



Portfolio of potential tourism products of Szeged

Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region.

Project	Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region
Code	DTP2-084-2.2
Funds	ERDF, IPA
Document Titel	Local portfolio of potential tourism products related to JCH
Nature	Deliverable 2.1.2
Available Languages	English
Date	30. August 2019
Number of Pages	67
Author	City of Szeged





Table of content

1. Short abstract about the Rediscover project and content of the local portfolio.....	4
2. Outputs of each workshop within the workshop series (Evaluation)	7
2.1. Inventory Workshop	7
2.2. Capacity Building Workshop	9
2.3. Match-making workshop	12
3. City and region profile: Introduction – Szeged the city of Sunshine.....	17
3.1. Brief historical outlook.....	17
3.2. Geographical features and cultural heritage	18
3.3. Population and religion	20
3.3.1. The Jewish community in Szeged	20
3.4. Built environment.....	21
3.5. Infrastructure	22
3.6. Touristic profile	23
4. Status of Jewish Cultural Heritage products and services.....	28
4.1. What do we have?	28
4.1.1. Tangible Jewish Cultural Heriatge in Szeged	29
4.1.2. Intangible Jewish Cultural Heritage in Szeged	35
4.2. Existing touristic services connected to Jewish Cultural Heritage in Szeged	41
.....	46
5. Ideas, products, services	47
5.1. Target groups – project audience	47
5.2. Proposed ideas	49
5.3. Best practices	57
5.4. Potential connections to other local/partnership level initiatives (cross-country thematic routes)	59
6. Implementation.....	66



1. Short abstract of the REDISCOVER Project and Local Portfolio



1. Short abstract about the Rediscover project and content of the local portfolio.

The European Union co-founded project is carried out in the Danube Region with the participation of the following organizations: Municipality of Szeged (Lead Beneficiary), Tourism Nonprofit Ltd. of Szeged and Surroundings, Municipality of Banja Luka (Bosnia), Municipality of Galac (Romania), Municipality of Kotor (Montenegro), Institute of Culture, Tourism and Sport of Murska Sobota (Slovenia), Municipality of Osijek (Croatia), Municipality of Regensburg (Germany), Municipal Museum Subotica (Serbia).

The partnership involves settlements with similar historical backgrounds and Jewish cultural heritage, to fulfil a cultural and touristic mission. In addition to the above-mentioned local authorities, the following thematic partners are involved in the project: Municipality of Subotica, Municipality of Murska Sobota, Jewish Community of Szeged, Jewish Community of Timisoara, Jewish Community of Romania, Jewish Community of Osijek, Jewish Community of Montenegro, Jewish Community of Banja Luka and National Minorities Research Institute of Romania.

The project participants address to rediscover the fading and fragmented Jewish cultural heritage. Using the most well-known elements of the Jewish cultural heritage (synagogues, cemeteries, memorials etc.) and turn them into creative tourist attractions for the mainstream tourists, and the visitors with specific interest. The project proposes to integrate elements of yet unknown cultural heritage which will be rediscovered during the project, such as art, events, personal history of prominent Jewish personalities.

The main purpose of the project is to explore, revitalize and present the locally available Jewish cultural heritage and the hidden heritage together with the partner cities. The purpose is to create a synergistic tourism tool and service that is accessible for the locals and the tourists in the partner cities.

To do so, city-level inventories, repositories are prepared according to standardised aspects. It contains cross-referenced categories to identify the potential connections to existing domestic or European thematic networks and thematic routes, services of the Jewish cultural heritage. A comprehensive web-based Repository of JCH of project partner cities prepared. The database also contains existing thematic, information and sales networks, identifying the potential synergies with each partner city's heritage portfolio. The Szeged inventory includes categorised and appraised JCH based on common standards decided on the consensus of the project partners. The main categories include: (1) tangible elements: Synagogues, museums; cemeteries, graves; Beth Hamidrass, Mikves; Houses, Palaces; Schools and social buildings; Industrial and commercial sites; Memorials, Stolpersteins and (2) intangible elements: Songs, music, dance; Literature; Gastronomy; cuisine; Arts, crafts, scientists; Oral history, family stories; Famous and prominent persons; Rituals, customs, traditions. The Repository forms the basis of the joint tourism service and attraction portfolio which is another deliverable of the project.



As another main goal of the project is based on the repository of local Jewish cultural heritage and summed it up in a local portfolio which can be used later as information databank for sales networks and tourism development. The activity of the project focuses on the preparation of a consolidated, comprehensive, searchable and shareworthy repository of local Jewish cultural heritage (JCH) portfolio of Szeged

The inventory and the portfolio is meant to be a database of existing thematic, information and sales networks.

The background of the slide is a bokeh effect consisting of numerous out-of-focus light circles. On the left side, there is a vertical column of bright yellow circles. On the right side, there are several larger, bright white circles, some of which are partially overlapping with smaller blue circles. The overall color palette is warm, dominated by yellows, whites, and blues against a dark background.

2. Outputs of the workshops



2. Outputs of each workshop within the workshop series (Evaluation)

2.1. Inventory Workshop

Date: April 17, 2019

Place: Szeged

The aim of the inventory workshop was to identify the existing Jewish cultural heritage

Planned activity	Planned output	Accomplished activity	Accomplished output
Identified Jewish heritage inventory of Szeged	Create the Jewish heritage inventory of Szeged	Identified Jewish heritage inventory of Szeged	<p>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:</p> <p><u>Tangible elements:</u> Cemeteries, graves, stones Synagogues Mikve, beth hamidrash Houses, Palaces Schools and other social buildings Industrial and commercial buildings Memorial places</p> <p><u>Intangible elements:</u> Songs, music and dance Literature Gastronomy Arts and crafts Sciences Oral history (family stories) Famous and prominent persons Rituals, customs, traditions</p> <p>An Excel document was created.</p>
Inventory's user manual	To know how to use the inventory	PPT of Ms. Krisztina Frauhammer	participants know how to use the inventory
Identified local Jewish heritage elements with the potential to become tourism attraction	To discover the possibilities of Jewish heritage as tourism attractions	Tourism attraction ideas (3)	<ul style="list-style-type: none"> - guided tours in the Jewish cemetery of Szeged - Pick tour - Palaces of Szeged – guided tour
Valorisation: evaluated and prioritised Jewish heritage	to find connections with other settlements, cities	ideas about these new connections based on Jewish heritage	Diversity of the audience of Jewish-themed tours were highlighted, drawing special attention to cyclists. Cultural bicycle tours are becoming popular nowadays since cyclists compose a large number of tourists. The Jewish cemetery which lies



elements of the partner city			on the outskirts of Szeged is easy to reach for them, furthermore, the Jewish cemetery in Sándorfalva, Dorozsma and Tápé (surrounding areas) may as well be taken into consideration – a new bike path is about to be built between Szeged and Sándorfalva.
Identified common Jewish heritage elements joint to all partner cities with the potential to become tourism attractions	to find joint Jewish heritage elements in all partner cities OR specify ways to find these joint elements	found the common Jewish cultural heritage elements which are shared by mid-sized cities of the partnership	these elements are: synagogue(s), cemetery, commercial/residential buildings/palaces designed by Jewish architects, rituals, customs, arts and crafts and gastronomy.
Identified further common heritage-related points between the partner cities	to identify further common heritage-related points which are shared by the partner cities	found a cross-border Jewish cultural tour's possibility: Szeged-Subotica-Timisoara	Common heritage elements, such as Art Nouveau architecture, stained-glass windows of the synagogues of Szeged and Subotica made by the Róth brothers and the buildings designed by the famous architect Lipót Baumhorn create a common ground for a the initiative of a cross-border Jewish cultural tour including Szeged-Subotica-Timisoara partnership. A meeting is to be organized in June to discuss the details of the possible cooperation.
Additional thoughts and possibilities	Not planned activities which happened at the workshop to help the project	product development strategy was introduced	they introduced the stages of the strategy and how they contribute to the project activities (Market Research - Analysis – Product – Concept)

The short briefing of the inventory

The inventory which was created in its final form contains 65 elements of Jewish cultural heritage. The synagogues of Szeged - despite the city has only 2 of them – are unique in their architectural form, therefore individual elements of the synagogues were also described, such as the stained-glass windows of the buildings or the sacred garden. Due to the rich history of Jewish community in Szeged the Jewish cemetery of Szeged has memorable graves of famous and prominent local people, who once formed the city in several ways. Unfortunately, there are no remained and preserved both hamidras or baths in Szeged. The city again due to the rich Jewish history have spectacular palaces and buildings which are worthy to show to the public during citywalks or thematic routes. The inventory also refers to specific buildings or customs, but sadly, Szeged is not considered rich in this aspect. The Stolpersteine or stumbling blocks are scattered across Szeged, and



it will be mapped soon with a briefing with the participation of the GIS students of the University of Szeged.

Tangible	Number of Elements	Intangible	Number of Elements
Synagogues, Museums	10	Songs, Music, Dance	1
Cemeteries, Graves	15	Literature	1
Beth Hamidras, Mikve	0	Gastronomy	5
Houses, Places	16	Arts, Crafts, Sciences	3
Schools, Social Buildings	0	Oral History	4
Industrial, Commercial Building	1	Famous, Prominent Persons	8
Memorials, Stolpersteine	0#	Rituals, Customs, Traditions, Philanthropy	1

#the Stolpersteins will be identified individually, on a map base in the later phase of the project

2.2. Capacity Building Workshop

The purpose of the Capacity Building workshop was to develop the touristic potential among the participants, and to highlight the importance of the scientific and practical background. The participants were representatives of the city administration, representatives of the private culture and tourism sector, academic staff of the university.

Date: May 30, 2019.

Location: Art Hotel Szeged (6720, Szeged, Somogyi u. 16.)

Planned activity	Planned output	Accomplished activity	Accomplished output
promote and connect local cultural initiatives	the participants will be able to find their own connected local cultural activities	Ms. Anita Hegedűs's presentation: A cultural USP can be attractive to tourists (USP = Unique Selling Proposition, which provides a competitive advantage to a particular service on the tourism market.) Primary supra-structure: - Accommodation - Catering facilities, retail facilities: Souvenir shops of cultural institutions. Secondary supra-structure – retail facilities: Souvenir shops of cultural institutions. Thematic routes and tours (domestic and international)	participants can find their own USP-s based on the examples
business planning	develop business	Mr. Gyula Nagy's presentation:	participants can plan different



<p>methodology training</p>	<p>competences of players</p>	<p>Business planning methodology training to the audience with a special emphasis on cultural tourism. Definition of a project, centered around the key issues of</p> <ul style="list-style-type: none"> -Scope/Budget/Time-Schedule -Resources and their relation to quality -4Ps of a successful project: Plan/Process/People/Power <p>Project cycle (main phases of a project's life cycle)</p> <ul style="list-style-type: none"> -How to define a project -Determining the scope of the project -Stakeholder analysis -Initiation of product and service ideas -How to handle limitations (time/costs/quality) -Scope statement -Feasibility study -Charrette-cycle -Methods for collecting and prioritising ideas <p>Objectives of the project: create a product or a service / scope statement</p> <ul style="list-style-type: none"> -Definition of indicators: how to measure efficiency -Planning and organisation: project plan created -Activities (time schedule, staffing, financial planning, implementation, monitoring and controlling) -WBS (work breakdown structure): -Decomposing -Gantt chart <p>Human resources (internal/external)</p> <ul style="list-style-type: none"> -How to engage participants – stakeholder analysis -Arsterin's ladder of participation -Citizen attitudes to development projects -Participation matrix -Skill matrix -Human resources matrix -Responsibility assignment matrix -Asset matrix <p>Financial planning /project planning Organisational aspects Implementation Step-by-step product development</p>	<p>kinds of business activities in theory with a special emphasis on cultural tourism</p>
<p>identify and spread best practices</p>	<p>presenting best practices on tourism and culture –</p>	<p>Ms Anita Hegedűs's presentation: Best practices: -Accommodation (e.g. Library Hotel New York, Shakespeare Boutique Hotel Vilnius</p>	<p>based on the best practices participants can identify their possibilities to</p>

	<p>international and domestic</p>	<p>-Accommodation of celebrities, like Hotel Gritti Palace Venice – Earnest Hemingway) - Catering facilities --favourite places of artist (e.g. Centrál Kávéház Budapest) --catering facilities appearing in literature (e.g. U Kalicha Pub in Prague) --Coffee shop in a bookshop --Galleries, exhibitions, art programmes organised in restaurants, coffee houses or confectioner’s --catering facilities of museums, theatres, churches --Thematic attraction/product combined with museum: Sissy coffee at Gödöllő Castle Souvenir shops of cultural institutions.</p> <p>Thematic routes and tours: Domestic examples: -Palóc Route established in 2006 (the theme is related to Palóc folk culture) -Sissy Route established in 2002 (offering visits to castles situated in the former Austro-Hungarian Empire) -Roaming in Tolna county with an emphasis on literature -Badacsony Wine Route (wine tasting, touring around wine cellars with a bus service) -Thematic guided tour in the Jewish district of Budapest (visiting significant places of interest related to Jewish culture and cultural heritage) -Budapest Grand Walk (offering an insight into Hungarian gastronomy – food and wine tasting is in focus) International examples: -Culinary art and Jewish culture tour in New York</p>	<p>create their own projects based on cultural tourism</p>
<p>identify the creative initiatives to valorize untapped heritage potential</p>	<p>develop creative initiatives to valorise untapped heritage potential</p>	<p>Ms. Anita Hegedús’s presentation: best practices of how to valorize untapped potentials and enhance visibility: Case studies – Móra Ferenc Museum (How to enhance visibility) -Salvador Dali exhibition in Szeged -Csontváry Exhibition in Szeged -Munkácsy Exhibition in Szeged -A bakery competition for the best Kossuth Crescent for the national holiday of March 15. -Night of museums</p> <p>The importance of stories and storytelling</p> <p>Examples of stories created for promotional purposes -Penis bone of the cave bear</p>	<p>participants developed their skills to valorize untapped potentials and enhance visibility throughout these best practices</p>



		-Convention of black cats 2014 -Love letter box 2015 -Little Prince alter ego competition 2015 -Under the skies of the Vesuvius -Pharaohs in Szeged	
cooperation skills development	enable effective cultural cooperation and exchange of knowledge both on PP city and on partnership level	Ms Anita Hegedűs's presentation: best practices and ideas how to find cooperation possibilities and partners from different kinds of fields of tourism and other sectors	participants can effectively create cultural cooperations
product development methodology training	enable to develop the participants' different kinds of products	Mr. Gyula Nagy's presentation: Project cycle (main phases of a project's life cycle) Human resources (internal/external) Financial planning /project planning Organisational aspects Implementation Step-by-step product development	participants can effectively plan to develop their different kinds of products

2.3. Match-making workshop

Date: 19 June, 2019

Place: Szeged

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 use methods. The workshop was unique because it was not only about Szeged, but Timisoara, Romania and Subotica, Serbia to ground following future cooperation between participants. The cooperation opportunities on common grounds of the Jewish cultural heritage are various, and should be exploited. The participants were representatives of the city administration, representatives of the private culture and tourism sector, academic staff of the university.

