not different the Jewish heritage in different countries and also can point out the unique elements of Jewish heritage in each partner cities	All of the partner cities	virtual	1, 3, 4, 5
<b>Vloggers around the PP cities</b>	different aspects of Jewish Heritage in different countries: what are the similarities or differences? Jewish heritage from the viewpoint of popular vloggers	All of the partner cities	virtual	1, 3, 4, 5
<b>Bloggers around</b>	different aspects of Jewish Heritage in different countries: what are the similarities or differences? Jewish heritage from the viewpoint of popular bloggers	All of the partner cities	virtual	1, 3, 4, 5

<b>the PP cities</b>				
<b>Mobile application</b>	individual tourists can walk through the partner cities using the application	All of the partner cities	virtual	1, 3, 4, 5
<b>Instagram page about the project</b>	on the Instagram page all of the partner cities can upload pictures and videos about their own Jewish heritage	All of the partner cities	virtual	1, 3, 4, 5
<b>Facebook page about the project</b>	on the Facebook page all of the partner cities can upload pictures and videos about their own Jewish heritage	All of the partner cities	virtual	1, 3, 4, 5
<b>Drawing competition</b>	A competition starts in all of the partner cities: people or students are asked to draw/paint pictures based on Jewish heritage, connected to Jewish culture. A committee will choose the winners. The pictures can be presented on the Facebook and Instagram page/website of the project.	All of the partner cities	virtual	1, 3, 4, 5
<b>Thematic tours based on architecture</b>	Thematic tour based on architecture.	Szeged, Subotica, Timisoara	non-virtual	4
<b>Thematic tours based on architecture</b>	Art Nouveau and the Jewish people	Szeged, Subotica, Osijek, Timisoara, Lendava, Murska Sobota	non-virtual	2,4,5
	Historicism and the Jewish people	Szeged, Subotica, Osijek, Timisoara, Lendava, Murska Sobota	non-virtual	2,4,5
	Neo Romanian tour (not only Jewish)	Galati, Timisoara	non-virtual	2,4,5
<b>3D Medieval Jewish tour</b>	During this tour a 3D reconstruction of the former Jewish quarters will be produced, and through VR, mobile application or sided tableaus will represent the former architecture. Destroyed buildings can be utilized boards with QR codes on the places where the synagogues were, or to place big boards with information and photos - To make a model (virtual and also sculpture) - To place info board on the place where	Regensburg, Baja, Luka, Murska Sobota, Kotor, Galati	virtual	2,4,5

	<ul style="list-style-type: none"> <li>- To create virtual walk</li> <li>- To place stolpersteins</li> </ul>			
<b>Thematic synagogue tours</b>	The tour presents the differences and similarities between different partner cities' synagogues	Szeged, Subotica, Timisoara, Osijek	non-virtual	4
<b>The Lipót Baumhorn thematic tour</b>	The tour presents the differences and similarities of Lipót Baumhorn's architecture	Szeged, Timisoara, Osijek, Murska Sobota	non-virtual	4
<b>Thematic Jewish cemetery tours</b>	The tour presents the differences and similarities between different partner cities' Jewish cemeteries	Szeged, Subotica, Timisoara, Osijek, Murska Sobota	non-virtual	3, 4, 5
<b>Biking tours presenting partner cities' Jewish heritage</b>	Participants can get acquainted with Jewish buildings, cemeteries and rituals going by bike. They can taste Jewish cuisine.	Szeged, Subotica	non-virtual	1, 3, 4, 5
<b>"Danube Cemetery"</b>	Along the Danube, the PP cities are digitalizing some of the most important tombstones and make them available via internet. The tombstones are most interesting if they are decorated with sculptures, poems, symbols. The virtual tour gives information about the story of the families, people, prominent persons or their descendants.	All PP cities	virtual	2,4,5
<b>Stolperstein routes</b>	Guided (self- or tourguide) tours along the stolpersteins of the PP cities. The maps and materials are available online in a uniformed outlook.	All PP cities with Stolperstein	virtual	2,3,4,5
<b>EX-URB - Abandoned Jewish Heritage</b>	During these tours once-important Jewish building, mainly industrial buildings will be visited. The sites are now out of use and they are derelict. This may interest adventurous and young people. Former Steam Mill, leather Factory can be perfect places for Ex-URB travelers.	Osijek	Non-virtual	2,4
<b>Demolished and Perished</b>	Destroyed Jewish Heritage is demolished by the past, and will be rebuilt by the future (technology). Former buildings are recreated in the virtual space using mobile applications and VR. 3D models are created from the old synagogues, trading houses etc. Some of the rebuilt synagogues, cultural centres are not only existing but have long historical roots. These sites will be visited and examined.	Banja Luka, Kotor, Murska Sobota, Regensburg, Galati	virtual	
<b>Trading and</b>	The tour introduces the Jewish retail and trading heritage via visiting former shop sites and former factories.	All PP cities	virtual	

<b>exchanging</b>				
<b>2 days REDISCOVER tour</b>	<p>Timișoara - Szeged - Subotica - Osijek - Novi Sad - Belgrade - Vrsac. This tour connects four of the cities involved in the REDISCOVER project, but also three other cities with Jewish heritage, located in Serbia. The tourist experience, of two days (or two and a half days, with two nights accommodation) is an educational foray into the urban world located on the border between central Europe and the Balkans. The route crosses, with two exceptions (Osijek and Belgrade), the DKMT Euroregion. Within this framework of cooperation, thematic routes have been designed that promote the Art Nouveau architecture, as well as the diverse cultural heritage of the Euroregion. The tour also has the role of creating, among the participants and the communities with which they interact, the mood needed to support the process of reconciliation between ethnic groups with divergent identities and interests, at certain times: Romanians, Hungarians, Croats, Serbs and many others, including Jews.</p>	Timisoara, Szeged, Subotica, Osijek	non-virtual	1, 3, 4, 5
<b>The Grand REDISCOVER Tour, 8 days</b>	<p>It can start either from Timișoara or from Regensburg: day 1 Timișoara (116 km) - Szeged (45 km) - day 2 Subotica (126 km) - Osijek ( 215 km) - day 3 Banja Luka (426km) - day 4-5 Kotor (800 km) - day 6 Murska Sobota (500km) - day 7 -8 Regensburg. The tour will have a duration of 8 days and it connects eight of the nine partner cities in the REDISCOVER project. Traveling in the footsteps of the Jews from this region will lead us into central Europe and the Balkans. Visiting a city such as Regensburg or Kotor Bay in Montenegro can be a reward in itself for tourists interested in culture and history, who can enjoy spectacular scenery, relaxation and local cuisine. Located in the Gulf of Kotor, the southernmost fjord in Europe, the city of the same name in Montenegro is inscribed in the UNESCO World Heritage Site. But Kotor is just one example. In 8 days many other opportunities offered by the visited cities can be presented and exploited. Such routes are aimed at tourists interested in European culture and history, tourists from Israel, Jewish tourists from the USA, etc. They spend 2 to 3 weeks in the Balkans and Eastern Europe to rediscover their Eastern-European roots. They travel individually or in very small groups, they want flexible programs, in order to connect and socialize with members of Jewish communities. That is why we cannot speak of mass tourism, but of tailor-made tourism.</p>	Timisoara, Szeged, Subotica, Osijek, Banja Luka, Kotor, Murska Sobota, Regensburg	non-virtual	1, 3, 4, 5
<b>The "REDISCOVER" Danube Cruise</b>	<p>This can be an accessible and attractive tourism product. There are specialized cruise agencies on the Danube. Ports like Regensburg - Passau - Vienna - Esztergom - Budapest - are much better known than the Romanian ports, Brăila and Galați. Adapting a tourism product of the "Danube cruise" type, would require, in a simplified version, the inclusion of only 2 of the partner cities: Regensburg and Galați. The Danube cruise ship will be passing through the following cities: (1) REGENSBURG, Passau (Germany), Linz, Krems, Vienna</p>	Regensburg, Galați	non-virtual	1, 3, 4, 5

