

SUBOTICA



**PORTFOLIO
OF POTENTIAL
TOURISM PRODUCTS**

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

CEE was home to flourishing Jewish communities before WWII. By capitalizing on this legacy, we can create value in social cohesion, tourism potential and cultural abundance. Mid-sized cities, with limited built heritage, would generally be surmounted by major attractions and well-known heritage center's on the tourism market. The challenge is to find ways to explore and build on both tangible and intangible elements, in order to create competitive cultural products, with potential to grow, and join into cross-country networks.

Main objective is to build on currently undiscovered potential in the Jewish cultural heritage of cities, and develop contemporary tourism solutions, while smartly arranging visibility, accessibility and sustainability. A key element of the approach is intangible heritage considered as a valid factor to create awareness and interest. These elements (music & literature, religion & festivals, traditions & lifestyle, cuisine & local recipes, history & contribution to the development of the local community, oral history, photo collections, legacy of famous local born Jewish personalities) are organized into creative attractions, combined with visible synagogues, cemeteries, memorial sites and buildings.

Main result is the rediscovery of locally available Jewish heritage, turned into jointly presented, synergic tourism assets, through a co-creative, community sourced process. Positive effects include improved awareness among younger generations, a critical mass of destination potential to achieve international visibility, and strengthening the visitor economy of targeted cities.

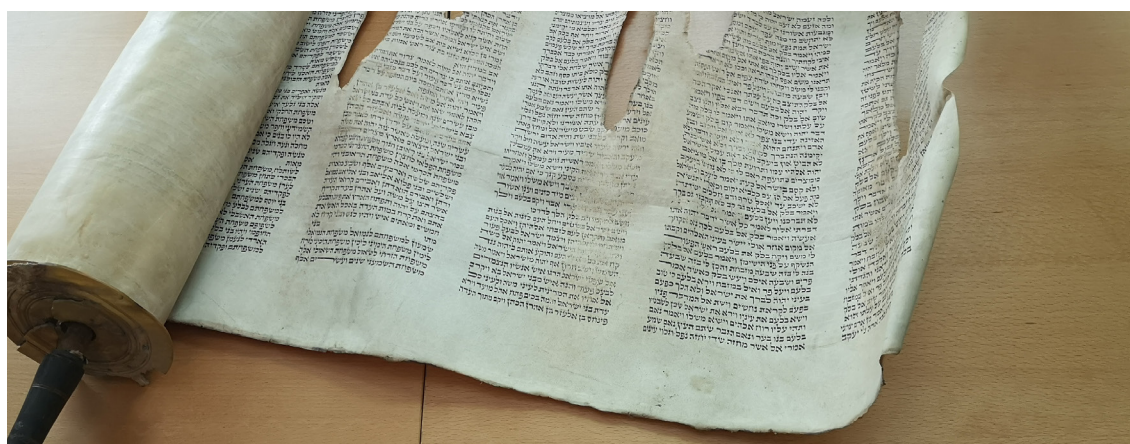
The involvement of locations with different historic economic background also enables the creation of solutions applicable for various other contexts, supporting transferability. Key outputs, like Joint Visibility Strategy, or Community-sourced Jewish Cultural Heritage Valorization Handbook help to replicate the initiative in further cities of the Danube Region.

This portfolio will be an insight of the completed development workshop series. In this portfolio there will be information about the results, ideas, suggestions and the potential of tourist product development. The municipal museum of Subotica will focus on the exhibition and the mobile tourist guide. We will focus on Jewish history which has been forgotten.

2. Product Development Workshop Series

2.1. Inventory workshop in Subotica

09:30 - 10:00	Registration
10:00 - 11:00	Identifying the Jewish heritage in our city
11:00 - 11:10	Coffee break
11:10 - 11:45	Identifying the local Jewish heritage with the potential to become a tourist destination attraction
11:30 - 12:30	Identify common elements of Jewish heritage
12:30 - 12:45	Coffee break
12:45 - 14:00	Identifying a common heritage related link (similar projects related to heritage, examples of good practice, initiatives, etc.).
14:00 - 14:30	A short summary of the workshop's conclusion



Old unused Tora

The Inventory Workshop was held on the 30th of April, 2019 in the Municipal museum of Subotica in Subotica. There were 8 participants, the members of The Jewish Community of Subotica and stakeholders.

At the beginning of the meeting, the project manager presented the objectives and expected results of the project, along with the work packages and the roles and responsibilities of the members of the local stakeholder group during the implementation of the project. The group was presented with all the workshops foreseen during the project and their expected role in development of tourist packages.

The items have been selected from topics that are of interest to ordinary people. Museum staff and members of the Jewish community have for years been exploring the work, significance, and importance of the Jewish tradition in the industry and culture of Subotica. The museum historian, art historian and stakeholders provided a larger volume of data, which contained more than 100 items, for each of the specialties concerning Subotica. From these points, after careful examination, the experts selected as few not well-known items, aimed to discover the undiscovered Jewish heritage, but for the JCH some important items could be not excluded and will be presented from a different perspective.

The Mapping Principle	<p>An important aspect was the search for lesser or no known Jewish heritage, which was also identified as a principle in this project. First of all, the experts and stakeholders involved in the project made a precise definition of the sub-areas. This includes tangible and intangible heritage. There were a total of 12 topics including built heritage, literature, arts, music, fine arts, industrial traditions, etc. because in these areas, the Jewish heritage of Subotica has not yet been discovered, processed and presented.</p>
Subdivision definition	<p>After defining subdivisions, the first question that arose was what opportunities Subotica has in terms of quantity and quality. A broad selection of topics was prepared with the involvement of stakeholders and professionals. On average, each field received 7-7 visit points, which, as already mentioned, are the most attractive and interesting to a visitor. These points were judged precisely on the basis of quantitative and qualitative criteria. From a qualitative point of view, the opinion of the specialist in question was considered, the options discussed and then finalized. From a quantitative point of view, the views of the experts leading the sightseeing tours were taken into account. Their suggestions were important because they planned so many locations for a tour that 1 visiting group could visit in 1-1.5 hours. Enough time is needed to see and explore the points.</p>
Outline of Potential Visitor Circles	<p>The area of Subotica, the size of the city and the total number of points in the narrower selection marked on it were carefully assessed, both with the help of stakeholders and professionals. The potential visitor bars formed 3 rings. The points are distributed proportionally in each of the three rounds so that there is not too much in one and much less in the other.</p> <ul style="list-style-type: none"> a.) The most important Jewish memorial sites of the old city center / core b.) Wider neighborhood - even Jewish heritage sites within the city c.) Jewish values in the suburbs
Written processing of site visits individually	<p>This includes information that tour guides consider important. Stakeholders and professionals have set deadlines for writing texts, and their scope has been well defined, with the help of literature on the topic and the accompanying visual / visual material.</p> <p>The written processing of the topics was measured so that future Subotica tour guides could tell the full text to the visitors, but they did not feel unnecessary. This is why they are designed to produce 1 page text for each visit point, which is practically 3 minutes long, so they are ideally suited to attract potential visitors.</p>

Both tangible and intangible elements of Jewish cultural heritage of Subotica is identified.

Tangible elements:

Cemetery, Synagogues, Palaces, Industrial building,

Intangible elements:

Famous and prominent persons, Oral history (family stories), Rituals, customs, traditions

During the discussion participants agreed that the following elements of JCH have potential to become tourist attractions:

1. Cemetery which is excellent condition.
2. Old houses, palaces which are in bad condition and need to be renovated.
3. Famous Jewish people having an interesting life story, work and etc.

