

## REDISCOVER

### Rediscover the Jewish cultural heritage Portfolio of potential tourism products

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## GALAȚI, ROMANIA

### LOCAL PORTFOLIO OF TOURISM PRODUCTS REGARDING THE JEWISH CULTURAL HERITAGE

#### A. Project Presentation

**Project title:** Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region, code DTP2-084-2.2.,

**Funding line:** Dunărea Transnational Programme, Priority Axis 2: a Danube region environmentally and culturally responsible, Specific Objective 2.2 - Strengthening common and integrated approaches to conservation and management of the diversity of natural and cultural heritage and resources in the Danube region as a basis for sustainable development and growth initiatives

**Brief description:** exploring the heritage of Jewish communities and creating competitive cultural and tourism products, with the possibility of including them in transnational networks.

The main objective of Rediscover project is to build on currently undiscovered potential in the Jewish cultural heritage of cities, and develop contemporary tourism solutions, while smartly arranging visibility, accessibility and sustainability. 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 organised into creative attractions, combined with visible synagogues, cemeteries, memorial sites and buildings.

The main result is the rediscovery of locally available Jewish heritage, tuned 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.

**Parteners:** The project consortium consists of 10 financial partners and 8 associated strategic partners. The financial partners are: Szeged Municipality (Hungary) - project leader, Szeged Tourinform (Hungary), Galați Municipality (Romania), Timișoara Municipality (Romania), Regensburg Municipality (Germany), Institute for Culture, Tourism and Sport Murska Sobota (Slovenia), Osojek Municipality (Croatia), Subotica Municipal Museum (Serbia), Kotor Municipality (Montenegro), Banja Luka Municipality (Bosnia and Herzegovina). The associate strategic partner of Galați Municipality is the Romanian Institute for Research on National Minorities.

**Duration:** 36 months (01.06.2019 – 30.05.2021)

**Target group/groups:** Jewish tourists and tourists in general, travel agencies, faculties in the field (history, tourism, etc.)

## B. Profile of the region, specifics of the city

**Regional Profile:** The South-East Region is located in the south eastern part of Romania and it is bounded to the north by the North-East Region, to the west by the Central Region, to the southwest with the South-Muntenia Region and the Bucharest-Ilfov Region, to the south with Bulgaria, to the east with the Republic of Moldova, Ukraine and the Black Sea shore. Covering 35,762 km<sup>2</sup> or 15% of the total area of the country, the region is the second largest of the 8 regions of Romania.

**South-East** is a development region of Romania, created in 1998. Like the other development regions, it has no administrative powers, its main functions being the coordination of the regional development projects and the absorption of funds from the European Union. The counties that are part of this development region are: Braila, Buzău, Constanța, Galați, Tulcea, Vrancea. The headquarters of the South-East Regional Development Agency is located in Braila.



At regional level, the historical changes of the country have the following implications: The South-East region becomes the gateway to the European Union for the ex-Soviet countries.

**City specifics:** Galați is the city of residence of the county with the same name, in the area of Moldova, Romania. It is near the southern triple border with the Republic of Moldova and Ukraine. According to the last census of 2011, the population of the city was 249.732, being the 8th city in the country according to its number of inhabitants.

It is one of the largest economic centers in Romania. The city of Galati has had a heavy history and due to the fact that it is placed on the Danube bank, the most important commercial river trade route in Europe, the Danube-Main-Rhine Canal. The economic life has developed around the Shipyard, the River Port, around the Steel Mill and the Mineral Port (<https://ro.wikipedia.org/wiki/Gala%C8%9Bi>).



The specificity of the city of Galati from the perspective of the tourist services is typical for urban tourism, with predominance of business tourists and professional activities, arriving in Galati in relation to the big industries, the pleasure / cultural tourism being poorly represented. In recent years, there has also been a cultural tourism, that was practically non-existent at the beginning of the 2000s, increasing due to the urban cultural activities organized in the city but also to the cultural objectives that are brought to the surface through local projects supported sometimes by European funds. The degree of awareness of the population on the cultural values of the Danube city has also increased and at the same time there has been an increase in cultural tourism.

Although the main category of tourists have an average stay of about 2 night- accommodation, this category of tourists participates to some extent in the cultural activities of the city and helps to increase the rate of sightseeing. Unfortunately, in the field of Danube tourism, the city of Galati no longer represents a port of particular interest for cruise ships that in the early 2000s brought several thousand tourists per year to Galati. For the first time after many years in which cruise ships have not stopped in Galati, in the summer of 2019, MS Prinzessin Sisi stops in the port of Galati. Although there are several passenger ships, there are no regular passenger trips even during the summer season. Due to the low demand, cruises on the Danube in Galati are organized at present only at the request of travel agencies for groups or requests of companies for corporate events. Tourism services are satisfactory from the point of view of **accommodation and public catering services**, the number of units is increasing and the diversity of services covers the demands of tourists, but as to the issue of the transport infrastructure Galati is limited in options.