	<p>(Austria), Bratislava (Slovakia), Esztergom, Budapest (Hungary), Vukovar (Croatia), Novi Sad, Belgrade (Serbia), Moldova Nouă, Orșova, Drobeta-Turnu Severin, Calafat (Romania), Vidin, Nikopol, Ruse (Bulgaria), Corabia, Turnu Măgurele, Zimnicea, Giurgiu, Oltenița, Călărași, Fetești, Cernavoda, Hârșova, Brăila, (2) GALAȚI, Tulcea, Sulina (Romania), Izmail (Ukraine). In an extended version, tourists can take day trips from the Danube ports to nearby cities, partners in the Rediscover project. (1) REGENSBURG, Passau (Germany), Vienna (Austria), Bratislava (Slovakia), Esztergom, Budapest (Hungary), Vukovar (Croatia) - from here, 1-day car trip to (2) OSIJEK and (3) BANJA LUKA (530 km) - Novi Sad (Serbia) from here, 1-day car trip to (4) SUBOTICA and (5) SZEGED (300 km) - Belgrade (Serbia) - from here, 1-day trip by car to (5) TIMIȘOARA (314 km) Moldova Nouă, Orșova, Drobeta-Turnu Severin, Calafat - Romania, Vidin, Nikopol, Ruse - Bulgaria, Corabia, Turnu Măgurele Zimnicea, Giurgiu, Oltenița, Călărași, Fetești, Cernavodă, Hârșova, Brăila, (6) GALAȚI, Tulcea, Sulina - Romania, Izmail (Ukraine). Thus, this tour combines naval (river) transport with car transport. The Jewish heritage, an integral part of the cities, can become an element of attraction for tourists, that would lead to local and regional tourism development.</p>			
<b>Brochure: thematic tours in the PP cities</b>	<p>This brochure would collect all of the thematic tours based on Jewish heritage in the partner cities.</p>	All of the partner cities	virtual	1, 3, 4, 5
<b>University photo competition</b>	<p>University students of different partner cities can take part in the competition by sending in photos of the objects or events of local Jewish culture. A jury will choose the three best photos, they will get a prize.</p>	Regensburg, Szeged, Osijek, Timisoara, Galati, Banja Luka, Murska Sobota	virtual	1, 3, 4, 5
<b>Travelling exhibition of the university photo competition</b>	<p>The photos of the university photo competition would be presented in a travelling photo exhibition. This exhibition would be presented in all of the partner cities with universities.</p>	Regensburg, Szeged, Osijek, Timisoara, Galati, Banja Luka, Murska Sobota	non virtual	1, 3, 4, 5
<b>Travelling open-air exhibition</b>	<p>A travelling open-air photo exhibition would be created on the Jewish heritage of all of the partner cities. It would be created of light-panels, backlit screens (like Bence Máté's open-air exhibitions in Hungary).</p>	All of the partner cities	non-virtual	1, 3, 4, 5

<b>Jewish heritage</b>				
<b>Travelling photo exhibition based on Jewish buildings</b>	A travelling photo exhibition would present the partner cities' built heritage.	All of the partner cities	non-virtual	1, 3, 4, 5
<b>The beautiful world of synagogues - book</b>	A book based on the photos and stories of the PP cities' synagogues.	All of the partner cities	virtual	4
<b>Info panels</b>	Information panels would be presented in every partner city: next to important Jewish buildings. These panels would contain information of all of the partner cities' Jewish heritage.	All of the partner cities	virtual	1, 3, 4, 5
<b>3d virtual tours</b>	3d virtual tours would be collected into a website. The viewers can look around in different buildings, cemeteries of Jewish culture.	All of the partner cities	virtual	1, 3, 4, 5
<b>QR code system connected to the Jewish buildings in all of the PP cities</b>	QR codes will be located at all of the PP cities' Jewish-related buildings. These QR codes provide more information and stories about the buildings.	All of the partner cities	virtual	1, 3, 4, 5
<b>Audio guide system</b>	Audio guide system in all of the PP cities about the Jewish buildings of the city. There would be connections mentioned in the audio guides with other PP cities' Jewish heritage.	All of the partner cities	virtual	1, 3, 4, 5
<b>Jewish cemeteries - Database</b>	An online database which collects and represents the information about the PP cities' Jewish cemeteries, illustrated with photos.	All of the partner cities	virtual	4, 5
<b>Jewish heritage - online database</b>	Database in which the findings of all research in the field of Jewish history and culture, as well as all information related to the Jewish heritage in all of the PP cities, would be collected in one place. Such a database, which would at the same time connect existing databases, could serve as a platform for further research for the professional public and at the same time promoting the Jewish heritage in the general public.	All of the partner cities	virtual	1, 3, 4, 5

## Highlighted Joint Thematic Route Idea in the cluster of Built environment (example for the action plan foundation)

Based on the results of the Joint product development workshop in Osijek, the local portfolios (LoP) and the collected Joint Thematic route ideas three major built heritage-related products were identified, alongside 37 smaller ideas, which are briefly described with the synergies in the Project Portfolio. Any Project Partners are free to choose which ideas are the most suitable for them, and they are free to cooperate with each other. In the chapter only the Demolished and Perished route is described, since it is the route which involves most of the PPs.

The three major products/services are:

- 1) Remembering Baumhorn
- 2) Demolished and perished
- 3) REDISCOVER Cemetery Route



### **Short description**

Destroyed Jewish Heritage is demolished by the past, and will be rebuilt by the future (technology). Former buildings are recreated in the virtual space using mobile applications, VR and AR. 3D models are created from the old synagogues, trading houses etc. Some of the rebuilt synagogues, cultural centres are not only existing but have long historical roots. These sites will be visited and examined during a walk. The program virtually connects the PP cities which have destroyed Jewish heritage. A joint application can be developed by the PP cities to highlight the lost Jewish historical tangible elements.

### **Presentation**

The sites will be visited through a guided-walk, or a self-guided walk and the spots where the 3D reconstructions are available will be highlighted by stolpersteins or tableaus.

### **Accessibility**

The sites are available for different target groups, and if possible, people with disability e.g. wheel-chair, hearing disability, movement disability can participate as well. The former Jewish buildings may be out of the city, which can be a burden for visiting them.

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.



## Target Group Orientation

The target group can be very heterogenous. Due to the use of the VR technologies or IT, it is supposedly will be interesting also for younger generations who are not very interested in historical or cultural-themed walks.

## Availability

The availability for visiting Jewish sites which are no longer existing due to demolition are usually accessible for anyone. Cemetery, synagogue and Community Headquarters should be agreed upon before the tour. Religious and traditional restrictions linked to holidays must be respected.

## Possible revenue

The 3D design, or VR and IT tools are expensive, therefore the investment and the payoff will return later. Guided walks are quite popular nowadays, a successful product can generate revenue.

## Other JTR ideas:

**REDISCOVER cemetery routes**

A) The tour presents the differences and similarities between different partner cities' Jewish cemeteries. A walking tour is organised.

B) Along the Danube, the PP cities are digitalizing some of the most important tombstones and make them available via internet. The tombstones are most interesting if they are decorated with sculptures, poems, symbols. The virtual tour gives information about the story of the families, people, prominent persons or their descendants.

C) Participants can visit former Jewish Cemeteries which are no longer existing and with the help of IT virtual reality is created. In a specific pathway they can walk through tombstones and graves. If they arrive to the grave the picture or the hologram of the people buried there will come alive and tell their stories.

**Potential stakeholders:** Jewish community  
ASP, tourist boards,  
tour agencies,  
tour guide associations  
Danube region JCH network  
Cemetery maintenance



**Remembering Baumhorn**

The work of Lipót Baumhorn is undoubtedly an architectural uniqueness in the post-Austro-Hungarian Empire countries. The architectural uniqueness of the architect and the blossom of new architectural directions resulted wealthy and ornamented cultural heritage in Croatia, Hungary, Romania, Serbia and Slovenia. This virtual tour provides a new perspective to regular cultural heritage routes. The modern synagogues and buildings of Baumhorn in this itinerary are not representative of all the buildings that existed or currently exist, but it seeks to draw a number of important 20 th Century works, some well-known and others less so, together thematically. It is meant as an online heritage trail, through which we can explore the architectural history of the early twentieth century synagogue across the continent.