Synagogues, Museums	Subotica synagogue, Subotica, Trg sinagoge 2; Subotica Jewish community building and the winter synagogue, Subotica, Dimitrija Tucovića 13; Subotica
Cemeteries, graves	Children's cemetery - Jewish cemetery in Subotica, Subotica, Majevička 2; Subotica The grand breaks - The Jewish Cemetery in Subotica, Subotica, Majevička 2., Subotica Tombstones from Mali Idjos, Jewish Cemetery in Subotica, Subotica, Majevička 2; Subotica
Houses, places	Dömötör palace – Municipal museum, Subotica, Trg sinagoge 3; Subotica
Schools, social buildings	Former Jewish hospital, Subotica, Đure Đakovića 21; Subotica
Industrial, commercial building	Mural, Subotica, Dimitrija Tucovića 14; Subotica Former hungarian general credit bank, Trg slobode 2; Subotica Former Subotica savings bank palace, former country and commercial bank, Korzo Street 4; Subotica The rent house from Salamon and Sonnenberg and, Đuro Đaković 3; Subotica Rental palace of József Ruff, Vladimir Nazor 6-8. ; Subotica Renting a palace Adolf and Wilcheim, Prvomajska 2.; Subotica Palace for rent Ignáca Kunecza, Petra Drapšina 2; Subotica The rent house from Ármin Roth, street of Square Jakab and Komor 4; Subotica Apartment Houses Miksa Dömötör, Trg sinagoge 3; Subotica Rent house József Ungár, Đure Đakovića 10.; Subotica

Memorial, Stolpersteine	Ghetto and holocaust, Subotica, Boška Vujića street; Subotica
	Balad of the hanged , Subotica, park in front of the court; Subotica
	Prayer book, Subotica, Dimitrija Tucovica 13; Subotica
	Monument of holocaust victims at the ferry station, Subotica, Jewish Victims' Square; Subotica
	Tomb of Komor and Jakab, Subotica, Trg republike; Subotica
	Bust of Kis, Čat and Munk; Subotica
	Hanukija in the sinagogy yard, Subotica, Trg Komora and Jakaba; Subotica
Song, music, dance	Erne Lanji (Langsfeld) [Ernő Lányi]; Subotica
Literature	Geza Čat (Jožef Brener) [Gáza Csáth - József Brenner] ; Subotica
	Artur Munk [Artur Munk]; Subotica
	Izidor Milko [Milko Izidor] (Bedeker); Subotica
	Danilo Kish (Kohn); Subotica
	Eugen Verber; Subotica
Arts, crafts, sciences	Nandor Glid [Glid Nándor]; Subotica
	Matija Bruk, D. Chem, Subotica
	Ede Telch [Telcs (Teltsch) Ede]; Subotica
Famous, prominent persons	Komor and Jakab busts, Subotica, Trg republike; Subotica
	Tibor Sekelj; Subotica
	Apartment house Adolf a Halbrohr , Korzo 9.; Subotica
Rituals, customs, traditions, philanthropy	Autumn Festival of Jewish Culture; Subotica

Participants suggested family stories with some family belongings or sound effects could be used to make a permanent exhibition that would be interesting for tourists.

The conclusion of the workshop is that a visitor center is needed, with a small exhibition about JCH.

OUTPUT

Final version of the inventory contains 37 Elements of Jewish cultural heritage.

Tangible	Elements	Intangible	Elements
Synagogues, Museums	2	Song, music, dance	1
Cemeteries, graves	3	Literature	5
Beth Hamidras, Mikve	0	Gastronomy	0
Houses, places	1	Arts, crafts, sciences	3
Schools, social buildings	1	Oral history	0
Industrial, commercial building	10	Famous, prominent persons	3
Memorial, Stolpersteine	7	Rituals, customs, traditions, philanthropy	1



Product Development Workshop

2.2. Capacity building workshop in Subotica

10:45 - 11:00	Registration
11:00 - 11:05	Welcome Words
11:05 - 11:30	Mihajlović Aniko - Municipal museum of Subotica - Project presentation
11:30 - 12:00	Branka Banjanin (Jewish Municipality) Municipal museum of Subotica - Tourism Potential and Discussion on the Advancement of Jewish Cultural Heritage
12:00 - 14:00	Mihajlović Aniko - Synagogue - tourist potential and consideration of topics of improvement of Jewish cultural heritage from the perspective of students with proposals
14:00 - 15:30	Questions and Answers



Workshop in Municipal museum of Subotica

Students from the University of Geography (department of tourism) in Novi Sad visited Municipal museum of Subotica May 30, 2019, at 11 a.m., who mapped out the topic of the project and tried to help us with their ideas as they will be the future tourist experts.

Aniko Mihajlović welcomed our guests to the Subotica City Museum building with a presentation of the project, building of the museum which is a Jewish building.

After presenting the guidelines for the Jewish heritage project, one of our stakeholders, Branka Banjanin of the Subotica Jewish Community, took the floor.

Branka outlined the opportunities for tourism and the opportunities to exploit Jewish culture in this regard.

The students, having learned the basics of Jewish culture in Subotica, were escorted to the Synagogue for a more detailed discussion.

Discussion with students about the museum guide and what aspects to look out visual and functional, students took both positive and negative aspects into consideration.

The students explained what they think is “cool” these days, as winning and convincing younger generations is the biggest challenge. It is important to use cultural trends. It is not enough just to create a route, but to build, formulate and organize the related heritage so that younger generations can understand and learn from it.



Workshop in Subotica Synagogue

It is important that the paths are always a little different for each group, since they have different complexities, even if they choose the same product package (problem: slow, asking, scattering, late, etc.).

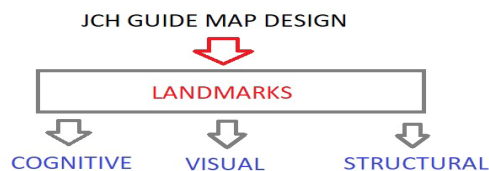
There is definitely a need for multimedia tools, both at designated points and on the go, in the hands of the visitors, as the tourist takes photos and puts the event, photo, etc. on the company pages.

It is important to be aware of that a well-developed tourist route may not always remain the same, but constant improvement is needed to attract visitors. Students were asked what cultural paths they already know, to see what is wrong and what is positive. So we can create a path that will be interesting to younger generations.

Students also pointed out the importance of not only choosing the more boring walking variation, but also providing surprises for hikers who walk the path (s), for example, to see a place that is interesting but not on the planned route, to arrange a candy tasting, a mini concert (singing or instrumental), or a small gift (such as a sticker or a seal for the little ones at the end of the trip). Perhaps a small introduction of a person who is at some level connected to the Jews of Subotica, a descendant, a researcher, an old homeowner who has been in contact with the original owners and their descendants and knows something interesting to tell about them.

The conclusion is its important to have a simple, understandable, non-technical language route, and this applies to printed matter (booklets, flyers) and digital material (descriptive texts), and if needed it can be simplified to create educational materials for kids (workbook for children).

In addition, university students attach importance to guiding a line that is easy for any visitor to understand, and so ordinary yet strange that he or she follows the designated path with interest.



Landmarks: Large physical objects often act as reference points in the environment. While our work focuses on buildings, other objects such as bridges and mountains can also serve as such land-marks. The principal characteristic of landmarks is that they are uniquely memorable in the context of the surrounding environment. Sorrows and Hirtle [1999] consider three subcategories of landmarks:

Cognitive landmarks are semantically meaningful because of either their cultural or personal significance. For example, the apartment of a famous author is culturally significant, while a particular restaurant may be personally significant.

Visual landmarks are buildings that are distinctive because of their appearance characteristics, such as their color or shape.