## C. Overview of the tourism product portfolio

### Prerequisites:

- Existing cultural tourism, existing products

- Visibility of existing cultural tourism objectives
- Market demand for cultural tourism products
- Database created within the project
- Following the analysis of the questionnaires applied at the previous meetings, we have selected 6 tourist products that we will develop further.

The European Union acknowledges the importance of culture as part of the European tourism experience and as an element that can improve Europe's international touristic profile. Thus, the Commission supports the branches of cultural tourism with the highest growth potential. Europe is a top cultural destination due to an incomparable cultural heritage that includes museums, theaters, archaeological sites, historical cities, industrial sites, as well as other intangible heritage elements such as those of music or gastronomy.

It is estimated that 40% of the European tourism is cultural tourism and 4 out of 10 tourists choose their destination according to the cultural offer.

#### **Approaching tourism products:**

The tourist product is defined as an assembly of material goods and services capable of satisfying the tourism needs of a person between the moment of arrival and the moment of departure from the tourist destination, comprising both material goods and services. Starting from the information gathered within the project up to this moment, the tangible and intangible heritage, the database with potentially partner travel agents and the one with mobile applications, websites and social media pages, we will try to define a tourism product portfolio to make the most of the Jewish heritage of the city of Galati, while highlighting the contribution of the Jewish community to the overall building of the city as it has evolved over the years. The approach of tourism products will take into account social, economic, geographical factors so that the products will be "remarkable", with authentic elements from the local Jewish cultural heritage, but also economically efficient.

As a result of the interaction of its components as a whole:

The tourism product consists of different components, which "put together" create its outline: transport, accommodation, food, leisure, etc. This variety poses the challenge of building an integrated and coherent product.

Given the particularities of the "rediscovered" heritage, the proposed tourism products will be based on an inventory of everything that is offered to the tourist in terms of resources put into action. We will use AHE - the formula of a tourism product: A - access, H - heritage, E - equipment

1. Access facilities - which are related to the mode of transport that the tourist will use to reach the chosen destination. They are evaluated more according to their economic accessibility than by their physical distance.

2. The heritage of natural, cultural, artistic, historical, technological resources that tend to attract the tourist and determine him/her to travel.

3. Equipment - which rarely motivates the trip, but when missing, it restricts this trip: accommodation, rest, entertainment, sports.

It is not sufficient just to enumerate these elements to make the tourism product take shape. It will be the result of a combination that guarantees both the satisfaction of the tourist and meets the interests of the potential providers.

## D. Results of the series of workshops for product development - overview

*Inventory Work Shop*: Presentation of tangible and intangible elements of local Jewish cultural heritage and of the national thematic tourist and cultural networks, analysis and discussions on potential local and common tourism products.

Reference data:

Date: April 17, 2019

City: Galați

Location: The Software Park

Address: str. Portului no. 23, ground floor, conference room



**Prerequisites** : Selection of information regarding the tangible and intangible heritage of the Jewish cultural patrimony that is found locally, supplementing with additional information of potential local tourist routes, for tourist groups.

**Ideas**: creation of a tourist information center in Galați and discussions regarding the organization of tourist routes in the Galați-Brăila area.

**Conclusions**: The type of information, the way of presenting the data that will be included in the file / inventory regarding the tourist routes and the file / inventory structure regarding the Jewish intangible cultural heritage to be supplemented with additional information regarding religion and customs have been established.

*Capacity Building Workshop*: Workshop for capacity building on cooperation skills in order to develop tourism products and implement them.

Reference data:

Date: June 06, 2019

City: Galați

Location: Temple of Craftsmen

Address: str. Domei no. 9



**Prerequisites:** Analyzing the possibilities of cooperation between the stakeholders (tourism agencies, cultural and educational institutions, associations and other NGOs), in order to promote the Jewish cultural heritage, analyzing the opportunities to develop tourism products and business plans according to the demand and supply, analyzing the possibility of organizing tours on demand.

**Ideas:** A questionnaire was designed and made available to the participants. Through it, the project team will conclude which are the ways of integrating the Jewish cultural heritage from Galați into a tourist portfolio that will reach the attention of as many interested people/tourists as possible.

**Conclusions:** Following the proposals presented by participants, ideas were created to achieve the final tourist portfolio and a pedestrian tour was proposed. It will include reference tourism attractions of the Jewish cultural heritage in Galati, with the purpose of integrating them into a future local tourism product.

**Match Making:** Workshop to identify integrated tourism initiatives and partnerships between selected stakeholders

Reference data:

Date: June 28, 2019

City: Galați

Location: "Lower Danube" Multicultural Center

Address: str. Domneasca no. 91





**Prerequisites:** Presentation of tourism products, presentation of collaboration opportunities between tour operators and other interested institutions, in order to implement integrated tourism initiatives.