Planned activity	Planned output	Accomplished activity	Accomplished output
exploration of the participants current	to get to know all the participants' thoughts, potential	interactive session where the following stakeholders were presented their actual situation and plans: - director of SzegedTour	participants were able to point out the most important common breaking

situation and ideas	problems and possibilities	<ul style="list-style-type: none"> - Representative of the local alternative theatre MASZK - leader of the local JC - tour guides - G.D. project manager, Csongrad Association of Disabled People of County 	points and possibilities
presentation of the touristic potential in Szeged	to recognize Szeged's touristic potential by other partners and find connections with other partners	<ul style="list-style-type: none"> - art nouveau buildings built by the famous Jewish architect Lipót Baumhorn, or palaces built for wealthy Jewish families. His major work was done in the region of the Southern Great Plain in Szeged, Timisoara and Novi Sad. He was honorary member of the Timisoara Jewish Community. His 160th birthday anniversary is in 2020. -Jewish quarter, Jewish cemetery - there are a few existing Jewish themed guided tours 	participants recognized the touristic potential of Szeged and identified the importance of Lipót Baumhorn who is an important connection between participants
Touristic potential in Subotica	to recognize Subotica's touristic potential by other partners and find connections with other partners	<ul style="list-style-type: none"> - there is an unofficial, unpromoted and not licensed Jewish guided tour in the city including the synagogue, the city museum, Jewish intellectuals, industrialists and entrepreneurs - Subotica lacks qualified tour guides, PP Subotica Museum hopes that the hidden knowledge discovered by our project will raise attention and there will be official Jewish-themed city walks. - there is a great interest in Art Nouveau and Judaism among upper-middle class tourists - cross advertisement among Szeged-Subotica tour guides is a possibility - JCH may be promoted on WizzAir, Ryanair flights 	participants identified the "to dos" to improve Jewish heritage tourism in Subotica
Touristic potential in Timisoara	to recognize Timisoara's touristic potential by other partners and find connections with other partners	<ul style="list-style-type: none"> - there is a general Jewish-themed guided tour in town showing the Jewish quarter, central synagogue, central palaces (Lipót Baumhorn), fabric neighborhood and the beer factory. - Timisoara receives a large number of Israeli tourists each year (direct flight btw Tel-aviv and Timisoara), however, not all of them are interested in LJCH, in contrast local people show a great interest, but there are no official guided tours available for them - if there is an interest LJCH in Timisoara, there may be an interest in the region as well - it is a 'day trip' what tourists want, the issue about regional tourism is transportation and crossing borders -TM is Capital of Culture in 2021 	participants identified the "to dos" to improve Jewish heritage tourism in Timisoara. The Capital of Culture will be a great possibility for the project in 2121.
cooperation opportunities	to identify the common grounds for cooperation	<p>Potential cooperation:</p> <ul style="list-style-type: none"> - exhibition - joint topic - promotion – articles in professional newspapers 	participants identified the most important fields of cooperation and



		<ul style="list-style-type: none"> - cemetery tour – not enough pull factors i.e. famous people buried in the cemeteries - sticker passport for children - not working - regional routes: Timisoara-Szeged-Subotica schedule for a small group of tourists traveling by car - events: theatre performances, concerts, mobile exhibitions, gastro tours, cooking classes, arts and crafts workshops + exhibits, religious conferences. <p>Subotica Autumn Jewish Festival Oct 23 – 31; Szeged Autumn Jewish Festival Sept. 2 - Oct 23; Timisoara plans to organise a 1-day Autumn Jewish Festival on Sept. 1. as a pilot project.</p>	<p>can start to plan and accomplish them.</p> <p>Agreement: LP, PP SzegedTour, PP Timisoara and PP Subotica Museum will create a digital brochure showcasing the rich LJCH in the region. PPs may print it out from their own budget. Example/good practice was shown from the cross-border (Szeged-Subotica-Palic) Diamonds project.</p>
--	--	--	---



An aerial night photograph of a city square. The square is filled with numerous white, square outdoor tables arranged in a circular pattern. The surrounding buildings are illuminated, and the street is lined with parked cars. A large, semi-transparent orange rectangle is overlaid on the center of the image, containing the text "3. City profile".

3. City profile



3. City and region profile: Introduction – Szeged the city of Sunshine

Full name: Szeged City with County Rights (County Seat)

Region: Southern Great Plain

County: Csongrád County

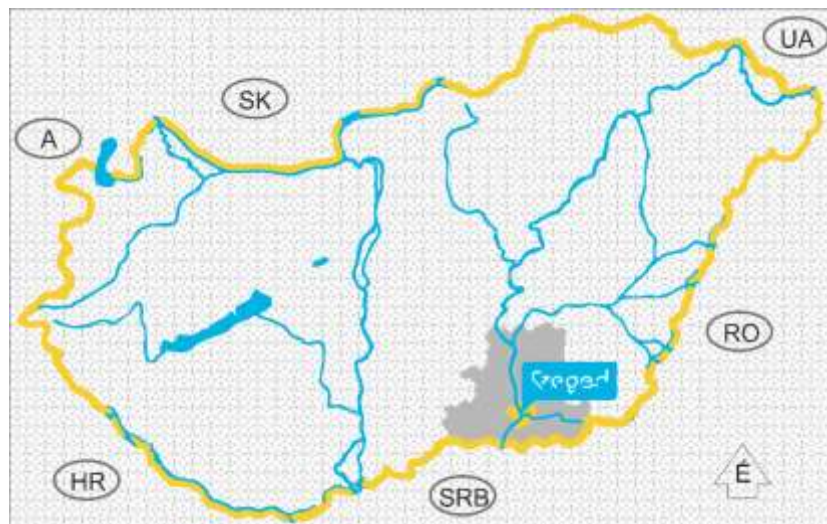
Languages: Hungarian, Serbian, Romanian, used languages in tourism: English, German, Serbian and Romanian

Population: 161 122 (2019)

Currency: Hungarian Forint (HUF)

Exchange rate: €1 = 325 HUF

Climate: continental with some Mediterranean influence. The summers are hot and winters are cold.



Map 1. Szeged and its position in Hungary

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 is in the Southern part of Hungary third-largest is in the neighbour of the Serbian and Romanian border, 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 (Szegedi Tudományegyetem), attracting thousands of students from the country and abroad.

3.1. Brief historical outlook

Szeged and its surroundings were inhabited since the Avar-era, as several earrings and other shreds of evidence prove it. During the time of the Roman Empire it was not part of “Pannonia Provincia” nor “Dacia”, nevertheless the settlement was named as Parthiscum. This is the earliest mentioning of the settlement. Szeged was populated with Sarmatian



tribes (so-called Jazigs). In the Hun era around AD 440 Szeged or its surrounding could have been the capital of Attila, the Hun. The fall of the Hun tribes resulted in the Avars populating the Carpathian-basin. Several settlement names remembering the coexistence of the Avars and the later coming Hungarians. After the Hungarian invasion of the Carpathian-basin in AD. 895-96 the higher relief areas were good to settle down. Szeged and its geographical features were perfect to contact other settlements and to defend from outer /foreign assaults. Therefore, four higher islands were populated with szegediens, which were not affected by floods. The name of the city can be originated from different facts, there are three main ideas about the evolution of the name of the city. The first theory says Szeg = szög (angle) means the confluence of the Maros/Mures and the Tisza/Tisa rivers. Another theory says Szeg is from the Hungarian island word: Sziget. According to the third concept, Szeg also can mean the diffusion of the brown and blond colour which is exactly the color of the confluence of the two mentioned river, Maros and Tisza.

The settlement was a great place to trade, salt and timber arrived from Transylvania and the goods from the great plain and other regions of the country have been exchanged. The commerce shaped the structure of the city salt estuary was built. In 1246 Szeged became a city, and de jure in 1498 it received a free royal township (Libera Regia Civitas). In 1879 Szeged was destroyed by its river, Tisza (Tisa/Theiss), and it was rebuilt during the latter decades according to the plans of Ödön Lechner – a famous Hungarian architect of that era – and with the financial help of European cities giving a modern and unique look for the City. Out of six thousand houses, only 300 remained. The neighbouring settlements were filled with refugees, and Temesvár / Timisoara was accepting people. The story of the great flood and the destruction of the city spread across Europe and capital cities were donating to the city. As a gratitude, the city named the outer a Boulevard after the donating cities (Bécs / Vienna, Berlin, Brüssel /Brussels, Párizs / Paris, London). As a result, the city centre has a uniform eclectic style, which is one of the best-preserved cities in the former Austro-Hungarian Empire in its original form nowadays. The inner city of Szeged has beautiful buildings and wide avenues, prestigious boulevards, and parks. The eclectic-styled city at the beginning of the 20th century was completed with Art Nouveau (Jugendstil, Secessionist) styled palaces. The whole city, in an architectural sense, is a memory of the blossoming golden era of the Austro-Hungarian Empire, where different nationalities and religions could live together free and safe.

This is the reason why the city is long considered as the gates of the European Union, and has a significant role in transit traffic as well, despite, the city has no border crossing. In 2019 Szeged celebrated its 300 years of independence as a Free Royal City, since then people of Szeged are proud of the freedom and the liberty of the City.

3.2. Geographical features and cultural heritage

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 sunny 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 river is usually called as the promenade of Szeged.

The geographical location on the Great Plain (Alföld) helps the city to have lower precipitation values. Due to the lowland and flat position of the city, it has no mountains around, but a unique habitat, flora, and fauna can be seen in the neighbouring's of the city, which is called traditionally the "Puszta". It has wild-grown chamomile for example, on the saline areas of the Great Plain, and the Tisza River valley. The chamomile is labelled by "Hungaricum" by the Governmental Order No. 114/2013. (IV. 16.). Also, the geological features provide great possibilities for tourism, the city has thermal water, which is rich in minerals, and used in spas and thermal baths for long centuries.

Szeged is famous for its agricultural products, such as the Classic Wintersalami as a processed meat product and the Szeged Red Paprika. The classic wintersalami is made from pork and spiced with paprika, to preserve the meat is smoked on beech. This product is labelled by "Hungaricum" by the Governmental Order No. 114/2013. (IV. 16.).

It is said, that paprika was first grown by the Franciscan monks of Szeged-Alsóváros around the city, and then it spread to the hamlets in the neighbourhood. For growing paprika, Szeged and its vicinity are great because of the large number of sunny hours and the soil. By the end of the 19th-century paprika, became the leading commercial goods of Szeged in its various forms, ground, crushed or piece. The paprika is labelled by "Hungaricum" by the Governmental Order No. 114/2013. (IV. 16.).

The city has rich gastronomy, maybe one of the most famous meal is the fish soup, which is originally prepared from the fish from the River Tisza (possibly catfish) and spiced from the regions famous red paprika, mentioned above. The Tisza Fish Soup is part of the Hungarian Gastroheritage and labelled by "Hungaricum" by the Governmental Order No. 114/2013. (IV. 16.). The Tisza Fish Soup is made from white-fleshed fish, the heads and tails of carp and onions. When this has been passed through a sieve, first some water and then salt, paprika, and carp filets are added. It is a symbol of the fishing traditions kept alive. It keeps the old fishing culture.

The city is a cultural and sports centre for the region, home for theatres, galleries, cinemas. One of the most important cultural festivals of the city is the Szeged Open Air Theatre in front of the Votive Church. The city has one of the largest theatres of the county, with two buildings and with three groups (drama, opera, ballet). National Theatre of Szeged is famous for the Szeged Symphony Orchestra with 99 musicians. The Somogyi Károly City and County Library alongside the Klebelsberg Library, located in the Attila József Study and Information Center of the University of Szeged has a significant collection of books. Readers have access to over one million books and magazines in various languages.

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.

3.3. Population and religion

According to the 2001 census, the city had a population of 168 273, of which 162 025 were respondents, 157 301 were Hungarians and 1 256 were Gypsies, 986 German, 758 Serbian and 394 Slovak ethnics. 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. Within the county, Szeged has the largest number of nationalities who profess to be German, Serbian, Slovak and Romanian.

According to the 2001 census, 65.1% of the population in Szeged is connected to religion. The largest religious community in the city is the Christian with a 55.1% share of the total population. Within the Catholic Church, there were 91 671 Roman Catholics and 1 062 Greek Catholics. The city also has a large Protestant community, mainly Reformed (11 282) and Lutheran (2 711). Orthodox Christianity is insignificant compared to the total urban population (371). There are many other smaller Christian church communities in the city. There were 184 members of the Jewish religious community. The latest census shows (2011) that, less than half (45.2%) of the population in Szeged are affiliated to a religion. Still the largest religion in the city is Christianity, with Catholicism being the most widespread form (36.8%). There are 61 162 Roman Catholics and 620 Greek Catholics. The protestant community also lost significant followers, Reformed decreased to 8 143 and Lutheran to 1 954. Orthodox Christianity lost also members, declined to 318. In 2011 there are 165 members of the Jewish religious community.

3.3.1. The Jewish community in Szeged

In 1784, six families were asking for a residence permit (Israel, James, Pollak, Sachter, Spitzer, Wolf). In 1786 18 families and two single women have already been registered. In the winter of 1786-87 at the time of the renewed census, 25 families are now registered with a population of 136. According to the 1808 census, 60 families represent 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. 6,000 inhabitants of the city were killed, the Jewish citizens were confined to ghettos and then taken to death camps. More than 2600 Jewish people were lost in World



War II. After the Soá the country's most active Jewish community in the countryside Szeged, with almost 1,500 of the deportees returned. At the turn of the millennium, it is estimated that 500 people of Jewish descent living in Szeged, among them 280-340 are members of the community. 50-60 so-called cultural Jews, who never attend religious events but support traditionalists, cultural events.

3.4. Built environment

Szeged has rich built environmental heritage which dates back to the great flood of 1879, when the whole city was rebuilt. This resulted a boom in building and gave a uniform look for the city.

Szeged was developing during the era of the “new renaissance” or eclecticism of the 19th century when historical architectural styles are revived and reused especially in public buildings and palaces. The style is characterized by strict façade decorated with columns and ledges, and plastic sculptures and reliefs of antique and allegorical moments. This is the era when the so called “sunbeam”-houses are built.

The fast urbanization of Szeged – about after two decades of architectural stagnation after the reconstruction – brought the era of Secession, which became a significant point in the history of the city. The growing number of citizens who were working in commerce and public services demanded increasing number of homes and apartments. The capitalist entrepreneurs of the city at the time, were taking advantage of the favorable loans of the Transylvanian, mainly Sibiu Saxon banks, and started to build entire streets. In Szeged, modern high-rise apartments and tenements houses were built in the style of Secession, but they are not only copying the Austrian and French style, but the Szeged Secession was based on the well-known folk art of the rural Hungary.