Structural landmarks are memorable because of their spatial location. Examples include buildings located at decision points such as street intersections, bus stations or around town squares.

OUTPUT

These students are the next generation of tourism experts and their contribution is very important for this project. Ideas which were heard are not only benefiting this project they are a good promotion to JCH.

It is important to create a control group and go through the same tour from time to time, or a renewed tour that we can make more interesting, however, was that one of the students drew our attention to the potential of mobile phones and photography. Photo competition, drawing competition, thematic competition, fashion show about old and new Jewish clothing etc. The opportunities are untapped, which we hope can be used successfully and built into our ideas.

Main focus of this workshop was on technology and young people, future tourism experts, mostly ideas about mobile based guide, and the digital promotion of the project.

2.3. Match-making workshop in Subotica

09:45 - 10:00	Registration
10:00 - 10:05	Welcome Words
10:05 - 10:30	Presentation of the project and consideration of possibilities of cooperation
10:30 - 11:00	Showing Personal History Files Movies
11:00 - 11:30	Interactive Round Table Part 1
11:30 - 12:00	Lunch break
12:00 - 14:00	Interactive Round Table Part 2
14:00 - 14:15	Coffee Break
14:15 - 16:00	Interactive Round Table Part 3



Match-making workshop

The project was attended by professors, people of art and creative industries, PhD tourist students and students of the Faculty of Geography in Novi Sad.

Toth Alex presented the project, main goals, and the most important roads / lines of our project, status of the project, and of course our partners. Outlined the idea of making smaller, shorter tourist tours, lasting for a day or two, and cross-border tourist tours including Romania (Timisoara) and Hungary (Szeged).

Introduction of the stakeholders, presentation of the PHF films, which were made during the previous period, inventory and the items.

Ferenc Nemet took over the word, and told his project's prospects, why he works with the museum, what is the goal, what is his task, and what would be the project task. Ferenc has told some basic things about the Jews in Subotica, Vojvodina. The professor praised this project, but moreover a tourist center should deal with it, to take this into a tourist offer. Krakow is her example, so that the topic can become alive. There should be such a tourist offer and somehow, should be mentioned in some of the target groups that need to come to our tour. Food, nutrition, Jewish culture is very interesting. There was a need for a workshop for making kosher food. Professor explains why it would be difficult to realize all this because of cultural differences.

It was a matter of students that we want to draw on the younger generation for this project.

Aniko Mihajlovic has said that the idea is to be one zero / zero point for the route, where she would give some tasks to children, maybe she should work together with family members.

The student and professors gave very good ideas, such as searching for a treasure, or some minor game on the phone, or some question related to points of the route, or making a handicraft.

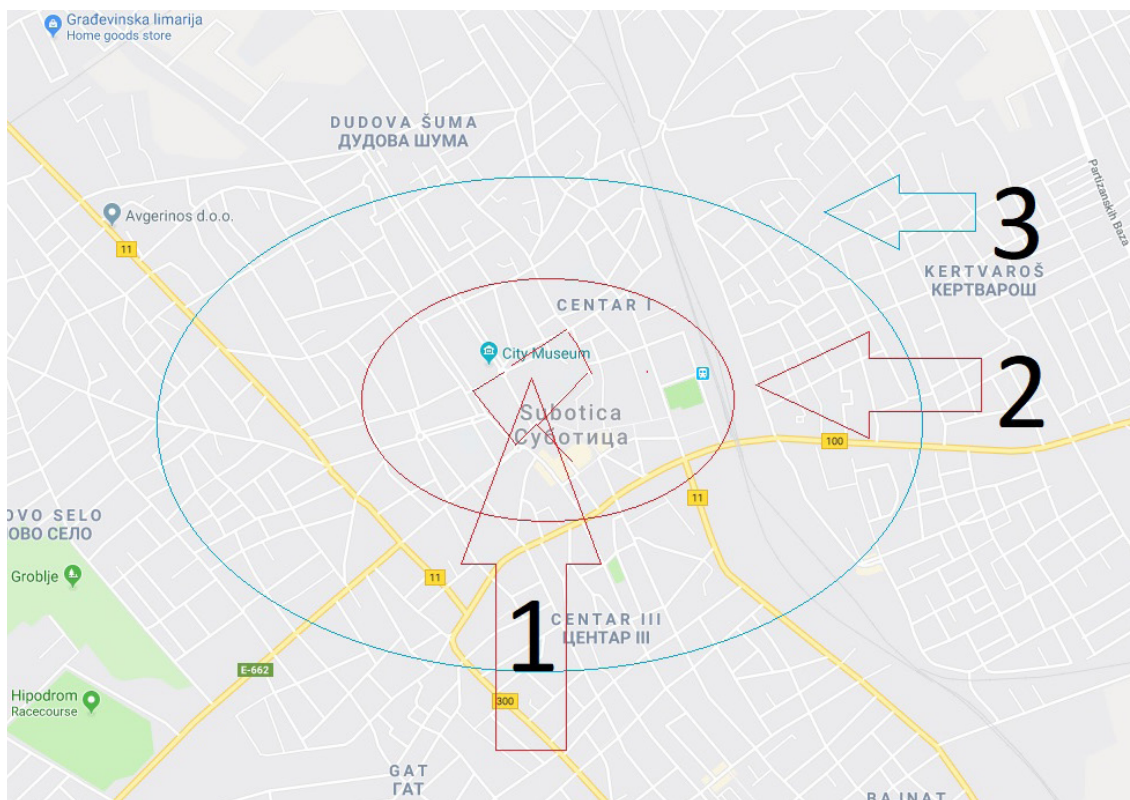
A scenario should be created for everyone, for each step that will be taken to create a route.

Ferenc Nemet says we need to take advantage of interactive opportunities and somehow put in Jewish music.

Citizens of Subotica should bring their Jewish old objects to museum. Publish a call for them in the newspaper and online media. Citizens would be important on donating items and rediscovering their history and creating an exhibition from them.

What do we need to attract tourist agencies? More time is needed for them to realize that this is the second time. PanaComp from Belgrade and other agencies that make trips, excursions, with which they could do it, connect the Jewish heritage and sell it further, and can put in their offer. It does not matter only to Jews from abroad, but also to local population. It is very important that Western Europe should know and be informed about things that are happening in Serbia. For that we need an unified digital marketing strategy from all project partners.

On this meeting there was a mention of our route in 3 circles. Inner city circle, middle circle, outer circle.



Map of Subotica with 3 circles

OUTPUT

Presenting JCH should happen at regional level not just city level. Connecting with tourist agencies who will bring young people from the region to see our JCH. Connecting with Szeged and Timisoara based on promotion of our tourist routes.

- connecting with other cities,
- creating joint tourist attraction route between cities
- involving local and regional tourist agencies
- creating interesting routes for all types of tourists
- creating a good presentation on social media, promoting JCH
- creating modern mobile based platform with many possibilities

3. Profile of Serbia and status of Jewish heritage

Serbia (including the autonomous provinces of Vojvodina and Kosovo) was the former Yugoslavia's largest republic. It was an independent kingdom until conquered by the Turks in the late 14th and early 15th centuries. After this, like other Balkan states, it was frequently caught up in events associated with its location on the fault-line of the Ottoman and Habsburg empires. Serbia's northern province of Vojvodina, for example, was from the late 18th century until 1918 mostly part of the Austro-Hungarian Empire. During that period, as part of Hungary, Vojvodina became an important center of Jewish life and culture, following the same lines of religious and cultural development as the rest of Hungary.