**Potential stakeholders:** Jewish community  
ASP, tourist boards,  
tour agencies,  
tour guide associations





## 6.3. Events, rituals, festivals



### 6.3. Events, rituals, programs, festivals

Experiencing cultural festivals, events and everyday rituals of local communities can be a motivation for tourism. This touristic motivation generates the appearance of ***festivals and events tourism*** as a branch in tourism industry. Festivals and events tourism covers ***attendance at traditional or contemporary celebrations of culture, which can include music, dancing, gastronomy, arts and sports***. Such events can be one-off or may take place at the same time every year, and can last from one day to several days. This type of tourism ***requires the systematic planning***, development and marketing of festivals and events. Festivals and events have positive effects on the promotion of the destination and also has economic, socio-cultural and environmental impact on local community.

**Table 6.3. JTR suggestions in events, rituals programs, festivals**

topic/title of the planned route	short description	partner cities	virtual /non-virtual	Synergies with other clusters
<b>3. EVENTS, RITUALS, PROGRAMS, FESTIVALS</b>				
<b>Annual Theatre Festival of the PP cities</b>	The festival will be held once a year in midsummer. It takes place in one of the partner cities every year (rotation) for 1 or 2 weeks. Each partner city can send theatre companies to present their Jewish heritage-related plays. The plays should be in English. A competition also can be made: an international jury can choose the winners in different categories.	All of the partner cities	non-virtual	2, 4
<b>Annual Music Festival of the PP cities</b>	The festival will be held once a year in spring. It takes place in one of the partner cities every year (rotation) for 1 week. Each partner city can send musicians, music bands to present their Jewish heritage-related music programs. A competition also can be made: an international jury can choose the winners in different categories.	All of the partner cities	non-virtual	2, 4
<b>Annual dance festival of the PP cities</b>	The festival will be held once a year in summer. It takes place in one of the partner cities every year (rotation) for 1 week. Each partner city can send dancers, dancing groups to present their Jewish heritage-related dance programs. A competition also can be made: an international jury can choose the winners in different categories.	All of the partner cities	non-virtual	2, 4
<b>Annual Jewish Filmfestival</b>	The festival will be held once a year in autumn. It takes place in all of the partner cities at the same time. Every year another PP city would be the main topic. Each partner city can send films, movies which present their Jewish heritage. A competition also can be made: an international jury can choose the winners in different categories.	All of the partner cities	non-virtual	2, 4
<b>Annual Jewish Culture Festival in</b>	The festival will be held once a year in spring. It takes place in all of the partner cities at the same time. Every year another PP city would be the main topic.	All of the partner cities	non-virtual	2, 4

<b>all of the PP cities</b>				
<b>Annual camp for students in different PP cities</b>	Camp for 10 days in every August. Youngsters can learn about Jewish culture playfully. Walks in the city, creative activities, games in the camp. The camp should be organized in a different partner city every year. The students would go there from the other partner cities individually by train/bus/plane.	All of the partner cities	non-virtual	1, 2, 4, 5
<b>Concert tour of Jewish bands</b>	Several Jewish bands of the PP cities can go on a tour to give concert in the other PP cities.	All of the partner cities	non-virtual	4
<b>Workshops and exhibition</b>	At these workshops participants can make different objects related to Jewish heritage in each PP cities. A travelling exhibition would be created by using these objects. This exhibition would be presented in all of the PP cities.	All of the partner cities	non-virtual	4
<b>School trips to other PP cities based on Jewish heritage</b>	3 day long school trips to another partner city where participants would discover the elements of the local Jewish heritage. The students would go there from other partner cities in groups led by their own teachers –so it would be a class trip for them by bus or train.	All of the partner cities	non-virtual	1, 2, 4, 5
<b>Lectures and university courses based on Jewish heritage</b>	In those PP cities which have a university: there would be courses based on Jewish heritage. The researchers, teachers would be invited to give presentations in other PP cities' university courses.	Regensburg, Szeged, Osijek, Timisoara, Galati, Banja Luka, Murska Sobota	non-virtual	1, 2, 4, 5
<b>Erasmus or Erasmus+ programs between partner cities</b>	The Erasmus or Erasmus+ connection between the partner cities' universities can provide a great opportunity to study another country's Jewish heritage for a semester. It can be good for university students and professors as well. At the courses university students learn about the Jewish culture and heritage. They create projects based on Jewish culture.	Regensburg, Szeged, Osijek, Timisoara, Galati, Banja Luka, Murska Sobota	non-virtual	1, 2, 4, 5
<b>Did you know?</b>	Did you know? A collection of interesting facts, stories based on Jewish heritage which can be used by all of the Jewish cities marketing campaigns, the cities' and their Tourism offices' Facebook and Instagram pages.	All of the partner cities	virtual	1, 2, 4, 5
<b>Company visit by Pionir</b>	Company and factory visits are getting more and more popular. Since it is a unique and rare occasion to enter a strictly guarded and controlled place. Visitors can learn about the Jewish heritage and can taste or try the recent products.	Subotica	non-virtual	1,2,3,4

<b>Company visit in Osijek</b>	Company and factory visits are getting more and more popular. Since it is a unique and rare occasion to enter a strictly guarded and controlled place. Visitors can learn about the Jewish heritage and can taste or try the recent products.	Osijek – FINA Sugar Factory Saponia	non-virtual	1,2,3,4
<b>Company visit in Pick</b>	Company and factory visits are getting more and more popular. Since it is a unique and rare occasion to enter a strictly guarded and controlled place. Visitors can learn about the Jewish heritage and can taste or try the recent products.	Szeged	non-virtual	1,2,3,4

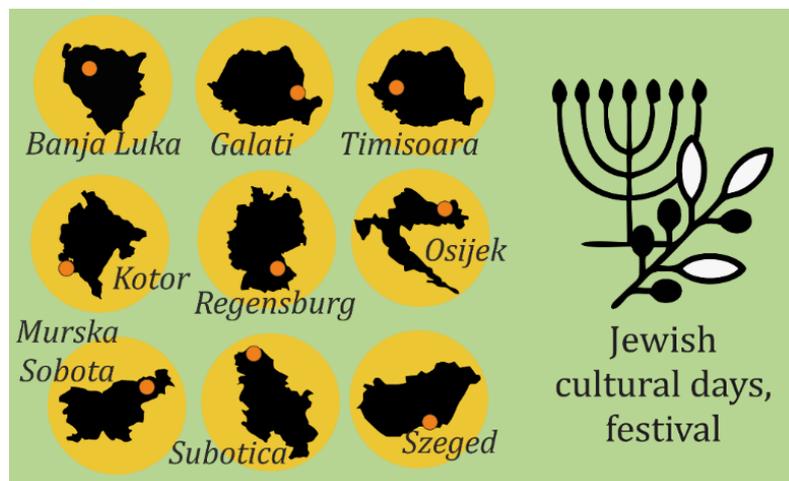
### Highlighted Joint Thematic Route Idea in the cluster of Events, programs, festivals (example for the action plan foundation)

Based on the results of the Joint product development workshop in Osijek, the local portfolios (LoP) and the collected Joint Thematic route ideas one major event and festival-related product was identified, alongside 14 smaller ideas which were briefly described with the synergies in the Project Portfolio. Any Project Partners are free to choose which ideas are the most suitable for them, and they are free to cooperate with each other.

The major product is the Jewish Cultural Festival, which is going to be a franchise, and several Project Partner is devoted to annually organise a similar festival such as Timisoara’s Shalom Jerusalem Festival.

The major product:

- 1) Jewish Cultural Festival / Jewish Cultural Days



### Short description

The Festival’s proposed agenda includes music, culture, theatre, dance, workshops, lectures events. They can also be organized independently, and it is planned to organize certain events like workshops and lectures to test the audience. Like most the products, items of the festival’s agenda overlap with other categories, for instance the kosher food that is planned to serve also belong to the Gastronomy category, etc.

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.



## **Presentation**

Interaction possibilities and networking opportunities are one of the guaranteed outcomes of the festival. Virtual Reality, Augmented Reality, holograms and 3D Models are application possibilities that we hope to use in the exhibitions organized as part of the festival.

## **Accessibility**

Accessibility will be an issue, but not a major one because the festival will take place in a square or a park. These programmes will be accessible for disabled people as well.

## **Target Group Orientation**

People who attend local festivals are heterogeneous groups, therefore we cannot say for certain to what milieu they will belong. It depends on their interest regarding JCH. A Jewish Festival aims to draw attention on the values of the Jewish Cultural Heritages, therefore it will be targeted to be available and interesting for a wide-range audience. The festival targets

- Young generations (Y, Z, alpha)
- Old people with memories and personal connections to WWII or the Holocaust
- Local communities
- Tourist from all over the world
- People interested in gastronomy
- People interested in dance, music and literature
- People with interest for festivals

## **Availability**

Free access to everyone

## **Possible revenue**

This issue should be discussed and agreed upon at partnership level.