The most monumental manifestation the Secession style in Szeged is the new synagogue of Lipót Baumhorn, mixed with Moorish-Arabic elements (1903). Baumhorn also designed the Jewish community headquarters (Gutenberg Street 20) and the building of Csongrád Savings Bank (Széchenyi square 7), and several apartment buildings.

The water tower (1904) is a large Art Nouveau building, also using reinforced concrete. Zielinsky Szilárd's art: 12 floors, 1000 m³ of water.

The most employed architect of the Art Nouveau in Szeged is Ede Magyar, with a unique almost over decorated style. One of the most famous work of his is the Reök-Palace (Ede Magyar Square 1.).

The most unite manifestation of the art nouveau in Szeged is the block of six buildings surrounded by János Arany, György Dózsa and Kazinczy streets, with its dominant façade facing the Stefánia promenade. The same ledge height, moderate use of Art Nouveau elements and decorations, cozy color scheme characterizes the Prinz Palace, the Vajda



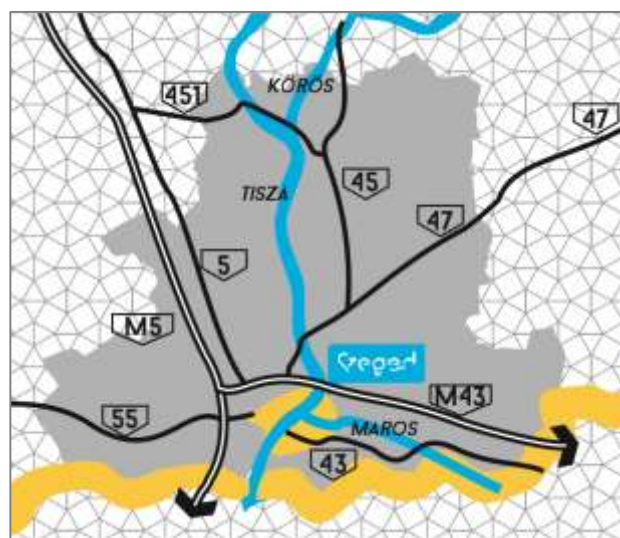
Palace, the Müller Palace. The block has one of the most famous sample of the Hungarian Art Nouveau founded by Ödön Lechner (Dózsa György Street 16.).

Béla Rerrich's arched buildings around the Votive Church is considered as one of the most beautiful Hungarian architectural works of the interwar period. It borders the Dome Square, in U-shape with university institutes and clerical institutes and residences.

3.5. Infrastructure

The city is connected to international traffic via highways and railway. The road network gives connections to the neighbouring cities, Hódmezővásárhely, Makó, Szentes, Csongrád, Kistelek, and Mórahalom. The M5 highway connects Szeged with Budapest, and Beograd (SRB), the M43 highway gives connection to Arad (RO). The most important main roads, namely No. 55 connects the city with South-Transdanubia and M6 highway, the road No. 47 reaches the county seat of Békés County, Békéscsaba and the touristic city, Gyula situated on the state border. Trains depart from Szeged Railway Station to Budapest in every hour. Szeged is available via regional and national buses. Szeged has an airport, but it is not accepting international charter flights nor airlines. The airport is located 5 kilometres west of the city centre and mostly used for sports purposes.

Szeged has an extensive public transport system, the network enmeshes the whole city. The fare is reasonable, you can purchase a single ticket which is valid for one trip for 350 Forints, which is less than a Euro. Several ticket types are available, time-based tickets, like 24 hours or 72 hours, 30 days tickets are purchasable, but weekly and monthly passes are also available. Szeged is one of the few Hungarian cities which have buses, trams and trolleybuses.



Map 2. Infrastructural connections of Szeged



3.6. Touristic profile

Szeged offers the tourists opportunities for sightseeing and exploration in a historical environment or hiking, horse riding, adventure and water sports, in the nearby Puszta and on the Tisza River. Just across the border in Serbia, another Art Nouveau city, Subotica is also available. Szeged has a rich cultural history and greek catholic, orthodox churches can also be found. Szeged has a zoo, which is a great program for families, children or grownups. The city has growing importance in the Hungarian tourism industry.

In the last decade, Szeged plays an increasing role in the tourist industry of Hungary. Based on the domestic and foreign overnights, the number of tourists Szeged is establishing a stable touristic profile based on the above-mentioned heritages and touristic potentials. More and more tourists arrive yearly to the southern Hungarian cultural centre. After a short decline, due to the economic crisis in 2008 the number of incoming tourists started to rocket. 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.

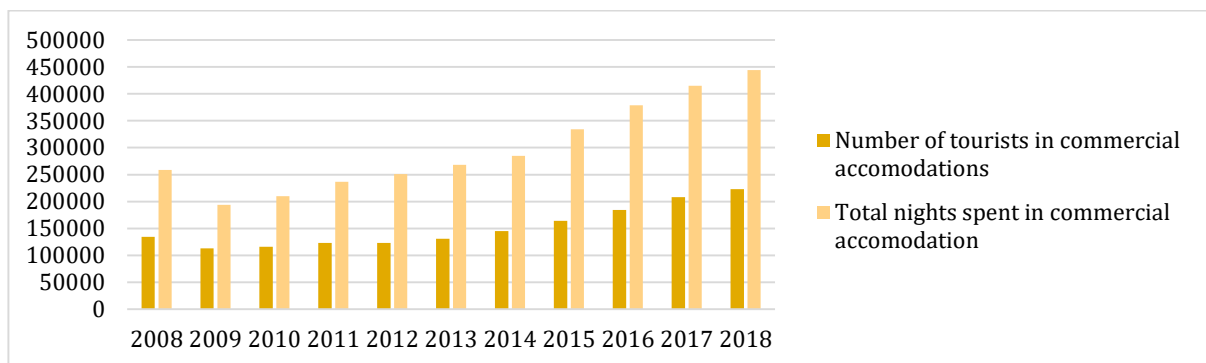


Fig. 1. Number of commercial accommodations and nights spent in Szeged. Source: Central Statistic Office (CSO) of Hungary

There is an increasing trend in the domestic and in the foreign nights spent and tourists arrived, while the average number of stay remains around 2 nights/person during the last decade. The number of the domestic tourists increased from approximately 90 000 persons to almost 150 000 persons. The growth in case of the international tourists is almost similar from nearly 50 000 persons the number increased to 74 000 persons.

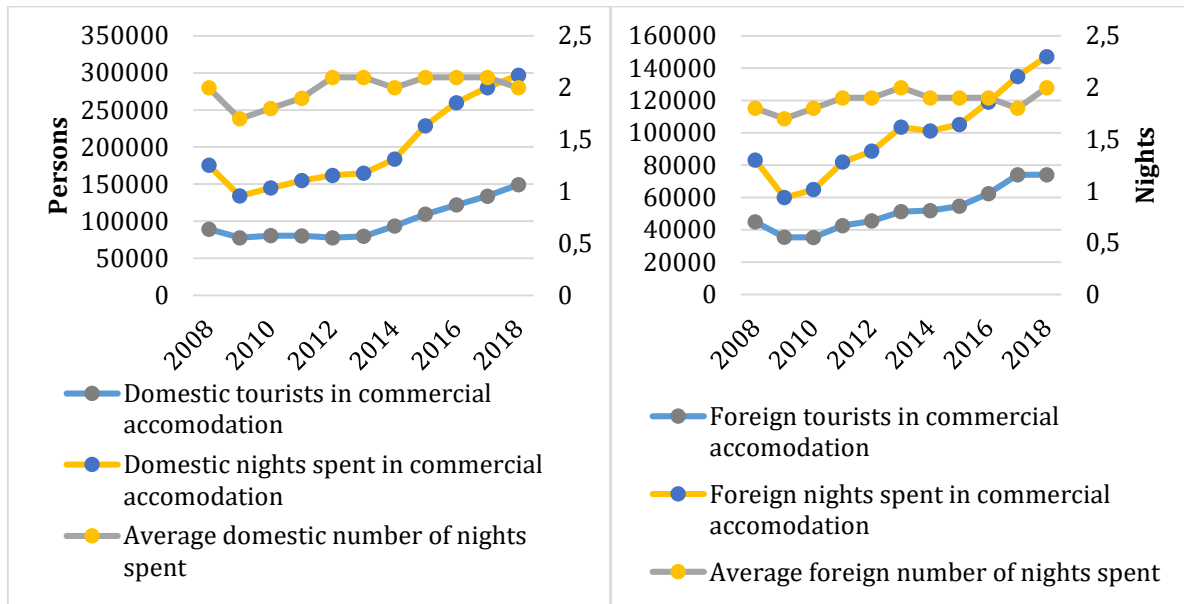


Fig. 2. Number of tourists, nights spent and average stay in Szeged an overall (left) and only foreign (right). Source: Central Statistic Office (CSO) of Hungary

In the period of 2008 – 2018 the composition of tourists has no significant change. In the city, approximately one-third of the tourists are coming from a foreign country, and the visitors are mainly arriving from European countries.

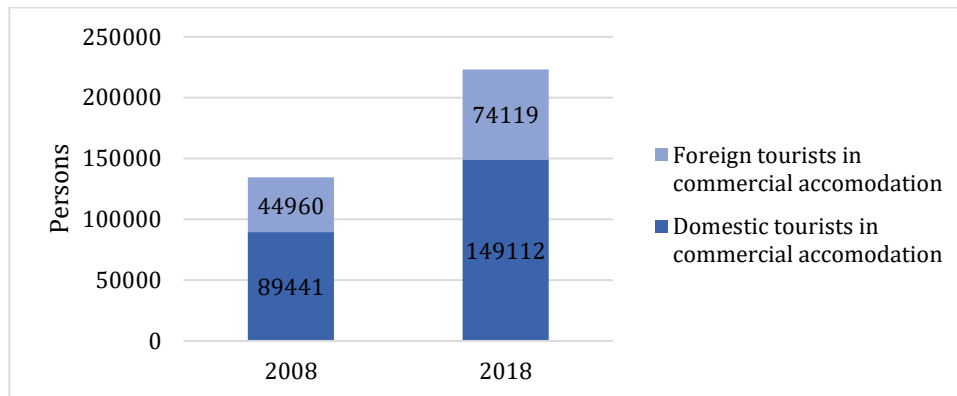


Fig. 3. Number of different tourists in commercial accommodations between 2008-2018. Source: Central Statistic Office (CSO) of Hungary

In 2018, 55 commercial accommodation was operating in Szeged with 2 242 rooms and 8 912 bed-places. This means approximately 20-30% growth to the values in 2008. Szeged has 15% of the commercial accommodations of the Southern Great Plain Region, and 1,5% of Hungary.



Table 1. Outlook on the broader and narrower region of Szeged according to the numbers of the accommodation 2008-2018. Source: Central Statistic Office (CSO) of Hungary

	2008				2018			
	Hungary	South Great Plain region	Csongrád County	Szeged	Hungary	South Great Plain region	Csongrád County	Szeged
Number of commercial accommodations	2924	298	105	47	3537	365	126	55
Number of rooms	82815	6468	2577	1729	99870	8474	3344	2242
Number of bed-places	302889	26846	10541	6456	353209	31356	12596	8541

Szeged has a relatively extensive sector of catering units, comparing to Debrecen or Pécs in terms of units per 1000 persons. Nevertheless, the number of these different catering units are around 850-900 units overall, with a fluctuating number.

The city has increasing revenue due to tourism, which peaked in 2018, summer with more than 341 million Forints income from domestic accommodation fees in August, and 233 million Forints income from international accommodation fees in July. In 2018, the total income from accommodations almost reached 3,5 billion Forints.

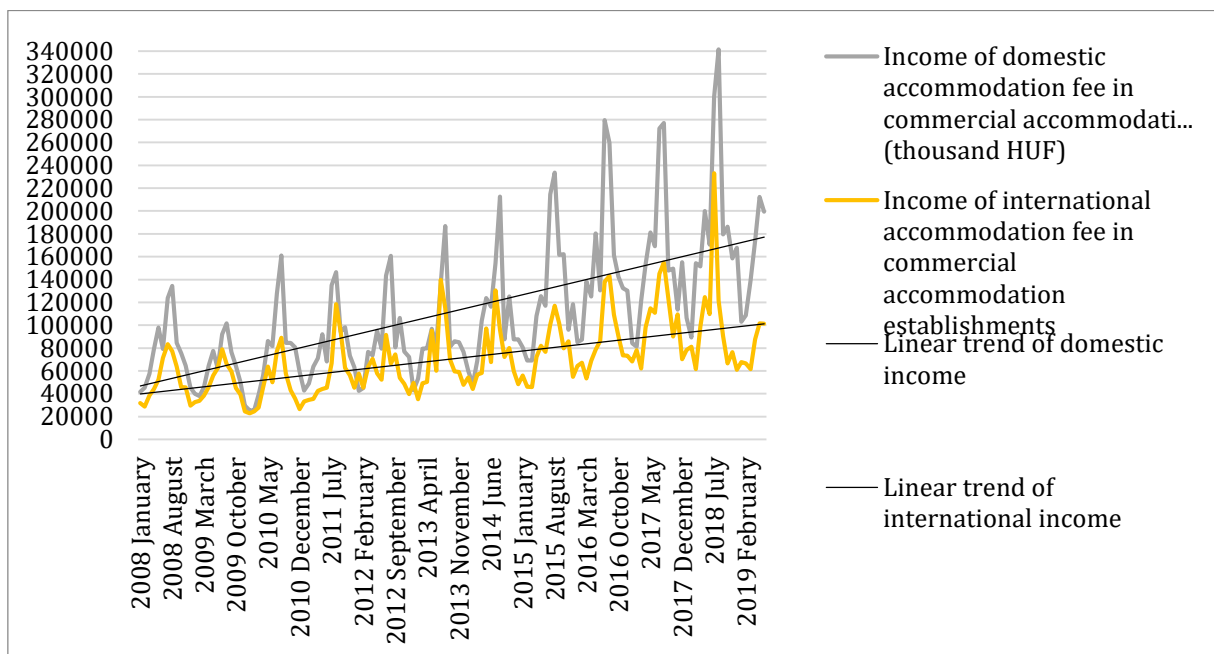


Fig. 4. The revenue of the tourism industry in Szeged between 2008-2018. Source: Central Statistic Office (CSO) of Hungary



The increase in a decade is more than 200% in the case of accommodations. But not only the accommodation sector experienced boom, the income of other services and breakfast in commercial accommodation establishments increased by more than 370%. Income of catering in commercial accommodation establishments also reached 300% growth in the period of 2008-2018. This means the city has great potentials in catering and other services accompanying the room services of commercial accommodations. The internationalisation of the tourism of the city is not as dynamic as the growth of the number of the tourist arrivals or the income increase from the accommodations, in a decade a 190% growth was registered in the income from international accommodation fees. This is a segment of the tourist industry of Szeged, which can be improved in the future.