The Jewish population in what is now Serbia increased greatly following the expulsions of Jews from Spain and Portugal in the 1490s. Sephardi Jews made their way east and settled in areas that were part of the Ottoman empire, where they were welcomed. Jews prospered during the ensuing centuries, working as merchants and traders in an atmosphere relatively free from violent persecution or governmental interference.

When the new state of Yugoslavia was created following the First World War, Serbian Jews found themselves in a federation of previously separate states or entities, each with its own Jewish populations, organizations, history and customs.

About 14,500 out of a pre-war population of 16,000 Serbian Jews were killed in World War II. Post-Second World War communist Yugoslavia was a federation of six republics – Serbia, Croatia, Slovenia, Bosnia-Herzegovina, Macedonia, and Montenegro – ruled by former partisan hero Marshal Josip Broz Tito.

There were Jewish communities throughout Serbia before the Holocaust, with an especially high number of settlements in Vojvodina. The ravages of the Holocaust destroyed most of those communities. Survivors returned to Belgrade and a few other major towns, but most Jewish communities were never revived. Many Jews moved to Belgrade or emigrated, often to Israel. Many assimilated, losing their Jewish identity.

After the war, thus, there were abandoned, ruined or neglected Jewish sites in many Serbian towns and villages. Former synagogues were gradually either demolished or put to new uses. Many cemeteries were abandoned; some were pillaged and their gravestones used for construction. Others became overgrown and almost forgotten until researchers began to identify them in the 1990s.

About 20 synagogues, and many other Jewish sites, survive in one form or another. By far the majority of these are in Vojvodina, where cemeteries and/or synagogues existed in as many as 80 locations before the Second World War. Today, most synagogue buildings that remain – such as the grand structures at Novi Sad and Subotica – are protected monuments. Many are being (slowly) restored or adapted to new uses, and nowadays this is usually done in ways that incorporate visible reminders of their Jewish origins. Dozens of Jewish cemeteries still exist in Serbia, but most are in poor condition.



Map of Serbia



Map of Vojvodina

3.1. Profile of Subotica

Subotica was, for the first time, mentioned in written documents in 1391 as Zabotka. Since then it has changed more than 200 times. The most characteristic names were: Szent- Maria, Maria Theresiopolis, Maria Theresienstadt, Szabadka and Subotica. For a long time, at the border of the two clashed powers, Hungarian and Turkish, the settlement did not grow. Subotica began to develop as a town only after it had lost its military significance. In 1779 Subotica got the status of the Free Royal City that brought greater autonomy and privileges to the town and also attracted entrepreneurs: craftsmen and traders from the north and the south. In the second half of the 19th century, after the railway came to the town, the trade of agricultural and cattle products abruptly developed. The industrialization came into the town at the end of the 19th century when Subotica became a modern Central-European city. After WW I and the Treaty of Trianon, Vojvodina was united with the Kingdom of Serbs, Croats and Slovenians that became the Kingdom of Yugoslavia. Since then Subotica has not changed its name but the country has – five times. During the WW II, Subotica shared the ill fate as the rest of the Europe. Reconstruction of the country and economic growth followed till the turbulent times in the 90s.

The oldest Jewish relics of Vojvodina are the menorahs (seven-branched candlesticks) carved in brick in Chelarevo (Dunaceb). The findings date back to the late 8th century or early 9th century and were passed on to us by a northern Mongolian racial population - presumably Judaism Avars. These findings also led to the presumption of the presence of the Khazars in Pannonia.

Ashkenazi Jews from Central Europe settled in Vojvodina. Their material and intellectual culture is a combination of ancient Jewish traditions and German, Hungarian, Polish, Russian-Ukrainian folklore elements.

Their establishment met with some resistance. Anti-Semitism has very long and deep roots in European Christian culture. Anti-Semitic laws were already made in the Roman and Byzantine empires: at the Synod of Nicea (325) or at the Synod of Laodicea (343-380) and Emperor II of Theodosius II (408-450) and Emperor I Justinian I (527-565); Corpus iuris civilis and short stories reflect such provisions.

In historic Hungary, in 1867, Jews were equalized in their civil rights with the Christian population and thus began their liberation: emancipation.

The most populous Jewish community in Vojvodina lived in Subotica. The Novi Sad followed. Out of the 105 Jewish communities in Yugoslavia before World War II, 27 could be found in Vojvodina (not counting an orthodox).

Autumn Festival of Jewish Culture

The Autumn Festival of Jewish Culture has been organized by the Jewish Community of Subotica since 2015. The festival lasts about a week and is organized after the end of the autumn Jewish high holidays with the intention to bring Jewish culture, heritage and creativity to a wide audience through programs intended for audiences of different ages, interests. These programs include: concerts of classical and synagogal music, theater performances, lectures, exhibitions, workshops for school children and guided tours.

The goal of the Autumn Festival of Jewish Culture is to give high-quality programs on the presence of the Jews in the life and development of the city of Subotica, to enrich the multiethnic and multiconfessional scene of Subotica by presenting quality programs to a wide audience outside the Jewish community. Every autumn, all the events are well visited.

Organized by the Jewish Municipality of Subotica, the fourth “Autumn Festival of Jewish Culture” will be held from October 4 to October 15 in 2019. The rich program will showcase Jewish creativity, and it is interesting that for the first time it will be in the magnificent Synagogue.

The program will begin on Thursday, October 4th with a concert of the String Quartet “Pannonia” from Zrenjanin in the large hall of the Jewish Municipality, and a day later an exhibition of Istvan Bash’s photographs “Auschwitz-Birkenau” will open in the foyer of the municipality. A performance of the oldest Jewish musical in the Synagogue, is probably the oldest Jewish musical, written back in the 17th century in the language of Spanish Jews. It was prepared by the Shira Ufil ensemble from Belgrade, the “Baruch Brothers” Choir, as the narrator will appear Vanja Ejodus and in the role of Jakov Mladen Arsenijević.

On Sunday, October 7, a lecture by the historian of art and gastroheritologist, Tamara Ognjevic from Belgrade, will be held at the premises of the Jewish Municipality from 6 pm on the topic “Woman as the secret spice of Jewish cuisine”. After the lecture, visitors will be able to taste the most famous Jewish specialties.

For elementary and high school students, two workshops will be organized on Monday, October 8, entitled “Everything You Always Wanted to Know About Judaism,” and the program will then continue with the Fourth Cantor Concert. on Tuesday, October 9th. Unlike in previous years, when artists from Budapest performed in the Grand Hall of City Hall, for the first time, the concert will be held in the renovated Synagogue.

For the first time this year our Synagogue is fully operational. This is very important for the community, and it will be good for the audience as there will be no more crowds and there will be the opportunity to host everything with dignity in our Synagogue .

On Wednesday, October 10, at 7 pm, a lecture will be held at the Great Hall of the Jewish Municipality, entitled “The Bosan Family and the Art of George Bošan”, marking the 100th anniversary of the birth of the painter and professor, George Bošan. The lecture with projection of the pictures will be delivered by Dr. Olga K. Ninkov.

The Autumn Festival of Jewish Culture will last until October 15, when an exhibition of photo works by elementary and high school students, inspired by the interior of the Saturday Synagogue, will open in the Contemporary Gallery.

European film festival

Palić and Subotica mid-July

The European Film Festival is one of most important film festivals in this region and one of the few in the world with 100% European content. The films of the main, official program, are screened in the beautiful venue of the Summer stage in Palić where a large number of filmmakers and other guests from Europe are gathered. During the festival a number of accompanying events, attractive to all visitors of the festival, are organized. Every July in ten selections, hundred films of European cinematography are screened. During the seven festival days Palić becomes a true European capital of culture.

Every year there is a movie from Israel this year it was CHAINED (24/07/2019).