## 6.4. Pilgrimage



## 6.4. Pilgrimage

***Pilgrimage is a fundament of modern tourism***, traditionally, it means journeys with a religious purpose, but it can also applicate to secular travel with a special and major motivation for the pilgrim, tourist. ***Religion is an important element*** of culture, it influences social attitudes, behaviour, commons and traditions. Those who are not involved in religious tourism also want to ***see significant cultural, artistic or ethnographic values and experience spiritual events.***

**Table 6.4. JTR suggestions in pilgrimage**

topic/title of the planned route	short description	partner cities	virtual/non-virtual	Synergies with other clusters
<b>4. PILGRIMAGE</b>				
<b>Database on PP cities' pilgrimages</b>	An online database would collect all the information on PP cities' pilgrimages.	All PP cities	virtual	-
<b>Share your home</b>	An online database for Jewish and non-Jewish tourists who are interested in rituals, family history. Individuals can cater and accommodate pilgrims and introduce them to their community and traditions. This program may require an opened community and families involved in slow-tourism, hospitality needed.	All PP cities where an opened community is available	Non-virtual	1,2,3,4,5
<b>"Yugopartisan - Judopartisan"</b>	The Yugoslav Partisans or the National Liberation Army (officially the National Liberation Army and Partisan Detachments of Yugoslavia), was Europe's most effective anti-Nazi resistance movement. Many of the Jews joined the Partisans and fought against the Nazis. The Judopartisan tour connects the former Yugoslav countries for reviving the memories of the famous Yugo-partisans and the less mentioned, but also important Judopartisans. The tours can involve other interesting not only Jewish themed places, memorials for the WWII or former work camps as well.	Slovenia, Croatia, Bosnia and Herzegovina, Serbia, Montenegro	Non-virtual	2,3,4,5
<b>Visit your REDISCOVER city for holidays!</b>	The REDISCOVER cities offer various cultural and religious programs for Jewish people from all over the world to join them in the celebrations on a "simple Sabbath" or more important occasions, events, like Pesah or Purim.	All PP where the Jewish community is opened to religious tourists	Virtual	1,2,3,4,5



Highlighted Joint Thematic Route Idea in the cluster of pilgrimage (example for the action plan foundation)

Based on the results of the Osijek Partner Meeting, the local portfolios (LoP) and the collected Joint Thematic route ideas one major pilgrim-related product was identified, alongside 3 smaller ideas which were briefly described with the synergies in the Project Portfolio. Any Project Partners are free to choose which ideas are the most suitable for them, and they are free to cooperate with each other.

The major product is the

- 1) Jugopartisan - Judopartisan



### **Short description**

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

### **Presentation**

Onsite presentation of the guided tour around the mentioned countries.

### **Accessibility**

It is only accessible for tourist groups via travel agencies or individual groups and bus or car tours. The geographical distance of the proposed points can be difficult to participate for people with disabilities.

### **Target Group Orientation**

Mostly young, western European adventurers, local young people, tourists who are interested in the partisan history and their Jewish connections.

### **Availability**

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.



If an online map would be given with all the sites with annotation, it would be available for individual groups as well.

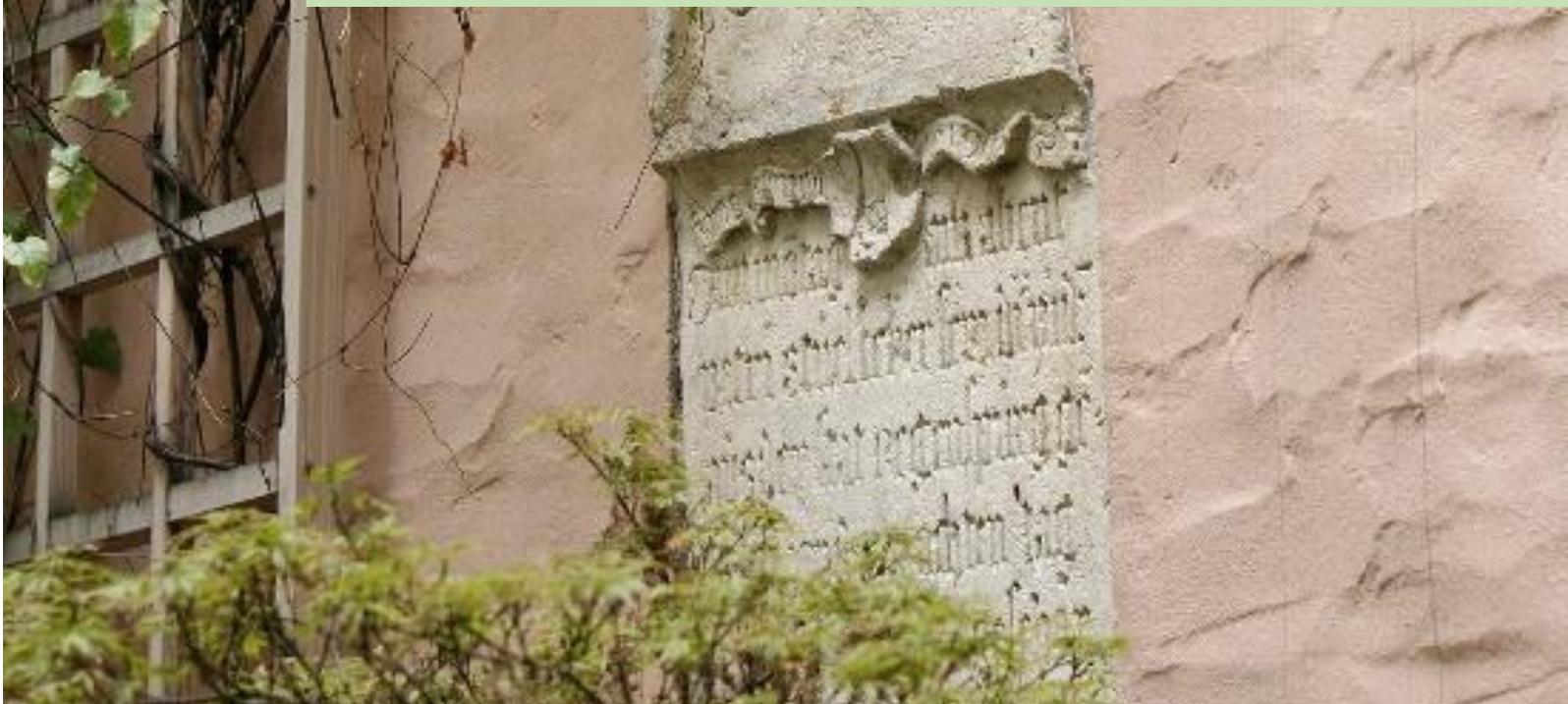
**Possible revenue:**

The tour is profit-oriented, but with a free-accessible brochure can makes it available.

Profit-oriented tourism product, but free access if an online thematic route is published.



## 6.5. Storytelling, oral history



## 6.5. Storytelling, oral history

People have always needed simple stories with characters to understand the world. ***Storytelling is initial to achieve interesting destinations.*** Stories are powerful because they ***deliver a tangible form of the intangible heritage and, thereby making them more accessible.*** Based on the relationship of attractions to the reality, we can distinguish between real-life and fiction-based attractions: while the first category represents events and characters of past events, people who have lived or historical periods, the latter centres on legends or fictional stories or persons. Icons of stories are not just brands, they are people. ***A meaningful storytelling can satisfy the visitors and attract future ones*** by oneself and others.