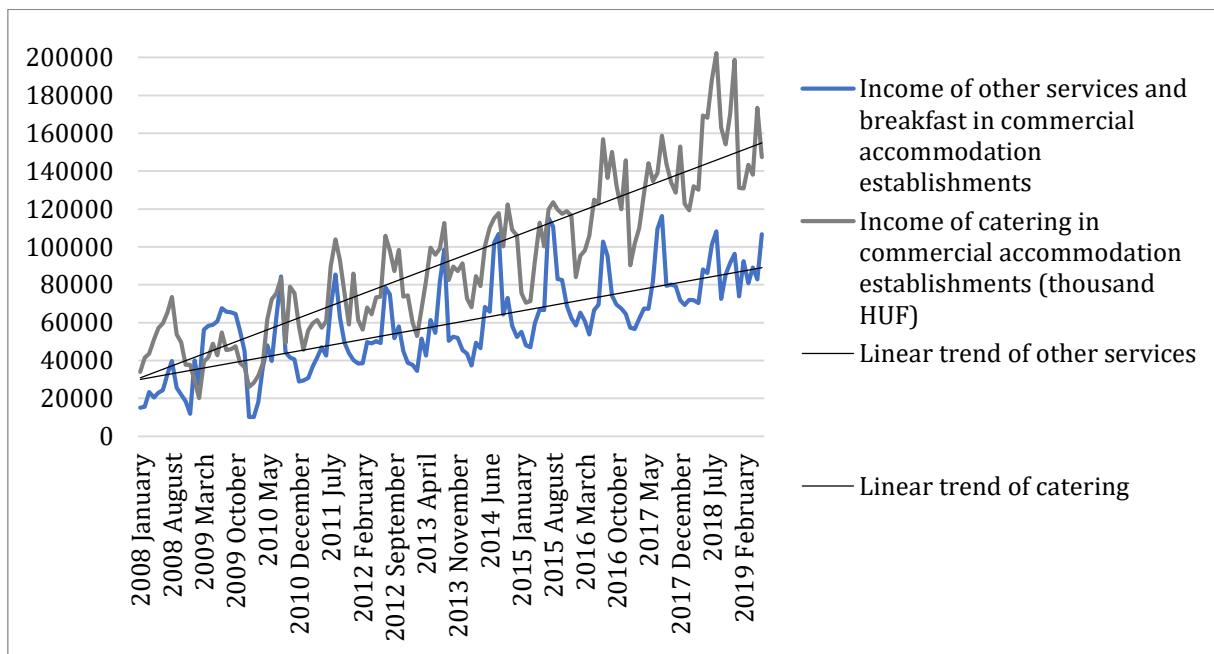


Fig. 5 The revenue of the tourism industry in Szeged between 2008-2018. Source: Central Statistic Office (CSO) of Hungary



4. Status of the Jewish cultural heritage in Szeged



4. Status of Jewish Cultural Heritage products and services








4.1. What do we have?

During the Inventory workshop, tangible and intangible elements were identified in Szeged. The mixed-use of these cultural elements can result in different touristic services and attractions.

In the following section existing Jewish-themed tours and services will be highlighted in Szeged, listing those identified Jewish cultural elements, which still plays a role in the culture of Szeged.









Tangible elements:

- T1: Cemeteries, graves, stones
- T2: Synagogues
- T3: Mikve, beth hamidrash
- T4: Houses, Palaces
- T5: Schools and other social buildings
- T6: Industrial and commercial buildings
- T7: Memorial places

 T1	 T4	 T7
 T2	 T5	
 T3	 T6	

Intangible elements:

- I1: Songs, music, and dance
- I2: Literature
- I3: Gastronomy
- I4: Arts and crafts
- I5: Sciences
- I6: Oral history (family stories)
- I7: Famous and prominent persons
- I8: Rituals, customs, traditions

 I1	 I4	 I7
 I2	 I5	 I8
 I3	 I6	

4.1.1. Tangible Jewish Cultural Heritage in Szeged



Cemeteries, graves

T1.1. Jewish Cemetery of Szeged

Cemeteries are called in various/a number of ways by Jews, for example, Bet Olam, the house of living since it is believed that the souls of the dead remain alive. This place is located at a distance from the populated area and is surrounded by a wall. The former Jewish cemeteries of the town Szeged ceased to exist, and the present one was established in 1831. The first cemetery (at the corner of Kálvária avenue and London avenue, first burial in 1794) ceased to exist due to the expansion of the city, thus the remnants were exhumed in 1868 and placed in the current, so-called new cemetery. Those who died during the great flood in Szeged (1879) were first buried in Újszeged in a designated part of the Christian cemetery next to the Kamaratöltés and later reburied in the Jewish cemetery.

Nearly 14,000 rest here, but unfortunately many of the graves are not indicated anymore. There are many interesting things to observe among the tombstones. The 19th-century gravestones are special because of their symbols, and the tombs of many famous Szeged Jews can be found in this section. There are four monuments of the First World War and Holocaust victims in the cemetery. The mortuary of the graveyard was designed by the famous architect, Lipót Baumhorn, and his dome stands out from afar. Next to it, there are simple buildings such as the place where the bodies are prepared for the burial and the house of the caretaker of the graveyard. Also the tap for ritual handwashing can be found here. According to another habit, when leaving the cemetery one has to throw grass behind their back, in order to symbolically cover the road, so that the angel of death cannot find them. It is also customary to bring pebbles to the grave, the more pebbles there are on the grave, the more alive is the memory of the deceased. As a rule, it is not permitted to take or sell anything from the cemetery or sell it (such as a fallen branch for example), unless the selling price of the item is given back to the cemetery. There is a Jewish tradition according to which the natural environment has to be protected, and it is pointless to fight against the decay.

T1.2. Parcels of the Cemetery

In the cemetery there are separate parcels for children, families, people who committed suicide and religious magistrates. Close to the side-entrance or along a designated path they buried the Cohanims (descendant of Aaron the High Priest) and Levy-s (descendants of the Levy tribe). In the centre of the cemetery they buried rabbis, Talmud teachers, academics, the leaders of the Jewish community, magistrates of the Chevra Kadisah (Holy Society, a group of Jewish people who care for the deceased to

prepare them for burial.) In the Jewish Cemetery of Szeged the women and men are not buried separately however the practice is to only bury a male and a female in graves located next to each other if they were married in the last years of their lives.

T1.3. Symbols of the Cemetery

In Jewish art, symbols are of great importance. In addition to the context of the cemetery itself, the symbols also provide information about the deceased. Since the Bible forbids any figurative imagery, thus according to the rules, no statues or photos can be found in the cemeteries. It is remarkable that despite this rule, in the cemetery plots from the 19th century still tombstones with the portrayal of human figures can be found. This is a sign of assimilation, the influence of the majority society. We can find religious symbols: menorah, star of David, the hands of blessing (a Cohen), jug (a Levite), crown (glorious life), the tables of the law of Moses. Animal and plant figures: lion (tribe of Judah), deer (Zvi = Hebrew name), palm (straight character) willow (mourning), a wreath of laurel, willow and flowers, butterfly, dove, owl. A broken flower or rosebud refers to the young age of the deceased. There are symbols of the profession of the deceased, such as the serpent (medical doctor), hemp (ropemaker), pen (writer), lyra (cantor), a pair of compasses or a ruler (engineer). A tealight refers to sudden death. Some tombs are marked with an asterisk for the year of birth, a ring for the year of marriage and poppy seeds for the date of death.

T1.4. Epitaph poetry

Because in Judaism, the tombstones of the Jewish cemeteries are meant to stay there forever, these provide useful insights about an extended period of history, a long line of generations. Tombstones can be found in Szeged from the 19th century to the present day. Their epitaphs were initially in one language only and gradually became bilingual. (According to the statute of 1854 of the Chevra Kadisha all tombstones have to have a Hebrew inscription. It was the same organization that would make a decision about the text to be inscribed.) The initial formula of the Hebrew inscription is two Hebrew letters, which is an abbreviation and means: (X.Y is) "here lies". The five letters of the closing line is also an abbreviation: May his soul be bound up in the bond of eternal life. The names of the deceased (in case of women, also the name of the husband was indicated), the year of birth and death, the duration of his marriage, his (her) occupation, the mourners and information about their lives were written between these two abbreviations. The text was often published in form of a poem, and poetic images were not uncommon. In Szeged, the famous figures of epitaph poetry were Márkfi Hermann Bauer, and Leopold Löw and Immanuel Löw.



T.1.5. Chiduk Hadim house

Baumhorn Lipot was one of the greatest persons in Hungarian synagogue building and also the Jewish cemetery ceremony building the Chiduk Hadim house. Before the burial this is the place where people pay their condolences to the passed away. In the middle of the place there is a catafalque where they place a simple wooden coffin covered with black sheet, until the ceremony. In the basement of the building there are about 40 crypt-bay where the deceased away was lowered through a trap door covered with carpet nowadays. These crypts are out of use today. On the inner wall of the building David's star-shaped candlesticks can be found which illuminate Hebrew religious texts and the names of the dead of the brick factory ghetto. These people rest in the 97th parcel. At the west entrance of the building there is a marble memorial bearing the names of previous leaders of the Israelite community.

T1.6. Chevra Kadisha

The Chevra Kadisha is one of the most ancient institutions of the Jewish religion, its roots are going back to the Talmud era. Its most important task was around the dead. Consequently, the cemeteries were the property of the Chevra Kadisha. The burial ceremonies were also under its control. Besides these, the institution supported the ill and the poor. In bigger towns, it has also catered for general Jewish cultural needs. The Chevra Kadisha of Szeged was established in 1787. In 1885, on the recommendations of Immanuel Löw, its statutes were also composed in the Hungarian language. The records of the Szeged Chevra Kadisha are still available. These also contain the obituary of Immanuel Löw.

T1.7. Gravestones and Crypts

- The gravestones of Ödön Heller
- Milkó crypt
- The gravestone of Jósa Izsó (Rosenberg Isidor)
- The gravestone of Löw Immanuel
- The gravestone of Löw Lipót
- The gravestone of Leontin Löw
- The gravestone of doctor Berger
- The gravestone of Dávid Kiss
- The gravestone of János Fischer



Synagogues, museums

T2.1. New Synagogue of Szeged and Stained glass windows and Sacred Garden

“Love your neighbour as yourself.” The biblical commandment can be read in Hebrew and Hungarian on the triumphal arch of the New Synagogue built in 1903. The use of the Hungarian language may be attributed to the influence of Chief Rabbi Immánuel Lów, a scholar, who took an active part in designing the building, supporting the work of the architect Lipót Baumhorn with his guidance. The painted glass windows made in the workshop of Miksa Róth and the symbolic glass dome of exceptional beauty are unique ornaments of the eclectic synagogue. The interior is dominated by the entrancing harmony of the ornaments in ivory, golden and blue. The Jerusalem marble closing stone of the altar, the door of the Ark of Covenant made of acacia from the Nile region, the menorahs decorated with precious stones, as well as the wall paintings depicting the plants of the Bible all deserve attention. The synagogue with its excellent acoustics is a special venue for high standard organ and light musical concerts.

T2.2. Old Synagogue of Szeged

The nicely preserved monument built between 1837 and 1843 was created by the Lipovszky brothers, Henrik and József. The well-proportioned synagogue is the most beautiful classical style monument in Szeged. Beside its entrance are marble plaques with Hungarian and Hebrew inscriptions that show the water level at the time of the Great Flood of 1879. The position of the plaques not high above the pavement can be misleading, as during the reconstruction of the city the original level of the square was raised by a two-meter layer of soil. On the side of the synagogue the memorial tablet from 1924 commemorates the Jewish soldiers who fell in World War II. The Hebrew-language poems were written by Chief Rabbi Immanuel Löw. The building of the synagogue no longer serves any religious purpose. It is a venue for theatrical performances on occasions such as the THEALTER festival in summer.



Houses, Palaces

T4.1. Palaces in Szeged with Jewish connections

- Kiss Dávid palace: one of the first apartment houses in Szeged, built in 1872. The owner Dávid Kiss (original name Klein) was a merchant and a banker.
- Wagner palace: Designed and built by Leopold Baumhorn (the builder of the new-synagogue) for Gustav Wagner linen dealer. One the early art-nouveau palaces in the city.

- Raichl palace: a family house built by the architect Ferenc Rachel. He has moved to Szeged from Subotica, where he got bankrupted, and he has restarted his career here. The ground floor were offices and shops to let. Today the buildings houses a secondary grammar school, famous for the French studies
- Deutsch palace: one of the first art nouveau buildings of the city, designed by Edmund Lechner and built by the Deutsch brothers in 1901-02. Mainly used as an office building. The facade is art nouveau, the house itself is still in eclectic style.
- Ungár-Meyer palace: In 1911 it was the second largest building of Szeged. It had lots of revolutionary new designs: blinders on the windows, reinforced concrete structure, elevator for people and goods, etc. Designed by Ede Magyar, the owners were Mr. Ungár and Mayer. The construction was led by Móric Pick.
- Kiss Dávid palace: Széchenyi Square 15.

T4.2. Houses in Szeged with Jewish connections

- Kiss Dávid house: The banker's own house where he had lived from 1867 until his death.
- Wagner house: owned by Gustav Wagner and built by Leopold Baumhorn as well.
- Home of Löw Lipót: he has taken the rabbi position in 1850 in Szeged and he lived in this house until his death in 1875. The building is also known as Weiss, or Balassa house, named after the former owners. Today it is the Hotel Tiszavirág.
- Wolf house: a slightly separated art nouveau building from the others in the city centre. It is from 1924, owned by Ferenc Wolf, who was the city's chief medical officer between 1915-36. He also became victim of the holocaust.
- Holtzer house: originated from 1882 it was built by Jacob Holtzer as a rental apartment. Today it is part of the building complex of the Hungarian Post Office.
- Weiss house (Vajda house): this house is from the mid-19th century, built originally by Samuel Weiss, a kosher wine dealer. One of the 265 houses, that had survived the flood in 1879. The family had changed its name to Vajda in 1881, that is why it is also called Vajda house.
- Lengyel house: Klauzál Square 8. Home of Mrs. Lengyel Lőrinc
- Hertzl house: Kárász Street 15. The great grandfather of the builder, Pollák Michael Chájim founded the Jewish community of Szeged
- Aigner house: Széchenyi Square 3. According to the plans of Lechner, it was built by Jiraszek Nándor
- Márer house: Tisza Lajos Avenue. 109. The house of Pick Móric, the house of the owner of the famous Pick Factory



Industrial Places and Commercial Buildings

T.6.1. Lőrinc Lengyel Furniture factory

Lőrinc Lengyel was known for its furniture factory, not only in Szeged, but also internationally. From the middle of the 19th century, he was active as an upholsterer and furniture trader, later he gained his fame by producing equipment for complete homes and palaces.