3.2. Status of Jewish Cultural Heritage products and services

Art Nouveau city

The City Hall, the Synagogue, the Raichle Palace and dozens of other attractive properties, have placed Subotica among the most significant Art Nouveau cities in Europe. Unrestrained forms, full of flowing lines and undulating moves, and unusual color combinations instead of monotonous gray facades, are what tourists first notice when they come to Subotica. The art movement and style, which is known under different names in different countries: Art Nouveau, Jugendstil, Modernismo, Liberty Style... here, remarkable and specific, is named "secesija" or in Hungarian, "szecesszió". In Subotica, one stream of architecture was influenced by European cities such as Vienna, Munich and Darmstadt, the other turned to the national, Hungarian Art Nouveau. Although the architecture of the city is inspired by numerous European influences, with only a few examples of the Hungarian variation of the style, their exceptional location, size and purpose means they dominate the city and give Subotica the name the city of Art Nouveau. Art Nouveau was popular in Subotica from 1893 to 1913. It was a period of peace and economic prosperity. Through industrialization and urbanization, society was rapidly changing.

Subotica as Art Nouveau city is introduced to the wide audience in the form of a self-guided tour. The Art Nouveau self-guided tour begins in the former city center, with a visit to the Synagogue, which is by many considered to be the most beautiful synagogue in this part of Europe. Not far from here is the Miksa Dömötör rental palace, now a home of the City museum. An optional short break can be arranged, in the pastry shop located in the former City tenement palace where one can still feel the spirit of the good old days – the belle époque. A visit to the City hall, symbol of Subotica, follows. The Great hall and its colorful stained glass windows are part of the tour. The Art Nouveau route continues along the city's main street – the promenade. Here, the building number four should be noted, the former Subotica savings bank palace. It stands out with its colorful ornamentation. The tour ends with a visit to the Raichle palace, a gem of Art Nouveau architecture, which is now the Contemporary art gallery.

After finishing the Art Nouveau tour in Subotica, we suggest a lunch in some of the restaurants or pizzerias in the nearby Matija Korvin street. This route is 2 km long and the walk will take about an hour. Add 2-3 hours if you plan to enter some of the mentioned sites. Free, audio guides can be downloaded from www.visitsubotica.rs/en/content/4942

Magish

Magish is the program that brings together, twice a month, mainly female members of the community. These meetings consist of creative workshops where, through different art techniques, participants create Judaica and other objects mainly for the holidays (masks for Purim etc). Magish also has a good relationship with different organizations in the city that are doing creative workshops for all generations. Last year, members of Magish also went on excursions to Belgrade and Budapest, in order to meet with member of the Jewish communities and peer organizations. Last year, in June a whole day program was organized in the community kitchen with guests from the Belgrade Jewish Community who taught our ladies some Sephardi cooking recepies. It was a hands-in event with food-tasting afterwards.

Shemesh

Shemesh children program. Project was implemented once a week during Sundays and lasted for four hours. Each Sunday there were 8-12 kids on the program during which children learned about Judaism, Jewish culture, history, community, customs and Hebrew. Next to it, kids could learn Jewish dances, holiday's songs and they visited different cultural places around the city. Community is still struggling to find local educators with the capacity to teach, therefore it continues to bring educators from other communities in order to implement the program.

3.3. Vojvodina region & the city of Subotica

The City of Subotica is located on the north of the Republic of Serbia, along the main European corridors and between two rivers: the Danube and the Tisa. Rich cultural heritage assets, lavishly decorated buildings, multicultural spirit and European charm – these are the features that make this city distinctive. Subotica is known for its relaxed atmosphere, good food and quality wines. Festivals, events, concerts, vibrant cultural life all year round are a reason more to visit our city. On top of that, Subotica offers a lot of interesting places for rest and leisure, for activities around the lakes Palić and Ludaš, on horse-farms, farmsteads, in forests and hunting areas, museums, churches, synagogues etc.

3.4. Visitor numbers in Subotica in 2019 and 2018

The previous year 2018 by the parameters of tourist traffic, our destination recorded about 92,000 tourist arrivals which left around 150,000 nights. When it comes to foreign tourists, Hungary is still the largest emitting market for the destination, with significant traffic generated by neighboring countries such as Croatia and Bosnia and Herzegovina, and the largest European emitting markets such as Germany and Poland. Significant is the appearance of China among the top five countries in 2018.

3.5. Out of town

Palić

Palić, the lake and the settlement by the same name are 8 kilometres east of Subotica. Palić offers something new, unrepeatable and enriching at any season. Outstanding facilities from the beginning of the 20th century: the Water Tower, the Grand Terrace, the Women's Lido and the Music Pavilion, the splendid park, the well-known lake, peace and silence make Palić an ideal space for rest and relaxation. Currently Palić provides high category hotels, regenerated luxury and comfortable villas in the so called Palić style, several lodgings and private boarding houses. Excellent restaurants and cafés, sport and recreational fields, three arranged beaches, a thermal pool, a Zoo, cycle lanes, walking paths, a set of versatile events, dynamic cultural life and entertainment possibilities and contents comprise the comprehensive offer of the Palić tourist centre. Palić is important to JCH because it was a resort for the local Jewish population and many buildings were built and designed by world famous Jewish architects.

4. Jewish Cultural Heritage Tourism in Subotica

4.1. Jewish Cultural Heritage Tourism in Subotica

Apart from this recommended tour there is potentially a much larger number of buildings related to the city's Jewish heritage that are worth visiting along an extended tour. Such an extended tour provides the visitor with the opportunity to learn about more remarkable intellectuals and entrepreneurs with surprising achievements, which makes it unquestionably clear why Subotica should keep the memory of these people and that the city with all its present inhabitants has all reasons to be proud of these former citizens who contributed to our past more than we are aware of today, and thus to be proud of our Jewish Heritage.

The Must-See Jewish Heritage Tour:

1. The synagogue
2. The square around the synagogue
3. The tenement palace of Miksa Dömötör / today's Municipal museum
4. The mural painting "Brummer"
5. The former Jewish hospital
6. Boška Vujića street / the territory across today's Secondary School of Economics (Ghetto and Holocaust)
7. The busts of Marcell Komor and Dezső Jakab / The Town-hall

1. The synagogue

The gorgeous building of the Subotica synagogue dates from 1902. It is the work of the architects Dezső Jakab and Marcell Komor from Budapest. In addition to its indisputable artistic and aesthetic value, it is exceptional because it is the only synagogue in Europe which contains elements of the Hungarian Art Nouveau. As it is typical of this style, floral decoration in the form of the spread feathers of a peacock, tulips, stylized roses or lilies are represented on the façade as well as in the interior, on stained glass windows and painted walls. The interior, designed like a tent, evokes the times of the Old Testament, and the bright harmony of colors stir feelings of joy. Another aspect of Subotica's synagogue should be emphasized: its avant-garde construction, the harmony between its construction and decoration and the intertwining of its function and form. In the decades following World War II, the small number of survived Jews in Subotica was not able to maintain the synagogue and in 1979 it gave the building as a present to the city – on the condition that it should be restored and used for cultural purposes.

Eventually, the stunning Subotica synagogue has finally been completely restored and is again ready to welcome visitors. Apart from being used for religious services for High Jewish Holidays – it also serves as a concert venue and it is open for tourist visits.



2. The square and objects around the synagogue

a) The Hanukia in the synagogue's yard

The representative big public hanukia, whose lights are operated by remote control, was a gift from the Alliance of Jewish Municipalities of Hungary (MAZSIHISZ) to the Jewish Community of Subotica on the occasion of the renewal of the Subotica Synagogue. The Hanukia was installed in the yard between the synagogue and the community building in December 2017, and was promoted next year with a ceremony to re-consecrate the synagogue on May 7, 2018.