**Table 6.5. JTR suggestions in oral history and storytelling**

topic/title of the planned route	short description	partner cities	virtual /non-virtual	Synergies with other clusters
<b>5. ORAL HISTORY, STORYTELLING</b>				
<b>My story - essay competition</b>	A competition starts in all of the partner cities: people or students are asked to write essays about their own stories connected to Jewish culture. A committee will choose the winners. The essays can be presented on the Facebook page/website of the project.	All of the partner cities	virtual	1, 2, 3, 5
<b>Book of old photos</b>	This book would contain old, archive photos from the 19 <sup>th</sup> and 20 <sup>th</sup> centuries based on Jewish heritage of the partner cities. It would also contain stories of the buildings, programmes which are represented on the pictures. It can be circulated online as well. The photos can be presented on Instagram and Facebook.	All of the partner cities	virtual	1, 2, 3, 5
<b>Book of family stories</b>	The book would contain family stories based on Jewish families' history of the partner cities. The stories would contain photos too. It can be spread online as well.	All of the partner cities	virtual	1, 2, 3, 5
<b>Collecting oral history interviews</b>	High school students / university students / retired people would make oral history interviews about local Jewish heritage, family history, etc. in all of the PP cities.	All of the partner cities	non-virtual	1, 2, 3, 5
<b>Oral history database</b>	The local oral history interviews of the PP cities would be uploaded to a website so it can be reached easily by the audience.	All of the partner cities	virtual	1, 2, 3, 5
<b>Documentary film - series</b>	Documentary film series about the PP cities' Jewish heritage.	All of the partner cities	virtual	1, 2, 3, 5
<b>Women in Judaism - book</b>	A book based on famous Jewish women of the PP cities. Stories, oral history interviews with pictures.	All of the partner cities	virtual	1, 2, 3, 5

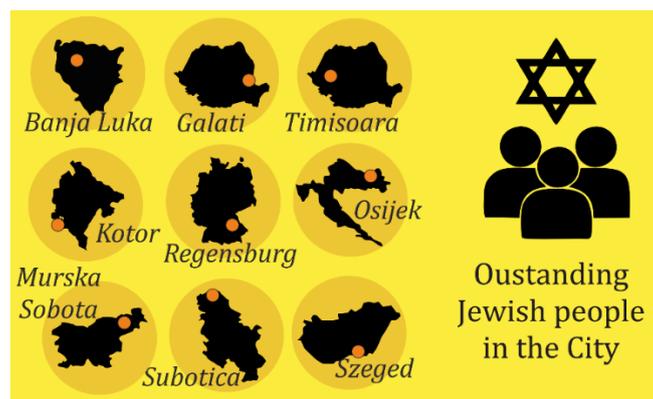
<b>Outstanding Jews in the life of the city – a virtual museum</b>	The virtual museum will be an e-book describing the cycle of Jewish life from birth to death. It will include everything from religion to traditions, customs, kosher food, in order to familiarize the public with aspects of Jewish life that they do not know and which are of great interest, as we have seen from our interaction with tourists, tour guides, etc. Since most of the items in the virtual museum belong to Jewish families and keep alive their memories and personal histories. The virtual museum is needed to be created. Some elements overlap and intertwine with other categories	All of the partner cities	virtual	1, 2, 3, 5
--	--	---------------------------	---------	------------

Highlighted Joint Thematic Route Idea in the cluster of Storytelling (example for the action plan foundation)

Based on the results of the Osijek Partner Meeting, the local portfolios (LoP) and the collected Joint Thematic route ideas four major oral history-related product was identified, alongside 6 smaller ideas which were briefly described with the synergies in the Project Portfolio. Any Project Partners are free to choose which ideas are the most suitable for them, and they are free to cooperate with each other. The virtual museum is described, since it is the idea in which the most PP cities can participate.

The major products/services are:

- 1) Outstanding Jewish People virtual museum
- 2) Jewish “Herstory” – famous Jewish women in the local community
- 3) Cultural guide along personal stories
- 4) Cultural centres, memorials and exhibitions, installations



**Short description**

The virtual museum will be an e-book describing the cycle of Jewish life from birth to death. It will include everything from religion to traditions, customs, kosher food, in order to familiarize the public with aspects of Jewish life that they do not know and which are

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

of great interest, as we have seen from our interaction with tourists, tour guides, etc. Since most of the items in the virtual museum belong to Jewish families and keep alive their memories and personal histories. The virtual museum needs to be created. Some elements overlap and intertwine with other categories

### **Presentation**

Virtual Reality, Augmented Reality, holograms and 3D Models are some of the application possibilities that will be used in the Museum

### **Accessibility**

Accessibility will be an issue for visually impaired persons since a lot of objects will not be touchable, since they are digitalized.

### **Target Group Orientation**

Potential visitors of the virtual museum are heterogeneous groups, but mainly those who are interested in IT, VR or AR. The virtual museum aims to draw the attention of the younger generations.

### **Availability**

Link to the site/platform hosting the Virtual museum will be made through the Google platform, social media pages, etc.

### **Possible revenue**

A suggestion is to allow free access at first and gradually perhaps to request a fee for access to special collections.

### **Other JTR ideas**

## Outstanding Jewish people in the city

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

**Stakeholders**

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



The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

## Outstanding Jewish people in the city

Guided tour through stolpersteins or stencil steps, treasure hunt

Cultural Guidance System (a system of highlighted ground surface coloured routes and markings. The lines lead to places of Jewish history and culture. A self-guided tour along the Stolperstein can be also planned according to a brochure with description of story of Stolpersteins and other Jewish cultural heritage.

### Stakeholders

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



Galati

The Jewish Community in Galati  
Galati County Directorate for Culture,  
Cults and National Cultural Heritage Galati  
Galtour Dunarea Group  
Galati, My City Association  
Mila 80 Association  
Touristic agencies  
Galati "Lower Danube" Cultural Center



Timisoara

Infocentru Turistic  
Centrul Multifunctional Bastion  
ADPT (Timis Tourism Association)



Regensburg

Culthea  
Slavic-Jewish studies University of Regensburg  
Experts from the creative industry especially film industry

## Outstanding Jewish people in the city

Jewish Cultural Center, Memorial installations

Exhibition of photographs and objects, fragments from the former life of the Jewish community, permanent installation: book case remembering the book burning with QR Codes of books (outside or inside as well). Theatre on the basis of Jewish literature/stories, small performances and readings will take place at the cultural center or outside in changing public places in the city e.g. especially on Jewish holidays.

Fences around Jewish cemetery (for example in Murska Sobota) can be a platform for distributing information about the history of outstanding people in the Jewish community.

### Stakeholders

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



Galati

The Jewish Community in Galati  
Galati County Directorate for Culture,  
Cults and National Cultural Heritage Galati  
Galtour Dunarea Group  
Galati, My City Association  
Mila 80 Association  
Touristic agencies  
Galati "Lower Danube" Cultural Center



Timisoara

Infocentru Turistic  
Centrul Multifunctional Bastion  
ADPT (Timis Tourism Association)



Regensburg

Culthea  
Slavic-Jewish studies University of Regensburg  
Experts from the creative industry especially film industry



## **6.6. Summary of the Joint Thematic Routes**





## 6.6. Summary of the Joint Thematic Routes

During the initial phase of the project, the project partners actively contributed to the collection of the JCH found locally creating the foundations of the Local- and Joint Project Portfolio. ***The development of a currently untapped, or less utilized JCH-related attractions can be managed through thematic routes, connected to the five main clusters of tangible and intangible elements.*** By connecting these JCH elements into the existing tourism network of a given city, and building transnational synergies, added value is created for the tourism industry. These viable joint thematic routes will further improve the visitor economy of the city. The local and joint tourism products help better preserve and represent the city's Jewish cultural heritage. Moreover, ***connections are strengthened with the local Jewish communities as potential proprietors and providers of intangible heritage.***

By joining the “REDISCOVER” project, municipalities benefit from knowledge exchange and transfer, as well as from the exchanging of best practices. The “walkshops” and the jointly created thematic routes provide abundance of fresh ideas, reinvention and revitalization of the existing, yet not utilized JCHs. Due to the size of contemporary local Jewish communities in many cities it is hard to maintain or organize activities regarding the JCH. The Jewish cultural heritage can only be properly valorised and utilized through the ***strong engagement of local authorities*** and the financial help of the EU and other contributors, Local Stakeholder Groups, local development agencies and other possible investors. It is crucial, that ***the exploitation of the explored JCH is developed through co-creation process*** to increase local engagement.