4.1.2. Intangible Jewish Cultural Heritage in Szeged



I1

Songs, Music, Dance

I. 1.1. Poldi Fehér

He was a primate (1847-1919) with virtuoso technique, he travelled a lot and was awarded a gold medal in Paris. He played music as part of a gipsy orchestra, as conductor or chief primate.



I2

Literature

I2.1. Dr. Sámuel Birnfeld

He was born on the 6th of December 1906 in a house at Tisza Lajos Avenue 76 in Szeged. He graduated at the Budapest University of Rabbinic Studies alongside the Pázmány Péter University, where he received a certificate of merit. He was granted the title of Rabbi in 1936. His exceptional literacy was shown in his versatility in Hebrew, German, English, Italian languages not to mention his knowledge of Arabic, Aramaic, Persian and Sanskrit languages, and he was also familiar with Babylonian cuneiforms. He had an open-minded polyhistor personality, as alongside languages and graphics, he was interested in literature, he composed music, wrote poems, and his collection on speeches reflect a brilliant orator. Through his drawings he could portray and reveal his deep thoughts, and his portraits reflect his humane and artistic ideals. He finished translating Sándor Petőfi's narrative poem János vitéz to Hebrew in the May of 1944, for which he also made illustrations. He was deported by members of the arrow cross on the 20th of October in 1944 from Budapest. He was left to starve and died in Felixdorf on the 28th of December in the same year.





I3

Gastronomy

I3.1. Kosher restaurants in Szeged

- In November 1905, Ármin Bartos was running his new kosher restaurant in 1 Korona Street. He offered delicious meals produced clean on reasonably cheap price.
- In September 1908, Ferenc Jakobovits opened a new kosher restaurant in the Lábár-house at 46. Tisza Lajos Avenue.
- In October 1911, Mihály Popper, coffee shop-owner, organised a dinner specialised on fish as an opening ceremony for his new kosher restaurant in Coffee Hétvásztó at 11. Feketesas Street.
- In July 1918, a new kosher snack bar was opened on Gizella Square in a building designed by Regdon. It offered a wide range of cold cuts, daily fresh butter, cream cheese, jams, delicates candies and fresh fruits. In October, it advertised itself under the 7 Kelemen Street.



I4 I5

Arts, Crafts, Sciences

I4. and I5. Arts, Crafts, Sciences in Szeged

- I.4.1. Sándor Gergely (1889-1932) activist sculptor was born in Hódmezővásárhely. During World War I he was taken to Szeged as an injured soldier. He settled down in the city after the war. Lajos Kassák, László Moholy-Nagy and Gyula Juhász supported his talents and fostered good friendship with him.
- I.4.2. Ödön Heller (1878 -1921): painter was born in Budapest. He studied in Nagybánya then he settled down in Szeged in 1908. He painted genre paintings of Szeged and Tápé along with landscapes and portraits. The circumstances regarding his death in 1921 are unclear to this very day. The Móra Ferenc Múzeum preserves many of his works.



- I.5.1. Béla Balázs (1884–1949) famous writer, aesthete, litterateur was born on August the 4th, 1884 in Szeged, originally named Herbert Bauer. His first publication appeared in the journal Szegedi Napló. He has a memorial tablet at the Vajda House, a bust statue at the Dóm Square pantheon and a projection room bearing his name in the local movie theatre.



I6

Oral History, family stories

I6. Oral History, family stories in Szeged

- I.6.1. Soma Engelsmann and his descendants: Soma Engelsmann (1855–1922) shoemaker was a son of a Jewish shoemaker family who moved from Bácska to Szeged. He and his sons János (1886–1957) and József (1897–1935) had many shops around Szeged, for instance: at 39. Tisza Lajos Avenue and 8. Széchenyi Square.
- I.6.2. Watchmaker Sándor Drucker's family: Sándor Drucker (1896–1967) watchmaker was born in Sándorfalva, he had a workshop at 9. Széchenyi Square. In this building the Mülhoffer family were selling watches and jewellery, while Drucker was mostly operating as a repairman.
- I.6.3. Seifmann family: Mór Seifmann (1823–1901) woodworker and upholsterer was a member of a huge family, managing a furniture manufactory, a tapestry workshop and a store, mostly a floor above the place today known as Virág Confectionary. After the great flood of Szeged he also gained the title „Supplier of the Kaiser and King”
- I.6.4. Ágota Fischhof: Ágota Fischhof (1895–1976) librarian was born in a Jewish family. She became Szeged's first female librarian after completing tertiary education in librarian science abroad. Ferenc Móra was her mentor, and her beauty and intellect inspired Gyula Juhász, Béla Balázs and László Moholy-Nagy.



Famous and Prominent Personalities

I.7. Famous and Prominent Personalities in Szeged

- I.7.1. Dávid Kiss (1803–1886): He was a wholesale dealer, also one of the founders and the first president of the Szeged Commercial and Tradebank, at the turn of 1860/70s, he was one of the richest citizens in Szeged. He created several charity funds.
- I.7.2. Róbert Pap (1874–1947): was a lawyer, the counsel and later the president of the Szeged Jewish community. He played an important role in the Bar Association as a Vice President. He carried out many types of public activities, he was also the leader of some charity associations.
- I.7.3. Zsigmond Kulinyi (1854-1905): He was a journalist, editor-in-chief and historian of Szeged. He was born in Szentés in 1854 and died also in Szeged in 1905. He was the Szeged Jewish community's notary between 1882 -1890. Kulinyi and Chief Rabbi Immánuel Lów wrote the essential book The Jews of Szeged from 1785 to 1885.
- I.7.4. Lőrinc Lengyel: was young, only 48 years old, when he died in 1880, but his furniture factory worked further for more than 50 years successfully under the direction of his widow and sons.
- I.7.5. Lipót Lauscher: was the only Szeged-based photographer taking photos of the devastating Great Flood and its aftermath. He had outstanding photographic skills equalling the photographic standards of the capital. He took his photos on glass plates that required skills in chemistry. He is regarded as a post victim of the Flood.
- I.7.6. Bäck Mancsi: was an outstanding artist of her time known for developing an unique style and perspective radically different from the pre-set and motionless way of photography widely used between the two world-wars. Her topics included flexible female bodies, nudes and portraits. She also depicted the inner part of town before its demolition. She opened her studio in the Reök palace in the 1930s and was a close friend to László Moholy-Nagy.



- I.7.7. Béla Liebmann: was born in Timisoara where he became an apprentice optician and medical technician. He settled in Szeged in 1922 then started his own business. He took recordings of celebrities living in, or visiting Szeged. He was an outstanding photo reporter, produced artistic portraits, socio- and political photos. He was the founder of Szeged Photographer's Association.



- I.7.8. Judit Kárász: was born to a wealthy Jewish family in Szeged. She studied photography in Paris. She majored in photography in the Bauhaus school of Dessau. She worked for the German photo agency DEPHOT together with her fellow countryman Robert Capa. During her ten years of artistic career she was one of the pioneers of Hungarian social photography.



- I.7.9. Vilmos Pogány: the later known Willy Pogány graphic and painter. At the beginning of his career as a versatile artist, he established his reputation with brilliant book illustrations and settled in New York after the outbreak of World War I. Soon he became the New World's most popular set designer and fresco painter, but he was made a "star" by the movie industry metropolis, Hollywood. At the end of the 1940s, he was regarded as America's fourth best known Hungarian. Vilmos Pogány Feuchtmann was born in Viljandi on August 24, 1882.
- I.7.10. Imre Góth: painter was born in Szeged on March 9, 1893. From 1912 he studied design at the School of Applied Arts. Between 1913-1915 and 1917-1920 he was a student of Ede Balló and István Réti at the College of Fine Arts. In 1916 he was awarded a 3-year scholarship by the Franz Joseph József Council of the City of Szeged, and continued his studies as an "extraordinary military student". At the end of the same year Imre Góth went to Berlin. Künstler attended a free course at the Bildungsschule. He made newspaper illustrations and ex-libris in Berlin. In 1937 he settled permanently in London. For one year he worked with film director Sándor Korda, where he painted portraits of famous actors. He died in 1982.
- I.7.11. László Magyar: journalist was already born into the Reformed religion, despite his family was Jewish. He studied in Szeged and then enrolled in the Budapest University of Technology and Architecture. At the turn of the revolutions of 1918-1919 he settled in Szeged, and wrote an open letter, which appeared in the Szegedi Napló. By the end of 1944 he was the editor of several newspapers in Szeged and the surrounding area, in the editorial office of Délmagyarország. He left journalism during the turn of the century, got a real job as a journalist in the Pest County Newspaper in 1958, retired in 1960. He wrote travel books and wrote memoirs about Ferenc Móra and Attila József.

- Sándor Vass, founder of the cinema (Vass moving, Korzó cinema), promoter of the Szeged cinema, directed the Korzó cinema, which opened at the Zsótér House (owned by the Bach brothers) at the beginning of October 1913. Vass signed a contract with the film companies Nordisk and Pathé. He achieved that the feature films of these producers were only screened in Szeged for a while in Hungary.



18

Rituals, Customs, Traditions, Philanthropy

I.8. The Purim Celebrations of Szeged

The Purim celebration: Purim, which literally means “lots,” is the holiday in which Jews commemorate being saved from persecution in the ancient Persian Empire. The most raucous holiday on the Jewish calendar. Observance of the holiday begins with dressing up in costume: some people choose to dress as characters from the Purim story, and others dress in non-Purim-related costumes.

- In March 1900, a Purim ball was organized in all the rooms of the Coffee Hétvásztó at 11. Feketesas Street. The masqueraders didn't need to pay entrance fee.
- In March 1902, Samu Goldstein organized a Purim ball including coffee with the contribution of the band of Joseph Farkas in the Coffee Korona located in the corner of Kossuth Lajos Bvrd and Tisza Lajos Bvrd.
- The same coffee shop was re-opened by Ferenc Jakobovits in 1904 with a new name, Japán Coffee shop. He was the former owner of the Coffee New York. He also made a purim ball which was also free for the masquerades.
- In March 1905, Kálmán Árvay was selling decorated Purim cakes with Hungarian, German or Hebrew inscriptions in his confectionary in 6 Rudolf Square.
- In March 1906, another Purim event was organized - contributed by brilliant gipsy orchestra.
- In 1911, the Bruckners transformed the premises downstairs to ironmongery.
- In March 1914, another Purim soiree was organized in the Coffee Ádám Mozi és Tombola at Fekete House (13 Somogyi Str). István Ádám was the youngest coffee-owner in Szeged at his age of 19.

4.2. Existing touristic services connected to Jewish Cultural Heritage in Szeged

Cake walk-in Szeged – guided walking tour	Tangible	Intangible
<p>Despite the following tour is not specifically focusing on Jewish cultural heritage, but with small modifications, the tour can be more focused on the unique Jewish Gastronomy, which has long history in Szeged. During the tour the group follows the past and present of the bakers and confectionery traders while discovering the flavors of Szeged with tasting. Which confectionery was the first to offer the shortbread Szeged croissant besides coffee? Where did József Suhajda, the creator of the world-famous 'Suhajda delicacy', open his shop? What special delicacies sweeten our days today? The gastro tour will end with cake making in the Bulikonyha bakery.</p> <p>See the existing promotion for the Jewish-themed “cake-walk” below!</p>		

BÁNYAI CUKRÁSZDA

1980 óta dolgozom cukrászként. Saját üzletet 1992. február 22-én nyitottam. Családi vállalkozásként működünk, Andrea lányom is cukrász, illetve testvérem György is nálam dolgozik cukrászként. 2011 óta a belvárosban is megtalálhatók vagyunk, a Tisza Lajos krt.-on. 2017-ben elnyertem Szeged Legkedveltebb cukrásza címet. Kínálunk nagyon széleskörű, különböző szeletek sütemények, sós- és édes aprósütemények, alkalomra díszített torták közül lehet választani. Ezen kívül, tej és cukormentes süteményeket is készítünk.

Hármán-táska (Hármán-füle)
Izraelben az elmaradhatatlan purimi sütemény a mákkal, illetve lekvárral töltött zsemle Hármán, vagyis "Hármán füle". Jiddisül hermentia a neve, ami "hármán-táska"t jelent. A háromszögűre összehajtott, rendszerint mákos töltelékkel beletöltésű a magyar derelyére hasonlít.

Gyümölcskenyér
Ünnepi étel, melyet jellemzően újévkor (tos hasá-na) és péntekenként készítenek, amikor készü- nek szababtra. A hagyomány szerint az édes, déli gyümölcsökkel töltött sütemény szimbolizálja, hogy megédesíti az elkövetkező ünnepi időszakot. Lehet hosszukás és kerek formájú is, alkalom- tól függően.

VEGYEN RÉSZT NYEREMÉNYJÁTÉKUNKON!
Az Őszi Zsidó Kulturális Fesztivál kéje slott e bemutatott A cukrászdában zsidó recept alapján készült különleges süteményekkel találkozhat. Készítje meg mindegyik cukrásza kivételét, kérje pecsétjüket a gyűjtőlapra, majd az utolsó pecsétért látogasson el hozzánk, a Szegedi Turinform irodába. Az összes pecsétet begyűjtők **INGYENESEN** vehetnek részt egy **ÁRULÓ** természetesen kiválasztott **ÓRÁSRÉSEN** 2020. június 30-ig, előtte bejelentkezés után.

DESSZERT
Oskola utca 27, Szeged

RUDAFICKÓ
Csocon utca 4, Szeged

SÜTI NEM SÜTI
Tisza Lajos krt. 44, Szeged

BÁNYAI
Tisza Lajos krt. 41, Szeged

TOURINFORM
Széchenyi tér 12, Szeged

Interreg Danube Transnational Programme REDISCOVER

A projekt a Danube Transnational Programme, Az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyarország közfinanszírozásával valósul meg.

Tourinform Szeged, Széchenyi tér 12.
szeged@tourinform.hu
+36 62 488 990

DESSZERT
CUKRÁSZDA



2013-ban kezdtük el vállalkozásunkat, először desszert asztalok kitélepülésével foglalkoztunk, akkoriban még én készítettem a desszerteket a rendezvényekre. 2015 augusztusában megnyitottuk az első édeséjszabotunkat, itt már szükség volt pár cukrászra, hogy fejlődni tudjunk és ugorjunk egy szintet. Ezután mertünk nagyot álmodni és 2017 júniusában átköltöztünk egy jóval nagyobb üzlethelységbe, ahol már teljesen más jellegű desszerteket készíthünk. Szeged egyik leggyönyörűbb részén, a Dóm környékében. Szerintünk egy desszerthez semmi más nem kell, csak jó alapanyag és a szív, amivel készül. Szerelemmel szeretjük, amit csinálunk.