Hanukkah is celebrated as a remembrance of the victorious struggle for liberation of the Jewish people (Maccabees) against the Hellenic occupiers during the reign of Antiochus IV Epiphanes of the Seleucid dynasty. According to the Jewish calendar, Hanukkah begins on the 25th day of the month of Kislev and lasts for eight days.

According to religious tradition, Hanukkah candles must not be used for lighting or for any other purpose. For this reason, the practice of lighting the Hanukkah candles is done by means of an auxiliary flame, which in Hebrew is called shamash (server, assistant). This is the reason why the Hanukia has nine branches: during the eight days of the holiday a new candle is lit every day and there is the extra tall shamash – the candle to light the Hanukkah candles with.



b) *The Jewish Community Building with “the winter synagogue”*

The building of the Jewish Community in Subotica was built in 1904, shortly after the inauguration of the monumental new synagogue, and designed by the same architects as the synagogue: Dezső Jakab and Marcell Komor. The building was originally the seat of the Chief Rabbinate, and after the Second World War it was the seat of the Jewish Community in Subotica. On the ground floor, there is a small synagogue, the so-called „winter synagogue” that is in use for religious services all year round. It has an iconography typical for synagogues, including the columns of Solomon’s temple and lions, symbols of the tribe of Judah. The walls of the small synagogue are covered with opulent decoration. It has a women’s gallery and Aron HaKodesh – Holy Ark where old Torah scrolls are kept. On the ground floor of the building there are: a ceremonial hall with a stage and a community room with a Kosher Kitchen. There is also a small photo-gallery of former and present members of the Community. On the first floor, there is an office of the Jewish Community.

The building shares a corner lot with the synagogue, the home of the caretaker of the synagogue as a separate building, the former ritual kosher slaughter house. On the same lot there was also the no longer existing building of the Jewish school and the school’s gym.



c) *The tenement house of Ármin Roth*

The tenement house of the Subotica industrialist Ármin Roth and was built in 1932 by the architect Ferenc Bedő in the modern style.

The building that the citizens of Subotica called Roth's red house was designed, in fact, for Ármin's daughter, Margarita, widow of Alfred Gonda. For his second daughter, Klára, wife of Viktor Grimm, 1932, the same architect designed Roth's Green house.

During his lifetime, Ármin Roth (1868 - 1954) grew in terms of business from the owner of a small manufacturing hat factory to the owner of the hat factory that marked the whole market in former Yugoslavia. In the center of the city, he owned a shop which sold shoes, hats and fashion goods. He survived deportation and warfare, after which he returned to Subotica.

The "red house" consists of three parallel blocks of buildings on the same lot, which blocks are parallel with the street. The tract facing the street and the middle tract are connected in part with an elliptically formed staircase, which forms two smaller courtyards. The third building block is a separate unit.

In the upper part of the façade there are two female sculptures of natural size. Although the sculptures are the favorite details in the architecture of the modern period, in Subotica, besides this building, they are applied only to one more building.



d) The family home of Adolf Halbrohr

Adolf Halbrohr (born around 1860 – died in 1917), landowner and entrepreneur, was one of the most important persons of the economic life of Subotica at the end of the 19th and at the beginning of the 20th century. The basis of social and economic status was inherited from his father Mór (born around 1829 – died in 1888). Adolf Halbrohr possessed big territories of land, but was also the owner of the Hotel “Nemzeti Szálló” (National Hotel) at 10 Kossuth Street (today Korzo) and a tenement palace in the same street. His family home was situated next to the former Széchenyi Promenade (today Trg Jakaba i Komora), facing the Synagogue. He lived in this house with his wife, Ida Harstein, their five sons and a daughter. He was one of the founders of the First Subotica Brick and Cement Factory, which started operating in 1893.



3. The Tenement House of Miksa Dömötör

The tenement house of the doctor and entrepreneur Miksa Dömötör was built in 1906 according to the plans of the architects József and László Vágó from Budapest.

Today, in this building is the City Museum.

Dr Miksa Dömötör (1864 - 1944) graduated in 1894 after successfully finishing his studies of medicine in Budapest. In Subotica he worked first as a doctor of an insurance company. He was the first in the city who cured diphtheria with the corresponding serum. The field of his interest covered also the operative treatment of trachoma, as well as radiological diagnostics. He also worked on the translation of medical scientific papers.

Parallel to his career as a doctor, he showed engagement in entrepreneurship as well. For a whole decade (1906 - 1916) he was the assistant director of the soda-water factory Favorit, but he also was a member of the management board of the Marble Industry and Stone Cutting Public Limited Company, as well as one of the founders of the Trade and Crafts Cooperative for self-help.

The tenement house of Miksa Dömötör had in its basement a flat for the house-keeper, some auxiliary rooms and a depositary. In the eastern part of the ground floor there were two shops and behind them a print shop, connected with a one-room flat giving to the yard. In the western part of the ground floor there was the luxurious five-room flat of the owner himself, equipped with a bathroom, and here was his consulting room. On the first floor there were two more similar flats to the one on the ground floor, but with a children's room instead of the consulting room.

In the period between the two world wars Ferenc Fenyves lived in this house, the editor of the daily papers Bácsmegyei Napló. This very same house was also the home of the well-known graphic artist Klára Fenyves (the first such artist in town), whose maiden name was Geréb.



4. The mural painting “Brummer”

After favorable laws have been passed towards the Jews in the second half of the 19th century, a range of business opportunities opened. Some Jews already had a certain property and were willing to embark on a larger business venture and they sent their children to universities. Armed with knowledge and an open mind to everything that was new, they became the pillars of modernization and industrialization in Subotica.

Julius Brummer (Subotica, 1870 – Auschwitz, 1944) was the founder of “The First Subotica Candy and Chocolate Factory” (1904). They produced cookies, biscuits and gingerbread. In Germany, they purchased machines and equipment, among which were candy molds bearing the inscriptions “Brummer” and “Subotica”. They had a big shop in the main street. All that remained of the original business is an illustrated ad, now painted as a mural, in which it was claimed that their sweets are the best. His business was further developed by his relatives from the Ruff family.

His wife’s sister, when she became a widow began to trade with the “Brummer” goods together with her children. She was called Szeréna Ruff. After a few years, in 1916, she was given a license to produce and sell sweets. Her sons managed in only one decade to make from the small workshop of 5-6 workers a candy and chocolate factory with the name “The Ruff Brothers”. The biggest investment Joseph Ruff made was in 1931 at the peak of the global economic crisis, a fact that shows that he was an extraordinary businessman. His high standard of living is illustrated also by him owning in the period from 1929 to 1933, among other things, cars of the brands “Citroën”, “Opel” and “Ford”.

After World War II, the big chocolate factory was confiscated but has continued producing sweets under the name “Pionir” ever since. Today, under new ownership, it is a very popular chocolate brand name.



5. The former Jewish hospital (today's Secondary School of Economics)

The Jewish hospital was founded in 1923, but moved to the building in the current Đure Đaković street in 1936. It was the only Jewish hospital in Yugoslavia at that time. Its significance is further increased by the fact that its modern diagnostic and therapeutic techniques, devices, equipment and skilled staff made this hospital the most modern health institution in Yugoslavia of its time (1936).

The Jewish hospital had an extraordinary staff. Every Jewish doctor, male or female, who worked in Subotica was given the opportunity to participate in the hospital's medical service. One of them, an excellent surgeon, Imre Wilhelm, after having spent only four months at the Mayo Clinic in America, returned home and applied his experience in hospital organization in Subotica. He established this imposing, modern hospital institution.