Several project partner cities developed thematic routes through EU-funded CBC projects and integrated cultural heritage development programmes. Rediscover provides further marketing and visibility for its cultural assets in a more integrative way. Several international/European institutions and portals are hosting thematic collections of JCH elements. Many of these target tangible heritage (i.e. [www.jewish-heritage-europe.eu](http://www.jewish-heritage-europe.eu), focusing on monuments and heritage sites; Center for Jewish Art Jerusalem, devoted to visual culture). Even those with a wider focus on preserving/promoting/keeping alive JCH (i.e. [www.jewishheritage.org](http://www.jewishheritage.org)) are mainly compiling thematic routes considering premiere locations of the former diaspora (with themes including Architectural Modernism in European Synagogues; The Wooden Synagogues of CEE). The city level inventories and the Local Portfolios are standardized, categorized and cross-referenced, to identify the potential connections to existing domestic or European thematic networks and thematic routes, and domestic, regional or international tourism information and sales services. ***This makes a step further than former thematic routes, while REDISCOVER PP cities can co-operate at a larger scale, virtually and physically as well (to be dealt with in the Transnational JCH Thematic Initiatives Action Plan).***

## 7. Visibility requirements





## 7. Visibility requirements

The main objective of the project is to build on currently undiscovered potential in the Jewish cultural heritage of cities, and develop contemporary tourism solutions, while smartly arranging visibility, accessibility and sustainability on a local level and at larger scale. To fulfil the latter three requirements, namely, visibility, accessibility and sustainability well-defined requirements must be set up. Why is it important in the case of visibility?

The JCH has ***poor visibility and it is less integral part of the PP cities' cultural tourism offer***. A key ambition of the Lead Partner and the Partner cities is to ***create international visibility*** of the attractions via information and sales networks. But it is also important ***to gain acceptance and visibility not only on regional and EU level, but on the local level as well***. A community sourced, ***co-creation process is applied***, including joint skill development of stakeholder groups to enhance their vertical co-operation. ***Strong focus on visibility, and ICT solutions help the 21<sup>th</sup> century reinterpretation of JCH***, promoting common European values of solidarity/diversity to large audiences. Possibilities of joining to transnational sales services/tourism information networks are also analysed to help sustaining the developed products.

Specific tools are adopted to make actual tourism products or solutions, implemented and tested by PPs more visible. ***To provide applicable visibility methods and surfaces to these initiatives there is a need for integrating the JCH portfolios into international online/offline tourism information and/or sales services***.

According to the following requirements ***Joint Visibility Strategy is prepared***, tailoring locally and jointly applicable visibility methods and surfaces for potential local/joint JCH tourism products and thematic routes. The Strategy also defines criteria and process of integration into international online/offline tourism information and sales services.

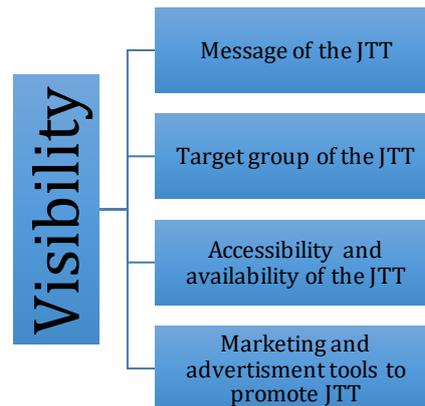
Aspects to be defined to reach the maximum visibility:

- Target groups of the Joint Thematic Tours
- Communication channels (multiple favourable)
- Chance for automating communication
- Event calendar for a longer period
- Used device (PC, tablet or mobile?)
- Advertisement investment
- Keyword search (SEO)
- Creating digital marketing plan

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

- Creating offline marketing plan
- Community building for visibility

Based on the Project Portfolio the JVS should include all the detailed projects selected by the project partners to be implemented as a pilot project. The Visibility Strategy should be prepared based on four major factors: message of the Joint Thematic Tour, target group of the JTT, accessibility and availability, and the means of communication, advertisement and promotion.



**Fig. 14. Visibility aspects of the REDISCOVER project**

### 7.1. Message of the JTRs

***The message of the JTR is giving the well-defined purpose of the implementation.*** The purpose and the message helps to define the activities which should be done to fulfil the purpose of the JTR. What is needed to be done to reach the expected outcome or result? Documenting the message will give the goal of the JTR, and setting up the key message will ensure that all project partner cities contributing to the JTR begins the project on the same page. ***The more focused the message is, the easier it will be achievable.*** Personalised messages can be effective for different target groups. Maybe for different target groups different messages of the JTT can be defined if they do not overlap.

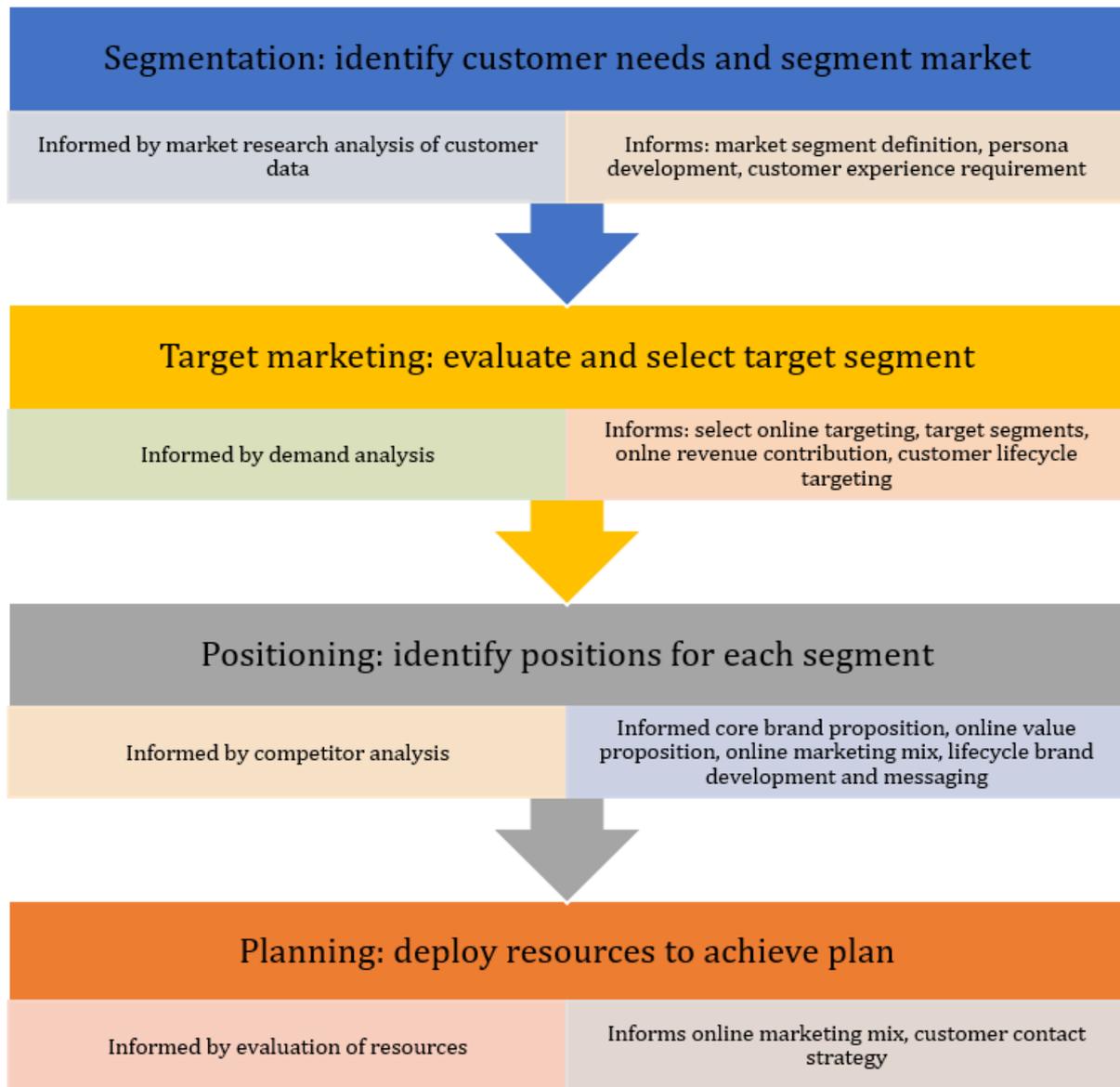
Examples for the messages of the JTRs:

- Jewish cultural heritage is an important part of the city's urban fabric and everyday life
- Knowledge transfer and co-creation of knowledge in JCH
- Prevention of future antisemitism through knowledge about Jewish history and culture
- To help the understanding Jewish religion and culture
- Providing extraordinary experience about JCH