Babka
Zsidó hagyomány, hogy szombaton kalácsot sütnék. Ez általában a nagymamák feladata, akik ünnepeken ezt a kalácsot teletömik mindenféle földi jóval: csokoládéval, aszalt gyümölcsökkel, magvakkal. Ezért az ünnepekre készített kalács neve a nagymamák által süttött finomságra utal, hiszen a Babka, nagymamát jelent.

RUDI&FICKÓ
CUKRÁSZDA



Szegedi gasztronómia ékszerdobozója, egyedi szemlélete a világnak. Hangulatában és termékiben pártját ritkítja. Elhivatott szakemberek családi olvasztótegyelő, akik alapanyagaikban magas minőségre törekednek, ezekből állítják készített ételük. Italok kreatívak, izgalmasak és folyamatosan fejlődnek. Széles palettán nyújt reggeltől estig tartó, minőségi élményt.

Babka
Ha kalács, akkor Babka, hiszen mi lenne tökéletesebb egy őszi borongós reggelen, mint a lágy csokoládé, a ropogós dió és a puha kardamomos kalács találkozása. Az eredeti köser zsidó babka csokoládéval készül.

Jerikó
Egy igazi fűzős csoda a francia és zsidó cukrászat szíriaméből. Ropogós pisztácia, légyes rózsavízes csokimousse és frissítő málna kombinációja.








SÜTI NEM SÜTI
CUKRÁSZDA



A négy éve nyílt Süti nem süti hamar Szeged meghatározó cukrászdája lett. A francia és házias jegyeket hordozó modern sütnépek zsebkendőnyi területű régies hangulatú üzlet ad otthont. Hazatérve az „édeskonyhába”, mindig másként élt kényeztetni a süti kávéra megpihenő vendégeket, akik részei lehetnek a nyitástól zárásig tartó sürgés-forgásnak, a sütemények készítésének a háttér szagjelen, a személyzet gondoskodó, családias fogadásának és a mindig jó zenének. A kínálat egy részét az állandó piták, a szufli, a brownie, megannyi mousse, többféle tart és macaronok adják. Ezt egészíti ki a három hetente változó süti duo, a sütiNews, amiben elkészül egy klasszikus édeses és annak sütnemsüts újratekített változata.

A news-ök sorába ékelődik a faszivál idejére a jól ismert zsidó desszert, a **földni**, melynek köztölhetjük klasszikus mák-dió-álmás emeletelt vagy a süti, dohány utcai zárnagógát idéző, mák moussa kupolájú újjagondolt/ápitett verzót...



Jewish heritage in Szeged – guided walking tour	Tangible	Intangible
<p>Recently Szeged has only two thematic tours on Jewish heritage. This walking tour lasts approximately 2 hours. They introduce the life and art of the Jewish community in Szeged, which is an integral part of the history and culture of the city. Memories will highlight by stumbling blocks, old company signs, or an ornamented facade. The tour helps to discover the built and spiritual heritage of the city, and visit the New Synagogue, the world's fourth-largest synagogue.</p> <p>See the new thematic guided tours developed from the inventory of local Jewish Cultural Heritage through the product development workshops. These new routes are being piloted during the XVth Szeged Autumn Jewish Festival.</p>	 T2	 I6
	 T4	 I7
	 T5	 I8
	 T7	

ZSIDÓ EMLÉKEK NYOMÁBAN

Tartson velünk egy kétórás sétára a szegedi zsidó emlékek nyomában. Utunk során megcsodáljuk a világ negyedik legnagyobb zsinagógáját, a zsidó közösségi házat, a régi zsinagógát és néhány, a közösség tagjaihoz köthető épületet. Ettől kezdve azon, hogy a házak, amelyekbe belépünk, amelyek között sétálunk, milyen történeteket mesélhetnek egykori lakóik életéről. Közben megismerkedhetünk a szegedi zsidóság történetével.

Találkozási hely: Tourinform Szeged
16720 Szeged, Széchenyi tér 12.

Időpontok: 2019. szeptember 20. (péntek) 15 óra

ZSIDÓ IMAHELYEK

Imahely, zsinagoga vagy templom? A zsidó közösségi élet fontos helyszínei, melyekből három is található Szegeden és látogatható lesz ezen a napon. Másfél órás sétánk során megcsodáljuk Magyarországon legszébb klasszicista stílusú imahelyét, a világ negyedik legnagyobb zsinagógáját, majd a zsidó hitközség ritkán látható imatermét. Az épületek történetén és szimbolikáján túl szó lesz a szegedi zsidó közösség múltjáról, jelenéről, jeles vezetőik életéről és munkásságáról.

Találkozási hely: Tourinform Szeged
16720 Szeged, Széchenyi tér 12.

Időpontok: 2019. szeptember 22. (vasárnap) 10 óra
2019. szeptember 29. (vasárnap) 15 óra

ZSIDÓ KULTURÁLIS ÖRÖKSÉG SÉTÁK SZEGEDEN





A projekt a Duna Transzregionális Programból, Az Európai Regionális Fejlesztési Alap támogatásával, az Európai Unió és Magyarország támogatásával valósul meg.

A SÉTÁK INGYENESEK, DE ELŐZETES REGISZTRÁCIÓ SZÜKSÉGES!

Tourinform Szeged, Széchenyi tér 12.
szeged@tourinform.hu
+36 62 468 690

ZSIDÓ NEGYED ÉS A KÖSER GASZTRONÓMIA

Hol van Szegeden a zsidó negyed?
 Mire mondjuk, hogy köser?
 Beszélhetünk-e Szegeden klasszikus zsidó negyedről? Ismerkedjünk meg színes, sokoldalú városunk különleges színfoltjával, a zsidó negyeddal, és keressünk föl néhány olyan épületet, amelyek fődíszítik a szegedi zsidóság történetét, emblematikus figuráit, egyéniségeit, akik nélkül a mai Szeged sem lenne az, ami. Ismerjük meg a zsidó gasztronómiai 'törvényeket', melyek a Tóra intelmei szerint nemcsak a test étrendjét szabályozzák, hanem a lélek épülését is szolgálják. Fedezzük föl a szőlőt, mint a zsidóság egyik ismert jelképét, ami szimbolikus jelentése miatt került be a mindennapi jelö zsidó vallási gyakorlatba. A mindennapi beszédben a „jó minőségűt” értjük a köser szó alatt, míg a zsidók számára ez ettől sokkal több. Sétá a zsidó negyedben köser ízellítéssel.

Gasztrokalauz: Molnár-Major Márta
Találkozási hely: Borháló Szeged
 10722 Szeged, Gutenberg u.10.)
Időpontok: 2019. szeptember 6. (péntek) 18 óra
 2019. szeptember 25. (szombat) 18 óra
 2019. szeptember 28. (szombat) 18 óra

„ÉLŐK HÁZA” SÉTA A ZSIDÓ TEMETŐBEN

Szeged, a „Palotás város”, mindig büszke volt zsidó polgáira, akik nemcsak a város gazdasági életének voltak meghatározó alakjai, hanem a tudományok, a kultúra és művészetek terén is maradandót alkottak. Másfél órás sétánk során a zsidó temető árnyas fái alatt, az elhagyatottságukban is szépséges és különleges sírkövek között rájuk emlékezünk szomorú és mulatságos, de legfőképp tanulságos történetekkel. A temetőben illendő és ajánlott zárt cipő, hosszú nadrág, kalap vagy kendő viselése.

Találkozási hely: Szegedi Zsidó Temető
 10728 Szeged, Fonógyári út 17.)
 Megközelítés tömegközlekedéssel: 3F jelzésű villamos
Időpontok: 2019. szeptember 8. (vasárnap) 15 óra
 2019. szeptember 15. (vasárnap) 15 óra

SZEGEDIKUMOK: A PICK CSALÁD

Ma is Szeged olváslaszthatatlan része a Pick szalámi, híres Hungarikumunk. A Pick családról, első „mestereiről” mégis keveset tudunk. Sétánk során feltárjuk a magyar szalámi történetét, alkotóinak családi hátterét; mesélünk a „tapogató asszonyok” különleges képességéről és arról, mi köze volt Mörincnek a tündérékhez, vagy Jenőnek a „nyári” szalámihoz és a reklámhoz, és ki lehet az elfelejtett harmadik testvér.

Találkozási hely: Tourinform Szeged
 10720 Szeged, Széchenyi tér 12.)
Időpontok: 2019. szeptember 19. (csütörtök) 16 óra
 2019. szeptember 27. (péntek) 16 óra

A SÉTÁK INGYENESÉK, DE ELŐZETES REGISZTRÁCIÓ SZÜKSÉGES!

Tourinform Szeged, Széchenyi tér 12. • szeged@tourinform.hu • +36 62 488 690

Szeged Autumn Jewish Cultural Festival

In every autumn concerts, fine art and photo exhibitions, book presentations of Hungarian Jewish culture, including the works of artists of Szeged. In the last two years (2017, 2018) the Israeli Film Week awaited visitors in the New Synagogue in Szeged, which is the headquarters of the Jewish Community.







Tangible



Intangible





Wine tasting tour – guided wine tasting	Tangible	Intangible
<p>This Wine-tasting Tour reveals the interesting life stories as well as the impact and influence of significant Jewish persons in the city community. Kosher wine is served during the tour, giving a glimpse of kosher gastronomy.</p>	 T4	 I3
	 T6	 I6
		 I7
		 I8

5. Ideas, products, services





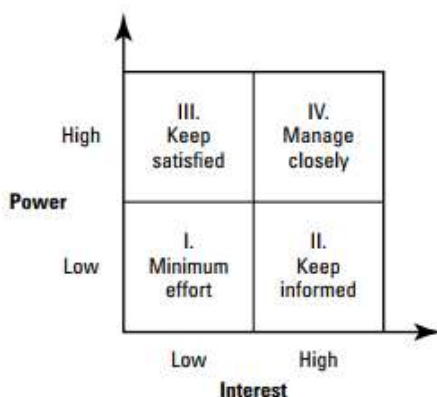
5. Ideas, products, services

This chapter intends to introduce the possible projects grounded on Jewish Cultural Heritage in Szeged. Indeed, the rich cultural history gives a vast of possibilities, but according to the inventory and the existing services a lot of services and products are missing.

1. Szeged lacks cultural education on Jewish culture
2. Szeged lacks the exploitation of the cultural history through museum exhibitions
3. Szeged lacks the exploitation of the possibilities in gastro-tourism connected to the Jewish Cuisine
4. Szeged lacks community activities connected to the Jewish Culture
5. Szeged lacks cultural activities connected to theatre focusing on the JCH
6. Szeged lacks outdoor activities, guided walks in JCH
7. Szeged lacks cooperation, cross-border work with Partner Countries

5.1. Target groups – project audience

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)

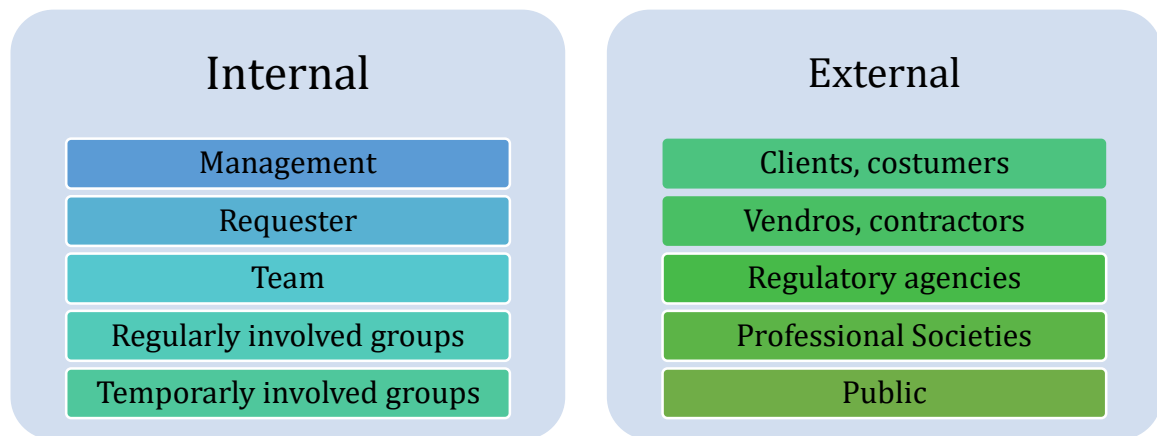


- *A stakeholder*: people and groups who support or are affected by your project. The stakeholder list doesn't usually include people who are merely interested in your project.
- *Team members* are people whom the project manager directs. All team members are stakeholders, and, as such, they're part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






































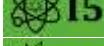

























Targeting aspects:



1. Age
2. Sex
3. Religion
4. Occupation
5. Education
6. Participation level in public affairs
7. Interest in Jewish culture elements
 - a. interest intangible elements
 - b. interest in tangible elements
8. Social media use




















5.2. Proposed ideas







idea/ product	message	target group(s)	activities	visibility	part ners	tangib le	intangib le
University course on Jewish heritage (Visual Representation BA)	to get university students know more of Jewish culture and heritage	university students	At the courses university students learn about the Jewish culture and heritage. They create projects based on Jewish culture.	University online sites, university Facebook pages, message boards at the university buildings	University of Szeged, Institute of Art (JGYPK)	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8
University course on Jewish heritage (Cultural Heritage Studies MA)	to get university students know more of Jewish culture and heritage	university students	At the courses university students learn about the Jewish culture and heritage. They create art projects based on Jewish culture.	University online sites, university Facebook pages, message boards at the university buildings	University of Szeged, Faculty of Arts (BTK)	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8


























University concerts	university students and locals can learn more about Jewish music	university students, locals interested in music concerts	University students of Béla Bartók Faculty of Arts can organize concerts based on Jewish composers and music	University online sites, university Facebook pages, message boards at the university buildings. Press release of the event.	University of Szeged, Béla Bartók Faculty of Arts	-	 I11  I12  I13  I14  I15  I16  I17  I18
University photo competitions	university students can get to know more about Jewish heritage	university students	University students can take part in the competition by sending in photos of the objects or events of local Jewish culture. There will be an exhibition of the photos in the main building of the university. A jury will choose the three best photos, they will get a prize.	University newspapers, posters in university buildings, University website and Facebook page. Press release of the competition, press conference at the opening of the exhibition.	Cultural Office (University of Szeged)	 T1  T2  T3  T4  T5  T6  T7	 I11  I12  I13  I14  I15  I16  I17  I18
Szeged University Theatre (SZESZ) - plays based on Jewish heritage and culture	young actors can learn about the Jewish heritage and theatre visitors can meet these plays	young actors, university students, theatre going people of Szeged	Szeged University Theatre's (SZESZ) actors play different plays based on Jewish heritage. These can be already existing plays or they can write new ones.	Facebook page of SZESZ, press release and press conference	Szeged University Theatre	-	 I11  I12  I16  I18
Plays at the old Synagogue	theatre visitors and tourists can meet Jewish plays and theatre	theatre going locals and tourists	Jewish plays will be played at the old Synagogue of Szeged by local alternative theatre MASZK.	MASZK's Facebook page, website, event brochures of Szeged, press release and press event. Ads in the local papers.	MASZK	-	 I11  I12  I16  I18

