At this hospital poor Jews were treated free of charge and those with limited funds paid only a couple of dinars a day. The hospital's income consisted largely of donations. It was open not only to Jews, but to everyone regardless of religion and nationality. The warmth of the Jewish fraternity made this hospital exceptional.

The high standard of health care is reflected also in the facts that there were four surgery rooms and the hospital was equipped with an X-ray, a cardiograph, a modern laboratory and central heating. At almost every step there was a bathroom. All the rooms were soundproofed, each with a terrace or a loggia. In each room there were phone and radio connections and each patient had its own closet. The rooms had a wash basin with hot and cold water. Patients and staff were provided with Kosher meals according to Jewish dietary law.

After World War II this institution was converted in a state run maternity hospital and today it gives home to the Secondary School of Economics.



6. Former ghetto and Holocaust

Jews were expelled of their homes and forced into the improvised ghetto immediately following the German occupation of Hungary in the spring of 1944. The ghetto was located near the freight station, where it was exposed to the constant risk of air strikes because of the proximity to the logistically important station.

The ghetto in Subotica, where more than 3500 Jews had to live, consisted of approximately one hundred family houses in about 15 streets. One of the ghetto streets is now Boško Vujić Street, across the former Jewish hospital. Today only some of the original houses exists on this location.

The ghetto was emptied on June 16th in 1944 when the Jews living there were herded into cattle wagons and sent to Auschwitz and other Nazi death camps. Every year, June 16th is commemorated and represents one of the saddest days in history for the Jewish population of Subotica.

After the war, only about 1000 Subotica Jews came back from the different places of deportation. The survivors tried to continue their lives but in 1948 about 800 of the remaining Jews left for Israel.

7. The statues of Marcell Komor and Dezső Jakab

Marcell Komor (1868-1944) and Dezső Jakab (1864-1932) were the most important Art Nouveau architects and builders of Subotica. They are the designers – among others – of the Subotica synagogue and the town-hall. They left a significant mark in Subotica, by designing not only the most important Art Nouveau buildings in the city centre, but also the buildings of the redesigned park and spa complex in Palić (Palics), the resort place of Subotica.

Komor mostly worked on project design and functionality and Jakab, a talented painter, primarily on outside decor and interior design. Komor and Jakab had a joint architectural bureau from 1899 till 1918. Together they participated in a number of competitions throughout Hungary.

Dezső Jakab (1864-1932) studied at the Technical University of Budapest. After graduation he travelled across Europe. He did his military service in Subotica, where he met and married the daughter of the president of the Neolog Jewish community. Family relationships as well as significant Masonic connections explain the amount of orders that he and his colleague received in Subotica.

Marcell Komor (1868-1944) was a rabbi's son and grew up in a large family. At home, Hungarian and German were spoken, and children learned French. Everyone played an instrument and they often played together - which was typical of the Budapest Jewish families in the second half of the 19th century. As a young architect, he applied modern techniques, new materials and patterns in architecture: reinforced concrete, steel rods and Hungarian ornamentation - which was later very important for his Subotica opus.

Their two busts, are the work of the local sculptor Sava Halugin, and were placed in 2004 in the park in front of the Town-hall, facing the building and its main and festive entrance, which represents one of the unquestioned masterpieces within the Hungarian version of the Art Nouveau.



4.2. Status of Jewish Cultural Heritage products and services - what we have/missing

1. Renovated Art Nouveau Synagogue
2. Worked out Cultural route “Jewish Subotica” by the members/experts of the Jewish Community
3. Several local licensed tour guides pay special attention to the renovated synagogue in their tour-guiding. Some also pay special attention to the role of the Jewish community and their contribution to the city’s spectacular development at the turn of the 19th and 20th century.
4. High interest of Serbian and Hungarian travel agencies in visiting the renovated Synagogue
5. Attractive and maintained old Jewish cemetery
6. In the city centre there is a number of Jewish homes and other important buildings that were designed by architects of Jewish origin or that are related to the city’s Jewish heritage. Some of these are already Subotica tourist sights (City Hall, Municipal Museum Building, the building of the Secondary School of Economics - former Jewish Hospital, the main buildings of the park in Palić with the former spa facilities (Palić is Subotica’s popular resort place with its history of spa tourism dating back to the 1840s) which were built around 1910 when the whole park was thoroughly re-designed)
7. Several monuments dedicated to the victims of the Holocaust and busts of prominent Subotica Jews
8. An active Jewish community with a “small” synagogue (which has been in use ever since it was built regularly throughout the year) and a kosher kitchen
9. Jewish sweet specialty “Floden” in the offer of a pastry shop located near the Jewish Community Center and the Synagogue
10. Traditional Autumn Festival of Jewish Culture organized by the Jewish Community (duration: one week)
11. Subotica’s Synagogue - part of the certified European Cultural Route of Jewish Heritage

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

Brochure “Subotica -Szeged-Timisoara” popularizing Jewish culture and history, in the wider region a cultural-tourist route was designed along the remains of the Jewish heritage in the city. The brochure will be available in paper and as an online version (websites of the project partners)

Visibility: newspaper, online, website of Subotica, museum’s website, tv, radio

Missing elements and obstacles

1. The cultural route “Jewish Subotica” is currently not in the touristic offer of the city’s Tourist Organization. Since the existence of such a route significantly contributes to the enrichment of the city’s touristic offer, it definitely should be included in the listing of possible recommended routes on behalf of the Tourist Information Centre. Even more because it opens a wide range of activities related to such a tour and what is not less important, it attracts another group of potential tourists which at this point probably see no reason to include Subotica in their travelling plans but probably would if appropriate information would be easily available and accessible about the rich Jewish heritage of our town. At present, in case someone by chance is interested in such a tour, the possibility of adjusting a guided tour exists in case the willingness of the tourist guide exists or in case the tourist guides themselves possess enough knowledge about this part of the city’s past.
2. Incompetent tourist management of the Synagogue and the Synagogue not being used to full potential. Since the Synagogue has not been in possession of the building since the late 1970s, it has no influence on how its tourist management is organized. Certainly, the lack of the possibility to obtain relevant information in any language about the building when entering the building may evoke negative feelings and may not be easily accepted by tourist. Although a brief description exists online, even tourists with adequate IT equipment have no opportunity to download it on the spot. Since a visitor has to be very well-prepared in advance in order to fully enjoy the visit to the Synagogue, individual visitors rarely have a full experience of the Synagogue. The best way to visit it at present- individually or in a group – is with a hired local tourist guide who will provide an adequate presentation of the Synagogue. Another aspect of the tourist management of the Synagogue could consider is the broadening of the Synagogue’s touristic offer by not offering only the view of the magnificent building, but providing for those who are show more interest, information about the history of the Jewish community, their traditions, etc. By offering more content, tourists would, as a consequence, spend more time in the Synagogue and, as a result, learn more about the Jewish heritage. By offering more content, the tourists would be generally provided a good reason to spend more time in Subotica, which would be of benefit for the economy as well.