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

- Authentic encounter with Jewish culture and people
- Experiencing Jewish Culture through artistic means
- Sharing Jewish Heritage across Europe
- Making JCH accessible to foreign audiences, people with disability
- Be visible!
- Create strong impressions, interactive experience, emotional connection

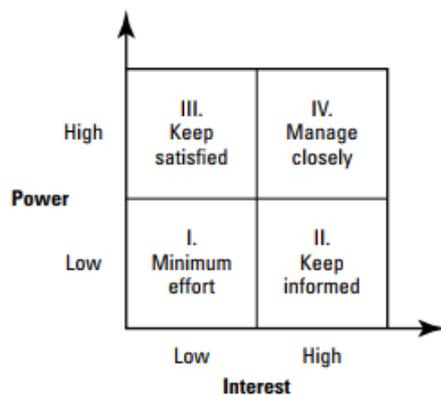
The process of targeting the potential participants of the JTRs:



**Fig. 15. Segmentation and targeting process**

## 7.2. Target groups

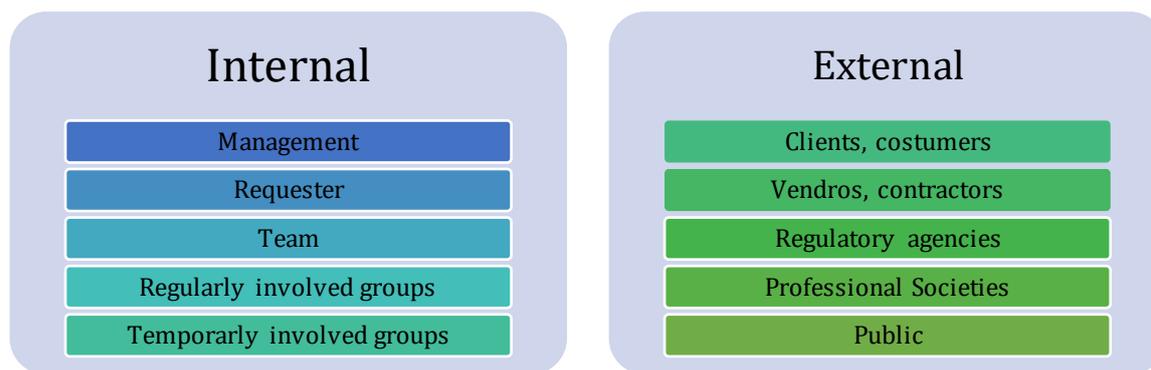
As it was defined in the Szeged LP, the project and the product audience should be determined and chosen. To do so, the definitions should be given. A *project audience* is any person or group that supports, is affected by, or is interested in your project. They can appear inside or outside your project organization, to define the target groups the project should highlight the full audience of the project to know the participants. The project audience therefore can be separated into stakeholders (externals and internals) and team members (mostly internals)



- A *stakeholder*: people and groups who support or are affected by your project. The stakeholder list doesn't usually include people who are merely interested in your project.
- *Team members* are people whom the project manager directs. All team members are stakeholders, and, as such, they're part of the project audience, but the audience list includes more than just team members.

According to the influence and interest on the project the stakeholders and the team members should be treated.

- **Drivers:** People who are defining the results of your project.
- **Supporters:** The people who help you perform your project. Supporters include individuals who authorize or provide the resources for your project, as well as those who actually work on it.
- **Observers:** People who are neither drivers nor supporters, but who are interested in the activities and results of your project. Observers have no influence in your project, and they're not actively involved in it. However, your project may affect them at some point in the future.
- **Target groups:** the people who are addressed by the products and services of the project



**Fig.16. target groups and stakeholders**

With the increasingly differentiated view on cultural tourism, there is a stronger differentiation between the target groups. The cultural tourists differ greatly in their depth of interest in the cultural offer for example along the type of cultural interest or the relevance of the cultural offer as a reason to travel.

**Type of cultural interest:**

Experts/ specialists	Generalists
Travelers with a keen interest in specific topics and offers of the destination	Travelers with a general cultural Interest in the offers of the destination

**Relevance of the cultural offer as a reason to travel:**

Cultural tourists in the narrow sense	Culture tourists / casual cultural tourists	Random/ incidental cultural tourists
The cultural offer of the Destination is decisive for the travel decision and design.	The cultural offer of the Destination is equally important in addition to other travel motives and activities for travel decision and design.	The cultural offer has no part in the travel decision and planning of the travel arrangement. The visit of the cultural offer is rather random, e.g. as a bad weather alternative for the originally planned activity.



## Targeting aspects:

1. Demographics
  - a. Age
  - b. Sex
  - c. Religion
2. Psychographics
3. Lifestyle
  - a. Occupation
  - b. Education
4. Values and behaviour
5. Life stage
6. Geography
7. Benefit
8. Participation level in public affairs
9. Interest in Jewish culture elements
  - a. interest intangible elements
  - b. interest in tangible elements
10. Social media use
11. Jewish people



### 7.3. Accessibility and availability

In the Local portfolio of Regensburg the availability and accessibility is highlighted. Each and every offered JTT should be examined along these aspects since they are crucial for the visibility.

**Availability is the ratio of the total time a functional unit is capable of being used** during a given interval to the length of the interval. In this sense for the integration of cultural offers into tourism programs the availability must be defined.

- the temporal availability (opening hours, start times for guided tours),
- ticket availability (online, on site, by telephone, etc.)
- availability of the responsible contact person is decisive. For tourism contractors in particular, information about reservations of card quotas and brokerage commissions are necessary

The market opportunities of cultural offers, from the perspective of the travel industry, can be assessed with the help of six suitability criteria defined in the Regensburg LP:

- “unlimited” capacity
- daily available
- easy communication

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

- broad target group
- easy access
- international significance

**Accessibility requires the design of products, devices, services, or environments to be usable by people with disabilities.** Disability is any condition that makes it more difficult for a person to do certain activities or interact with the world around them. These conditions, or impairments, may be:

- cognitive,
- developmental,
- intellectual,
- mental,
- physical,
- sensory, or a
- combination of multiple factors.

According to the WHO definition **Disabilities is an umbrella term, covering impairments, activity limitations, and participation restrictions.** An impairment is a problem in body function or structure; an activity limitation is a difficulty encountered by an individual in executing a task or action; while a participation restriction is a problem experienced by an individual in involvement in life situations. **Disability is thus not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person's body and features of the society in which he or she lives.**

**Therefore, all JTTs should be examined along disability aspects, and accessibility.**

#### 7.4. Marketing and advertisement tools of the JTTs

The attractive power of certain places can also be enhanced by cultural heritage. It is important to systematically control and manage this diverse image through PR tools. With the tools of PR, we can influence how our environment thinks about us, we can create and protect our reputation.

**The first and foremost task is to develop a communication strategy.** The communication strategy analyses and identifies the basic demographics that characterize the current or desired audience, visitors (gender, age, geography, family status etc.).

**The second is to generate a story and help the storytelling of the created product or service.** One of the strongest trends in marketing today is to introduce stories, to communicate values and thoughts in the form of stories. In many cases we need to improve these stories a little to make them understandable and lovable.