Jewish plays at Theater Alternative Theatre Festival	alternative theatre visitors and tourists can meet Jewish plays and theatre	young and middle-aged theatre going people who visits Theater Festival	Jewish plays will be played at Theater Alternative Theater Festival (held every year in Szeged in July).	Theater Festival's webpage, Facebook page, press release, press event. Ads in local papers and on Facebook.	Organizers of Theater Festival (MASZK)	-	
Open-air exhibition in the synagogue's garden in Szeged	the garden of the synagogue is an important place of Szeged Jewish heritage so exhibitions can attract locals and tourists as well	locals and tourists interested in exhibitions and Jewish culture	Photo and art open-air exhibitions in the synagogue's garden in different kinds of topics.	Tourinform's website, Facebook page, brochures. Ads in local papers and on Facebook.	LJC		
Open-air exhibitions on Jewish heritage at Kárász Street	Kárász Street is the most crowded walking street in downtown of Szeged so exhibitions held here will have high reach	pedestrians of Kárász Street	Open-air exhibitions topic can be: photos on Jewish heritage of Szeged, archive photos of Jewish Szeged photographers, arts of Jewish artists	Tourinform's website, Facebook page, brochures. Ads in local papers and on Facebook.	Tourinform, representatives of Szeged City		
Jewish meals at Vegazzo Bistro	the wide range of Jewish meals and gastronomy traditions	vegan tourists and locals	Vegazzo Vegan Bistro can provide Jewish meals for their customers. They can join thematic Jewish tours by offering little meals or food samples to the participants	Vegazzos Bistro's website and Facebook page, Tourinform's website and brochures	Vegazzo Bistro	-	

Jewish meals at Lotus Restaurant	vegan people can try Jewish meals	vegan tourists and locals	Lotus Restaurant can provide Jewish meals for their customers. They can join thematic Jewish tours by offering little meals or food samples to the participants	Lotus Restaurant's website and Facebook page, Tourinform's website and brochures	Lotus Restaurant	-	 I3
Cooking classes - Jewish meals	participants can learn how to cook easier Jewish meals	locals and/or tourists interested in Jewish gastronomy	participants can learn how to cook a few easier Jewish meals	Tourinform's website, Facebook page, brochures; Bulikonyha's webpage and Facebook page	Bulikonyha Szeged	-	 I3  I8
Cake shops, Kosher-like Confectionary	restaurants, cafés, etc. can show their Jewish offers.	locals and/or tourists interested in Jewish gastronomy	Offering kosher-style cakes relevant to Jewish holidays	They can be included in Jewish gastronomy tours	Confectionaries of Szeged	-	 I3
Jewish Gastronomy Festival	restaurants, cafés, etc. can show their Jewish offers. Locals and tourists can buy these meals, drinks, etc.	locals and/or tourists interested in Jewish gastronomy	participants can sell their products, guests can try these products. A 4 days festival (from Thursday to Sunday) at Dugonics Square, Szeged	Tourinform's website, Facebook page, brochures, participant businesses' Facebook pages, websites. Press conference and press releases of the event. Ads on Facebook, on national tourism websites, in InterCity magazine. Molinos, citylights, billboards and posters in Szeged and in the larger cities of the Southern Great Plain.	Tourinform, businesses' representatives, the city's representatives	-	 I3

<p>Month of Jewish gastronomy</p>	<p>restaurants, cafés, etc. can show their Jewish offers. Locals and tourists can try these meals, drinks for a month</p>	<p>locals and/or tourists interested in Jewish gastronomy</p>	<p>Restaurants, cafés can provide Jewish meals on their menu for one month.</p>	<p>Tourinform's website, Facebook page, brochures, participant businesses' Facebook pages, websites. Press conference and press releases of the event. Ads on Facebook, on national tourism websites, in InterCity magazine. Molinos, citylights, billboards and posters in Szeged and in the larger cities of the Southern Great Plain.</p>	<p>Tourinform, businesses' representatives, the city's representatives</p>	<p>-</p>	 I3
<p>Blog site of Jewish heritage</p>	<p>locals and tourists can recognize interesting facts, unknown information about Jewish culture and heritage of Szeged</p>	<p>younger locals and potential future tourists</p>	<p>one or more bloggers make posts (2 or 3 per week) on Jewish heritage. The main goal is to provide interesting, unknown facts for the public.</p>	<p>Individual blog site, Facebook site for the blog. Press release and/or press conference about the blog</p>	<p>local blogger(s)</p>	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8
<p>YouTube channel of Jewish heritage</p>	<p>locals and tourists can recognize interesting facts, unknown information about Jewish culture and heritage of Szeged</p>	<p>younger locals and potential future tourists</p>	<p>one or more vloggers make short videos (1 or 2 videos per week, one video no longer than 4-5 mins) on Jewish heritage. The main goal is to provide interesting, unknown facts for the public.</p>	<p>Individual Youtube channel, Facebook site for the vlog. Press release and/or press conference about the vlog.</p>	<p>local vlogger(s)</p>	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8

<p>Mobile application for Jewish heritage</p>	<p>individual tourists can walk through the city using this application</p>	<p>individual tourists who doesn't want to join large groups for guided tours</p>	<p>Individual tourists can download this application for the smart phones. The application presents a tour throughout Jewish heritage in the city. Application should be available in English, Serbian, Romanian and Hungarian</p>	<p>Tourinform's website, brochures, Facebook page. Press release and conference for presenting the application.</p>	<p>Tourinform, IT companies who can program this application</p>		
<p>Audio guide application for Jewish heritage tours (application Guide Now)</p>	<p>individual tourists or locals who are interested in Jewish culture can go on tours by using this audioguide</p>	<p>tourists and locals interested in guided tours but don't like groups</p>	<p>Guide Now application can be downloaded from Appstore and Google Play for free. The users can choose from different audio guides and use them.</p>	<p>Tourinform's website, brochures, Facebook page. Press release and conference for presenting the application.</p>	<p>Tourinform, representative of Guide Now</p>		
<p>Jewish camp for children</p>	<p>children can learn more about the local Jewish heritage</p>	<p>local children age 8-12</p>	<p>children can learn about Jewish culture playfully. Walks in the city, creative activities, games, etc.</p>	<p>Szent-Györgyi Albert Agóra's website and Facebook site, posters and brochures on camps for children</p>	<p>Szent-Györgyi Albert Agóra</p>		

<p>Biking tours based on Jewish heritage</p>	<p>tourists and locals who like to bike can visit buildings and other sightings of Jewish heritage</p>	<p>tourists and locals who like to bike</p>	<p>The biking tour starts and Szeged and can go to the outskirts of the city and to near little towns. It can be done with a tour guide or can be done by the mobile application. Participants can try Jewish meals in a local restaurant / café.</p>	<p>Tourinform's website, Facebook page, brochures. Ads on Facebook, on national tourism websites, in InterCity magazine.</p>	<p>Tourinform</p>	<p> T1  T2  T3  T4  T5  T6  T7</p>	<p> I3  I4  I7  I8</p>
<p>Guided tour based on Béla Liebmann's photos</p>	<p>tourists and locals can meet Jewish heritage from the past and from nowadays</p>	<p>tourists and locals who likes history</p>	<p>Béla Liebmann was a Jewish photographer who took pictures of different kinds of happenings from Szeged's life for decades. The tour is based on his archive photos: the participants visit the places of the photos. So they can compare the photos with today's status and also can know more about those years and events.</p>	<p>Tourinform's website, Facebook page, brochures. Ads on Facebook, in local papers.</p>	<p>Tourinform</p>	<p> T2  T4  T5  T6</p>	<p> I6  I7  I8</p>
<p>Guided tour in the sacred garden of the New Synagogue</p>	<p>tourists and locals can meet Jewish heritage from the past through the garden designed by the Rabbi of Szeged</p>	<p>tourists and locals who likes history, and horticulture</p>	<p>Based on the work of Immanuel Löw "Die Flora der Juden" the newly revitalized sacred garden can be walked around</p>	<p>Tourinform's website, brochures, Facebook page, instagram</p>	<p>Tourinform</p>	<p> T2</p>	<p> I5  I7</p>
<p>Guided tour in the Jewish Cemetery of Szeged</p>	<p>tourists and locals can meet Jewish heritage from the past through the cemetery walk and rediscover the hidden oral history of the Jewish people lived in Szeged. They can learn more about the Jewish traditions.</p>	<p>tourists and locals who likes history, interested in Jewish heritage</p>	<p>Based on best practices</p>	<p>Tourinform's website, brochures, Facebook page, instagram</p>	<p>Tourinform</p>	<p> T1</p>	<p> I6  I7  I8</p>

Guided tour about the Pick Family	tourists and locals can meet the history and untold stories of the founders of the most famous food product of Szeged	tourists and locals who likes history	Based on the oral history	Tourinform's website, brochures, Facebook page, instagram	Tourinform	 T4  T6	 I6  I7
Presentation about the Jewish Library of Szeged	The history of the collection presents the fate of the Szeged Jewish Community	tourists and locals who likes history	The history of the library of the two illustrious chief Rabbi, Lipot Löw and Immanuel Löw	Tourinform's website, brochures, Facebook page, instagram	Millenium Kavéház, Zöld Terasz,		 I2  I5  I6  I7
Jewish theatre in Szeged	The proposed tour is addressing the theatre life of Szeged in the 19th century and the beginning of the 20th century. The story of famous and forgotten Jewish actors and actresses will be highlighted among other interesting stories of the history of the theater life.	Tourists, locals, theatre fans	During the tour organised in the National Theatre of Szeged participants will be familiar of the theater life of Szeged and visit the buiding of the National Theater.	Tourinform's website, brochures, Facebook page, instagram National Theatre of Szeged	National Theatre of Szeged	 T2	 I6  I7
Self-guided tour along the Stolpersteins	Tourists and locals can walk through the city of Szeged highlighting the personal stories of the killed Jewish citizens	Locals, students, tourists	A walking tour along the Stolpersteins	Tourinform's website, brochures, Facebook page, instagram		 T4  T5  T6	 I6  I7



5.3. Best practices

Cooking Jewish – kosher like food

Best practice:

Learn to cook classic Israeli dish at a cooking class. Since you'll be learning alongside a group, it's a great way to combine cuisine and socializing; begin the evening by learning about food, and finish the night by eating the delicious meal you've prepared.

Possible programs can be to learn to make fresh, flavourful hummus since hummus is an important part of Israeli cooking



Walking in the Jewish cemetery in Szeged

The tour is not existing in Szeged recently. But the city has great potential in a cemetery walking tour. The Jewish cemetery of Szeged is located on the edge of the town, near the public cemetery (Fonógyári Street 63.). It is still in use today. Its history, tombstones, and monuments reflect very well the culture, past, present, and the fate of the Jews living here from the end of the 18th century until the present. The tour introduces history and influence of the local Jewish community in Szeged can be introduced to tourists via visiting the tombs of influential and famous Jewish persons, the two Löw rabbis, the great entrepreneurs, architects and artists.

Best practice: During the walk organised by BeyondBudapest the Jewish burial customs, the aristocracy of the 19th century, and the amazing tombs in the old Jewish cemetery that has been closed since the 1950s will be discovered. It is a guided tour focusing on Jewish burial customs, the aristocracy of the 16th century, through the tombs in the old Jewish cemetery in Budapest.



Hidden Synagogues of Szeged?

The tour takes a walking in the City of Szeged, in the historic Jewish quartier around the synagogue, participants can learn more about personal religious stories, and how Jewish people practiced their religion in the time when it was not allowed or supported.

Best practice: Hosszúlépés Budapest's walk takes participants back to the world of dualism, the Jewish golden age. They tell the story of the emancipation of Hungarian Jewry, the neologist-orthodox status quo ante tendencies, and the responses of various Jewish communities to the challenges of cultural and economic modernization.

During the walk tourists learn more about typical buildings that have been in operation and have been remodeled ever since. In addition, participants will know the history of the area, not only about the synagogues themselves, but also about celebrities and events of the time.



Detectivity - explore the hidden stories of the Jewish Community of Szeged

Children can learn more about the history of Szeged Jewish community fulfilling detective tasks.

Best practice: Teleki Square Detectives is a live investigative game where participants themselves become actors throughout the story. It's a local history investigative game. In a game jointly developed by the Glaser James Memorial Foundation and the Detectivity team, they must unlock a contemporary mystery. Team building, creativity where logic and association blend. The game is a walk where participants learn about the area around Teleki Square and discover interesting stories. The centerpiece of the game is the once bustling area of Teleki Square, where poorer Jews from other parts of the Austro-Hungarian Monarchy settled down to try their luck, mostly as a craftsman or retailer.













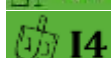




























Exploring Jewish history while cycling in Szeged and its region

The participants can explore the hidden stories of the Jewish Community in Szeged by cycling around the city

































Best practice: a book by Viktor Cseh and Krisztián Mózes, which describes the Borsod-Abaúj-Zemplén County Jewish heritage and offers a cycling route for the readers. Another book by the above mentioned authors about Burgenland also gives a good example how cycling can highlight the Jewish heritage. Burgenland is also important from a Jewish cultural point of view. In the 17th century, the estates of the Esterházy family developed the SevenCommunity (Siebengemeinden in German, seva Kehillot in Hebrew). Enlightened princes received and protected them from the settlements in the area, eg. He exiled Jews from Sopron, Vienna. For the next 300 years or so, peaceful cohabitation, flourishing cultural, intellectual and economic life characterized the communities that were destroyed by the National Socialist takeover. The tour introduces these stories in the Burgenland region.