3. Absence of printed informative tourist brochures related to the city's Jewish heritage, but also of a brochure dealing with the Synagogue (one of the city's main attraction in a more detailed way where not only a few general sentences would be mentioned).
4. Hard to find and uninformative Synagogue website. Tourists and tour organizers also complain about not getting an answer to their inquiries regarding their planned visit when sending an e-mail to the address published on the website.
5. Inflexible reception of visitors in the Synagogue . Inflexible reception of visitors in the Synagogue. The Synagogue does have established opening hours, nonetheless the possibility should exist to visit the building also in other hours if a group of visitors announces their visit in advance. This would be important especially on weekends when the opening hours are shortened and many groups who visit for example the famous market in Subotica cannot get to the Synagogue within the established visiting hours. Another problem of the strict opening hours is that on holidays, when usually the most people have the opportunity to go on a city tour, the Synagogue is usually closed. Again, there should be a way at least for organized groups to schedule on request a visit even on holidays.
6. Absence of marketing strategy and activities in promotion of the Synagogue and other Jewish tourist sites.
7. Absence of tourist mobile application
8. Absence of Jewish Cultural Center / Museum
9. Absence of Jewish Interpretive / Visitor Center by/for the Synagogue
10. Absence of specialized educational tours adapted for school children and students (school field trips and visits of local schools) in order to draw attention to the Jewish heritage and to bring it closer to young children and young people
11. Lack of tourist networking with nearby Jewish center's in Szeged, Timisoara, Osijek, Novi Sad, Belgrade, etc.
12. A whole range of potential Jewish tourist sites is not integrated into the city's existing touristic offer

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

During the workshop series, categories of products and services were developed. Hereafter the message and the target group for each of these categories are explained and the individual activities and products are described in more detail.

5.1. Short-term ideas and products

1. Exhibition “Ordinary life from the eye of Jew” / from the eyes of the Jews”/ from the aspect of the Jews”. In the Municipal Museum we will have an exhibition of artefacts from everyday life of Ana Beck. We will create a modern exhibition with touch screens and light boxes. The exhibition will be integrated in our online mobile guide.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: Texts, visual plan of exhibition, translation of materials, exhibition install, and the grand opening of exhibition.

Visibility: Online, websites, radio, newspaper, posters, banner

2. Online mobile guide – there will be an on offline guide version which can be downloaded from the app store. In the guide there will be an intuitive menu from which we can chose what we want to see (points which we have defined in the JCH from inventory) and the software will provide us with the optimal route. There will be defined 3 routes/ tours: a short tour in the inner city circle; a mid-sized one and the outer city circle in will be shown too, including the Jewish cemetery.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: Materials for the guide, texts, pictures, points on map, sound recordings, interesting stories.

Visibility: Online, foreign websites, Serbian websites, foreign newspaper

3. Creating a portfolio about Mrs. Rosenfeld Mártonné’s recipe book from 1923

Description: Storybook, family, kosher kitchen ...; selection of the most interesting recipes with quality photos of all or several prepared dishes according to these recipes

Technical description: Same as “Jewish Subotica”

- Photo preparation guidelines
- Chef’s honorarium

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: Materials for the guide, texts, pictures, points on map, sound recordings, interesting stories.

Visibility: Online, brochure, posters

4. Lecture by the Director of the Jewish Archives and Museums of Zuzana. Lecture on the Presentation and Interpretation of Jewish Cultural Heritage

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: honorary lecturer (foreign national), transportation on the Bdp-Su-Bdp route, accommodation and meals, simultaneous translation, catering, renting space and audio-visual equipment

Visibility: Online

5. Guided Tour of the Jewish Cemetery (Jewish Appeals, Funeral Arts, Tombs of Famous Sabbaths) of famous Jewish persons from Subotica

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: honorary authors / guides transportation for the audience / guests / tourists - bus synagogue cemetery – synagogue
Preparation of materials for the book, texts, pictures, translation.

Visibility: Online, brochure, newspaper, tourist agencies, radio, tv

6. An interactive workshop for children “Everything you didn’t know about Judaism and you didn’t dare ask”, designed for children in primary (one workshop) and high school (second workshop) in collaboration with Haver Serbia. Workshops are organized in the small and the large synagogue.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: Transportation on the Bgd-Su-Bgd route, catering - a snack for students, materials for the book, texts, pictures, translation.

Visibility: Online, tv, children's newspaper, tv programmes, school's

7. Making / Preparation of the portfolio "Jewish Subotica"

Description: representative, more luxurious edition; purpose: worship; modern design, richly illustrated with quality photographs; 1/3 theme synagogue, 2/3 theme Jewish Subotica; user-friendly (guide)

Technical description: 28 or 32 pages; full color; dimensions: closed format 20 x 20 cm; paper quality of at least 120 gr, better quality covers.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Preparation: Materials for the book, texts, pictures, translation.

Visibility: Online, tv, radio, newspaper, book presentation

5.2. Long-term ideas and products

Web site

Web site of the Jewish community Subotica also offers up-to-date information of community life, gatherings and events, but there is no email client to send out monthly programs to local and foreign tourist operators.

Target groups: SME

Preparation: Preparing email client

Visibility: Online, tv,

Movie project

It is a very popular regular activity of the community. Members of the community take an active part in initiating and suggesting old and new Jewish movies (Jewish theme, actors etc.) that are projected on a big screen in the community center. Very often, members engage in conversation about the movie that was shown.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Presenting: JC movies on the web You tube and web site.

Visibility: Online, tv

Magish

Promoting Magish abroad and trying to bring tourists from Israel to this event.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Visibility: Online, tv

Kosher kitchen

In the fully equipped Kosher kitchen, food is prepared from the summer of 2018. It is prepared for all the holidays, for Shabbath dinners and for guests. Rabbi Isak Asiel have been supplying the kitchen with kosher meat and kosher wine.

Target groups: General public, school groups, local community, tourists, local public authority, interest groups including NGOs, SME

Presenting: The new Kosher kitchen to the public and tourists.

Visibility: Kosher food would be offered by selected catering providers and confectioneries.

6. Implementation ideas

All of the ideas and products listed serve the aim to communicate the common message of drawing attention to and raising the conscience about the fact:

- that Subotica experienced an unparalleled and spectacular period of development and growth in the decades around the turn of the century which shaped also the visual appearance of the city, and

- that this period could happen exactly because the Jewish community which comprised approx. 3% of the total number of inhabitants had a sense of entrepreneurship and was brave, inventive, innovative enough to start a variety of businesses ranging from small handcraft manufactories to production sites significant in size on the level of the Austro-Hungarian Empire and later also Yugoslavia.

- that the life and heritage of this once vibrant community deserves to be rediscovered

- that the Jewish community within the city counted more than 4000 members before WWII and that this hard-working and diligent community almost disappeared in the work and death camps in the years 1944. and 1945.

Subotica was always at the crossroads of economic routes that serve many tourist purposes in the city, it contributes to the economic revival of the city. A railway to be renovated in the near future and an international highway in the local city, making it easier to connect with neighbouring countries, will make for a much more interesting benefit and get to Subotica. Tourist packaging is a complete service hour that not only allows visitors to provide support, but also provides accommodation, meals and other services in a healthy way.

In Subotica's tourist offer so far, it is true that mechanics are points of Jewish cultural heritage, but they have not been developed enough. The development of tourist routes and the new urban attraction of the city, which affects only one city and facilitates a one-time view of the Synagogue, will certainly be up-to-date in the locality and its surroundings as it is in many ways integrated and operational and try to offer a new longer experience to the tourist.

Jewish culture grows in the centre of interest, attracting only visitors between the ages of 50 and 70, and its needed to attract a much younger generation, that's why the next generation of tourist experts were invited to Subotica. This could be the number one destination for the families, because they provide every kind of remembering experience. Clients, school groups in Vojvodina, but abroad, are very important target groups, because they draw attention to many returning visitors, or they increase their cultural experience.

An important aspect is that visitors can search for meaningful information in a meaningful way and choose the best rating and the right composition when individual users find it with our developing mobile guide.

For those interested, the presentation, the sight is the real driving force, as for the various tourist offices, websites, and other advertising options can convince the traveller to come to our city. There is a need to find ways to present new topics and routes to the public in a constant but diverse way.