The main and core tools to establish visibility for the Joint Thematic Tours:

- **Publications and media appearances (classic tools)**

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

- Articles, press releases: Developing press relationships is a strategic tool for PR professionals to achieve and maintain a positive image. Local or national, professional or general public news media can be used. It is recommended to create a thorough press list of representatives of selected media, journalists, or executives that includes the name of the medium, contact name, phone number, email address, and position. Example: personalized campaign for Israeli tourists through a daily paper.
- Professional PR campaigns: Promotion through the network of Jewish Communities at a national level; inviting representatives of other JC to special events; visibility can also be increased through promotion via international Jewish organizations like JCC;
- Community-sourced information sharing
- **Digital activities and promotion (online tools)**
  - Television: In order to have a relevant and beneficial appearance on television, it is advisable to seek contacts and co-operation with other institutions.
  - Social media channels
    - Active appearance on social media: Personalized messages for various target groups (i.e religious tourists, people searching for their roots, young travelers); Social networks are the most efficient solution to increase visibility by posting personalized messages online. Exaple: Facebook, Instagram, TikTok, Snapchat.
    - Blogging: Email marketing campaigns or blog posts can be successful, so it would be an advantage to involve local bloggers and influencers in the events that we want to promote.
    - Video advertising on YouTube or short captions on TikTok
  - MailChimp features
  - PopUps
  - The mediatisation of urban space: urban media promotion can be signboards stickers, QR codes associated with individual landmarks, stories etc. These tools are suitable for providing an exciting and enduring alternative to a quick tour of city attractions.
    - QRcoding
    - Virtual walks
  - Updated website or sub site
  - Optimising website for mobile use
- **Promotional materials**
  - online leaflets
  - brochures: advertising materials printed with personalized messages are another effective method
  - street marketing

- **Workshops, walkshops, festivals, tours**
  - Festivals are the first and perhaps the most obvious means of the PR.
  - Promotional occasions: Personalized stand at fairs, conferences, events or exhibitions, in order to attract potential customers, who want to participate in thematic tours.
  - community building occasions
  - Guided tours and thematic tours
- **Partnering up and Networking:** Promotion by the public institutions, tourism associations and cultural organizations that are part of the LSG; coordinated joint activities (exhibitions, public talks, cultural events)
- **Creating buzz – using influencers and their influence, FOMO-feature:** For example the promotion of the Jewish Cemetery by a well-known media personality who is interested in historical cemeteries
- **Creating event calendar for the REDISCOVER project** cities to mix the programmes and offer an overlook of the offered products and services, programmes.

## 7.5. REDISCOVER as a brand

*To reach maximum visibility the brand of REDISCOVER should be created within the framework of the Visibility Strategy and according to the Banja Luka PPM results.* According to The American Marketing Association definition a brand is a “name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark”. But brand is more than simply a name, term, design, or symbol, a brand is the recognizable feeling a product or service provides. A brand is a quality control, which helps the consumer to choose a product, brands are business tools that drive commercial value.

### ***Focusing on the following questions:***

- What is the purpose of the REDISCOVER brand?
- What is the personality, thoughts, emotions, and behavioural patterns connected to the REDISCOVER Brand?
- What are the possible brand elements? What are their most important features?
- What is the brand architecture?
- What is the brand’s name and tagline?
- How can the brand be applied?
- How can the brand used by non-project partners?



## 8. Summary



## 8. Summary

The Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities aimed at introducing the most important results of the REDISCOVER project reached so far. The ***Joint Project Portfolio is synergy-based and uses the local inventories, the web-based repository to sum up the features and trends of all project partner cities.***

The project portfolio starts with a brief summary where the aims and the goals of the REDISCOVER project is written. This section is followed by the deliverables and the main goals. The second chapter gives a comprehensive and comparative insight for all the activities and initiatives carried out by Project Partner cities.

The third chapter elaborates on the general introduction of the Project Area, topics included are trends in tourism industry of the Project Area; population tendencies and development; accessible tourism and disability trends; arrival occupancy, seasonality and tourism consumption; employment of the tourism sector.

***The fourth chapter of the document deals with the partner city profiles.*** The chapter was written based on the Local Portfolios. The chapter includes all of the tangible and intangible JCHs collected during the initial phase of the project. The collection draws on the web-based repository. The chapter also includes the most important tourism products of the cities along five categories and a highlight.

The fifth chapter compares the Jewish cultural heritage (JCH) offered as a touristic product by the project partner cities. ***Tangible and intangible elements are analysed.*** At the end of the chapter, a guideline is given for the needed activities to create REDISCOVER joint thematic routes.

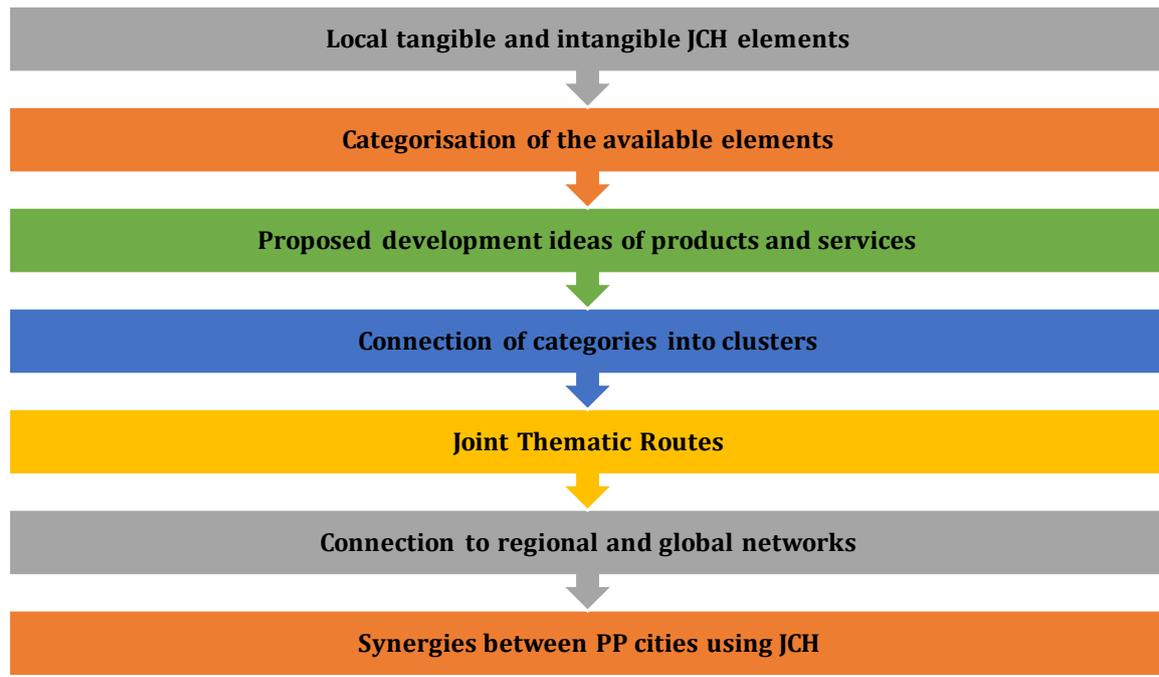
In the sixth chapter the creation of the five+1 thematic JCH categories is described according to the Osijek Project Partner Meeting. Within the local portfolios, cultural heritage is divided into thirteen subcategories; which are clustered into five main categories:

- ***gastronomy***
- ***built heritage***
- ***events, rituals, programs, festivals***
- ***pilgrimage***
- ***oral history, storytelling***
- ***highlight (as a +1)***

In the seventh chapter, the Joint Thematic Routes are described according to the above mentioned criteria. Each and every JTR is described briefly and **presentation, accessibility, experience orientation, target group orientation, availability, possible revenue is described.**

The categories locally represent the tangible and intangible JCHs, which can be used by development of touristic products and services out of it. This results cauterisation of the elements. The co-operation between PPs along themes creates synergies between the local products and services via regional and international or global networks.

Figure 17. The process of creating Synergies and viable touristic products and services



The last chapter of the document details the *visibility requirements, since the JCH has poor visibility and it is less integral part of the PP cities' cultural tourism offer*. The visibility chapter proposes content for the Visibility strategy and focuses on four major areas of visibility:

- message of the Joint Thematic Route,
- target group of the JTR,
- accessibility and availability,
- the means of communication, advertisement and promotion

The overall aim of the *Joint Project Portfolio (JPP)* was to sum up the results of the WBR, the LPs and the PDWs and to offer Joint Thematic Routes (JTR) for the participating Project Partner cities. The joint project portfolio is *a compilation of the categorised, comparable local portfolios of potential Jewish heritage-related tourism products, services and attractions* from all Project Partner cities. The document gives a comprehensive insight to the recent tourism industry trends in the project partner cities, enlisted all the collected JCH elements and identifies five main clusters of tourism services and products, proposed joint thematic routes. The portfolio gives directions and brief



proposed content for the following Joint Visibility Strategy (JVS). The Project Portfolio is the foundation of the following activity and output, the Transnational JCH Thematic Initiatives Action Plan which will be prepared after the Joint Thematic Routes Development Workshop in Banja Luka.

A misty forest landscape with a teal overlay at the bottom. The background shows a dense forest of evergreen trees under a cloudy, overcast sky. The foreground is dominated by a teal-colored rectangular area containing contact information.

## **Contact**

Gyula NAGY

[geo.nagy.gyula@gmail.com](mailto:geo.nagy.gyula@gmail.com)

Szeged

2019