5.4. Potential connections to other local/partnership level initiatives (cross-country thematic routes)

idea/product	message	target group(s)	activities	visibility	partners	tangible	intangible
Cross-country photo competitions (social media)	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.	youngsters living in the PP cities interested in Instagram competitions; photographers living in the PP cities interested in Instagram competitions and Jewish Heritage	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): #OurJewisHeritage. 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.	social media sites of the PP cities and tourism offices; websites of the PP cities; press conference or press release about the competition and then about the result (winners). Online ads and posters in the partner cities.	PP cities	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8
Night of Museums	participants can learn more about the Jewish culture while visiting museums, or sacral places like museums	students, young children, families	introduction of the most famous Jewish traditions, food, games	social media sites	PP cities, universities, schools,	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8
YouTube competition - videos	different aspects of Jewish Heritage in different countries: what are the similarities or differences? The	youngsters living in the PP cities interested in YouTube competitions; elderly people who are	The competitors (anyone can take part) have to make 2-4 minutes videos about their city's Jewish heritage – they can decide which places, objects, customs, etc. the represent in the video. The competition's aim is to present the Jewish heritage	social media sites of the PP cities and tourism offices; websites of the PP cities; press conference or	PP cities	 T1  T2  T3  T4  T5	 I1  I2  I3  I4

	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	interested in Jewish culture and like to create tour videos; professional video makers of the partner cities	from the everyday people's point of views. The competitors have to send their video's links to an e-mail address made by the partners. 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.	press release about the competition and then the result (winners). Online ads and posters in the partner cities.		 	   
Vloggers around the PP cities	different aspects of Jewish Heritage in different countries: what are the similarities or differences? Jewish heritage from the viewpoint of popular vloggers	youngsters who like to follow vloggers	PP cities choose 1 or 2 popular YouTube vloggers from their own country. These vloggers visit other countries' partner cities and present their Jewish heritage in 15-20 min ling videos. Language: the vloggers' native language, but with English subtitles.	Vloggers own social media sites, partner city's websites, social media ads	PP cities, vloggers	      	       
Bloggers around the PP cities	different aspects of Jewish Heritage in different countries: what are the similarities or differences? Jewish heritage from the viewpoint of popular bloggers	youngsters who like to follow vloggers	PP cities choose 1 or 2 popular bloggers from their own country. These bloggers visit other countries' partner cities and present their Jewish heritage for 1 month (1 post/day). Language: the vloggers' native language.	Bloggers own social media sites, partner city's websites, social media ads	PP cities, bloggers	      	       

Mobile application	individual tourists can walk through the partner cities using the application	individual tourists who don't want to join large groups for guided tours and like to travel far	Individual tourists can download this application to their smart phones. The application presents a tour of Jewish heritage through all the partner cities. Application should be available in all the partner cities' native languages	Partner cities' tourist offices' websites, brochures, Facebook pages. Press release and conference for presenting the application in each city.	Partner cities' tourist offices, IT companies who can program this application	 T1  T2  T3  T4  T5  T6  T7	 I1  I2  I3  I4  I5  I6  I7  I8
Thematic tours based on architecture	To present the differences and similarities of Jewish heritage-related architecture	tourists and locals interested in architecture and Jewish heritage	Two or three neighbour countries' cities can cooperate and create their own architecture thematic tours based on common elements. Common elements can be: the same architects, the same architecture styles, the same history, etc.	Partner cities' tourist offices' websites, brochures, Facebook pages. Online ads and posters.	Partner cities' tourist offices	 T1  T2  T3  T4  T5  T6  T7	-
The Lipót Baumhorn thematic tour (architecture)	To present the differences and similarities of Lipót Baumhorn's architecture	tourists and locals interested in architecture and Jewish heritage	Art nouveau buildings were built by the famous Jewish architect Lipót Baumhorn in Szeged, Timisoara and Novi Sad. He was honorary member of the Timisoara Jewish Community. His 160th birthday anniversary is in 2020 so the tour would present the buildings designed by Baumhorn in these three cities.	Partner cities' tourist offices' websites, brochures, Facebook pages. Online ads and posters.	Partner cities' tourist offices	 T4	 I6  I7
Thematic synagogue tours	To present the differences and similarities between different partner cities' synagogues	tourists and locals interested in architecture and Jewish heritage	Two or three neighbour countries' cities can cooperate and create their own thematic synagogue tours	Partner cities' tourist offices' websites, brochures, Facebook pages. Online ads and posters.	Partner cities' tourist offices, LJsCs	 T2	 I6  I7  I8
Thematic Jewish cemetery tours	To present the differences and similarities between different	tourists and locals interested in Jewish heritage	Two or three neighbour countries' cities can cooperate and create their own thematic cemetery tours. Tour guides can	Partner cities' tourist offices' websites, brochures,	Partner cities' tourist offices, LJsCs	 T1	 I6  I7

	partner cities' Jewish cemeteries		present the different cemeteries.	Facebook pages. Online ads and posters.			 I8
Biking tours presenting partner cities' Jewish heritage	To present the differences and similarities between different partner cities' Jewish heritage using bikes	tourists and locals interested in Jewish heritage and who like to bike	Two or three neighbour countries' cities can cooperate and create their own thematic biking tours. Tour guides can lead the groups or tourists can bike individually using the mobile application. The tour presents those elements of Jewish heritage in each city which can be reached easily by bike.	Partner cities' tourist offices' websites, brochures, Facebook pages. Online ads and posters.	Partner cities' tourist offices, bike renting companies	T1 T2 T3 T4 T5 T6 T7	I1 I2 I3 I4 I5 I6 I7 I8
Annual Theatre Festival of the PP cities	theatre-goer locals and tourists can discover other country's Jewish theatre culture and plays	theatre going locals and tourists	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.	Partner cities' and theatres' Facebook pages, websites, event brochures. Press releases and press events. Ads in the local papers and in the social media.	Partner cities' theatres	-	I1 I2 I6 I8
Annual Music Festival of the PP cities	locals and tourists who enjoys music concerts can discover other country's Jewish music culture	locals and tourists who like music and interested in Jewish culture	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.	Partner cities' and musicians, music bands' Facebook pages, websites, event brochures. Press releases and press events. Ads in the local papers and in the social media.	Partner cities' musicians, bands	-	I1 I2 I3 I4 I5 I6 I7 I8

<p>Annual Gastronomy festival of the PP cities based on Jewish heritage</p>	<p>locals and tourists who enjoys gastronomy can discover other country's Jewish cuisine</p>	<p>locals and tourists who like gastronomy</p>	<p>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.</p>	<p>Partner cities' tourist offices', restaurants', confectioneries' and café's Facebook pages, websites, event brochures. Press releases and press events. Ads in the local papers and in the social media.</p>	<p>Partner cities' restaurants, cafés, confectioneries</p>	<p>-</p>	
<p>Annual Wine Festival of the PP cities based on Jewish heritage</p>	<p>locals and tourists who enjoys wines can discover other country's Jewish wine culture</p>	<p>locals and tourists who like wines</p>	<p>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.</p>	<p>Partner cities' tourist offices' and wineries' Facebook pages, websites, event brochures. Press releases and press events. Ads in the local papers and in the social media.</p>	<p>Partner cities' winemakers, wineries</p>	<p>-</p>	
<p>Recipe book based on Jewish cuisine</p>	<p>locals and tourists who like gastronomy and interested in Jewish culture can learn Jewish recipes</p>	<p>locals and tourists who like gastronomy and interested in Jewish culture</p>	<p>The book would contain recipes of traditional Jewish meals. Each partner city would collect the most relevant recipes of their region. Every recipe would be made by a local restaurant or confectionary so the book would contain not just the photos of the dishes but also the address, phone number and website of the restaurant/confectionery. The book would be purchased in bookstores and also local restaurants and tourist offices and it could be ordered via internet and FedEx.</p>	<p>Partner cities' tourist offices', restaurants', confectioneries' and café's Facebook pages, websites, event brochures. Press releases and press events. Ads in the local papers and in the social media.</p>	<p>Partner cities' restaurants, cafés, confectioneries</p>	<p>-</p>	

<p>Annual camp for students in different PP cities</p>	<p>to get students and youngsters know more of Jewish culture and heritage</p>	<p>students between the age of 18-30</p>	<p>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.</p>	<p>partner cities' university websites, Facebook pages, posters in the university buildings, information days for students about the camp</p>	<p>partner cities' universities and colleges</p>	<p>T1 T2 T3 T4 T5 T6 T7</p>	<p>I1 I2 I3 I4 I5 I6 I7 I8</p>
<p>School trips to other PP cities based on Jewish heritage</p>	<p>to get students know more of Jewish culture and heritage</p>	<p>students between the age of 14-18</p>	<p>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.</p>	<p>partner cities' school websites, Facebook pages, posters in the school buildings, information days for teachers about the camp</p>	<p>partner cities' secondary schools</p>	<p>T1 T2 T3 T4 T5 T6 T7</p>	<p>I1 I2 I3 I4 I5 I6 I7 I8</p>
<p>Erasmus or Erasmus+ programs between partner cities</p>	<p>to get university students know more of Jewish culture and heritage in another country</p>	<p>university students who would like to study abroad and who are interested in Jewish culture</p>	<p>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.</p>	<p>University online sites, university Facebook pages, message boards at the university buildings, Erasmus program sites and information days</p>	<p>partner cities' universities</p>	<p>T1 T2 T3 T4 T5 T6 T7</p>	<p>I1 I2 I3 I4 I5 I6 I7 I8</p>

6. Implementation

The background image is a soft-focus photograph of a person wearing a green uniform, possibly a scientist or technician, working in a laboratory or industrial environment. The person is positioned in the center-left of the frame, facing right. In the foreground on the right, there is a close-up of a metallic, cylindrical component, likely a nozzle or part of a machine, which is in sharp focus. The lighting is warm and diffused, creating a bokeh effect with out-of-focus light sources in the background.



6. Implementation



should be in accordance with the budget, and fulfil the requirements of the profit-expectations.

The implementation of the above mentioned proposed projects should be implemented according to the methodology presented during the capacity building workshop.

All products and services must meet the needs of quality, but also needs to apply the project-triangle principles:

1. Clear scope and target of the project, with clear focus and message.
2. The implementation should be well designed in terms of timing, scheduling.
3. The proposed products

The success of the proposed ideas is dependent from several factors. Since the products and the services are based on tangible and intangible cultural elements, during the implementation it must be taken into consideration.

1. What are the intentions with the use of the cultural elements, is there enough motivation to the improvement, does the unit have the required self-regulation to implement the ideas?
2. Does the unit have the knowledge and the capability to do so? Is lifelong learning promoted and knowledge appreciated?
3. What are the external verifications? Are there any possibility to gain EU or Governmental funds? Is it legitimated by the stakeholders?

There should be two main aspects while creating the services and the products in terms of project implementation:

1. Competitiveness: is the product competitive, are there any possibilities to cooperate with other PP cities to reduce costs?
2. Consumer demand: is there any demand for the product? if not, is it possible to create a demand?



The product creation and implementation process should keep an eye on the already existing best practices for creating touristic products and services. See below:

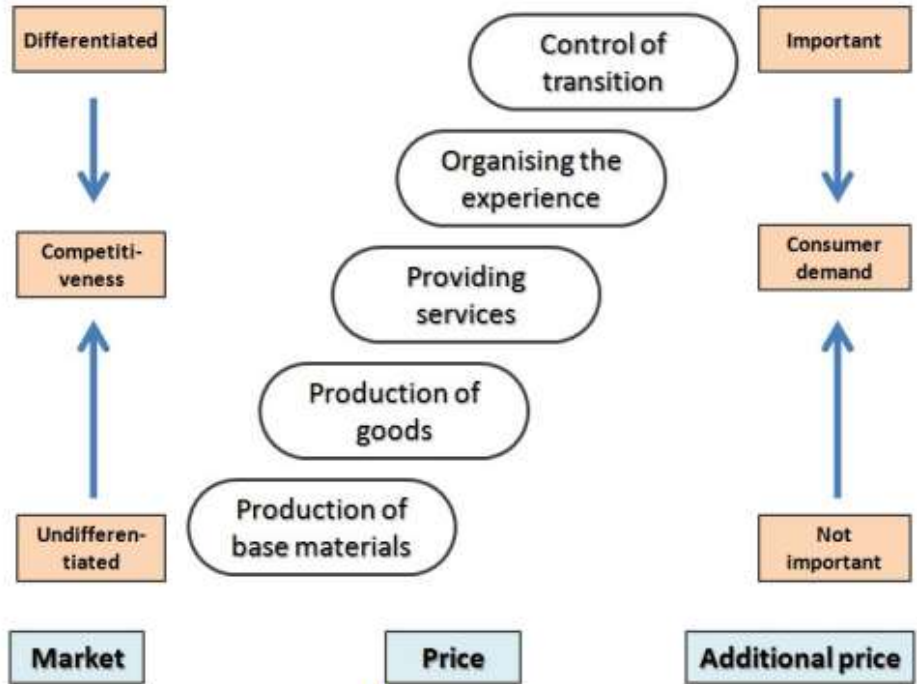


Fig. 1. Development of supply
 Source: Interreg IIIC VinTour projekt, 2006

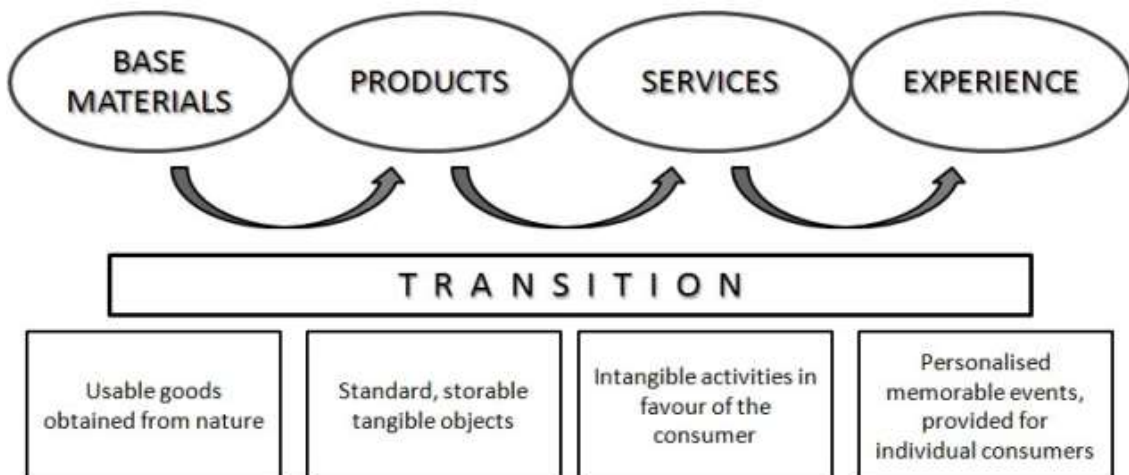


Fig. 2. Transition of consumer demands
 Source: own edition based on Molnár-Sáriné (2010)

A long, straight path lined with trees in autumn, with fallen leaves on the ground. The trees have dense canopies of orange and yellow leaves, creating a tunnel effect. The path is paved and covered with fallen leaves. A few people are visible in the distance. A green street lamp is visible on the left side of the path.

Contact

Gyula NAGY geo.nagy.gyula@gmail.com

Anita HEGEDŰS anitahegedus.mail@gmail.com

Szeged

2019