**Ideas:** presentation of 6 tourism products, good practice examples from the city of Braila and 4 project partner cities (Szeged, Regensburg, Murska Sobota, Osijek) and ideas for integrating the product into the existing sightseeing tours.

**Conclusions:** Questionnaires regarding the evaluation of the proposed tourism products were distributed and filled in, 2 out of the 6 presented tourist products, were identified as achievable in the near future (Jewish Festival and Cruise on the Danube - History of the Jews in Galati), based on which the implementation possibilities were discussed, with for and against opinions.

## E. Promoting Jewish cultural heritage locally

The presence of Jewish people in Galati is attested by the first Jewish cemetery in the city, dating from 1590-1595. A second cemetery was established in 1629, then another one in 1774, and finally the current cemetery in 1867. In 1920 the Jewish community of Galați represented approximately 20% of the city's population, which was of 100.000 residents. Between 1930 and 1942, the Jewish population dropped to 19.912. Between 1942-1947, there were 13.000 Jewish people in our city. Compared to 1950 when there were 9,000 Jewish people in 1969, following massive emigration, there were only 450 Jewish people left in Galati.

The largest scale of Jewish constructions has kept pace with the development of the city, from the second half of the nineteenth century to the interwar period, during which the Romanian cities underwent a major modernization process regarding town planning, urbanism and architecture.

The Jewish people have been preoccupied, from the beginning of their settlement in Galati, with their religious life, at first, in prayer houses set-up in homes and then by building synagogues.

Thus, in 1780, the Great Synagogue was built. The Great Synagogue also functioned as the first Jewish Community headquarters in Galati. In 1941, in Galati there were 20 synagogues. The documents of that period report the existence of craftsmen, organized in trades and professional societies, even from the XV -th century. The census indicates the names of the craftsmen who supported the rise of some synagogues, and whose names and their crafts are linked with the names of the prayer houses and synagogues – created with their financial aid. Each guild had its statute, its funds, and its prayer house. Simultaneous with the Great Synagogue – mentioned in 1780, rebuilt in 1813, there also were: tailors, blacksmiths, porters, coachmen and even a craftsmen synagogue (inaugurated in 1896), places mostly frequented by craftsmen.

In 1867, the Classical Gymnasium was inaugurated in Galați, which became a high school in 1887, and from 1890 a library and then the first Popular University. The Jewish community will also keep pace with these constructions, building a primary school in 1859, then the Silvy Schmierer School of Gymnastics, the Light School, where housekeeping was taught, a commercial school, a school for learning various crafts, a kindergarten for children.

The High School of the Jewish Community - currently Alexandru Ioan Cuza was inaugurated in 1919. The high school is an architectural monument, listed on the 2004 Historic Monuments List. Here was also the Jewish community headquarters of that period (today it is on Dornei Street in a building from the Craftsmen Temple).

The Jewish Community of Galați also set up the first Healthcare House, in 1834, which also served as an improvised hospital during the 1847 cholera epidemic. The Israeli Hospital, inaugurated in 1903 became, after its nationalization, the current Municipal Maternity. It was acquired by Galati Municipality in May 2017 from the Jewish Community.

Today, the Jewish community activity is carried out under different aspects:

- under religious aspect, there are services at the Craftsmen Temple, prayers and commemorations of the dead;
- assistance of a number of Jewish people ;
- Hebrew education;
- administration of buildings pertaining to Jewish community patrimony;
- maintenance and preservation of the Jewish cemetery;
- observance of the traditions, events related to the commemoration of "Holocaust Day".

Situation of tourism products and services that promote Jewish cultural heritage (case studies):

**Local tangible and intangible heritage:**

- ✓ Rituals, Customs and Traditions



**Name of custom / tradition:** *Sabbath*

**Description of the custom / tradition:** On the eve of the Sabbath (Friday evening) and on the eve of a holiday, the housewife lights candles and blesses them, and the head of the family says "Kiddush" - a prayer for the blessing of the wine.

**Name of custom / tradition:** *Purim*

**Description of custom / tradition:** Each family adorns "Purim baskets", in which they put the traditional goodies and gifts that are shared to the acquaintances or those in need. Children receive money from parents, "Purim money".

**Name of custom / tradition:** *Pesach*

**Description of custom / tradition:** It is a celebration of joy and a renewal of soul and body. In households, women do general cleaning. The boys of the house bring "Kosher" food from the grocery store. The dishes, the food, even the milk must be bought from a Jewish milkman.

**Name of custom / tradition:** *Roch Hachana*

**Description of custom / tradition:** A ram's horn is blown into (Shofar), for two days, for the awakening of believers to a better life. There are ten days of meditation, and then Yom Kippur follows, the feast of atonement, of forgiveness, when the Jews ask for forgiveness from one another and from God and go to a water to "shed their sins."

**Name of custom / tradition:** *Hanukkah - "Haq ha-orim"*

**Description of the custom / tradition:** They light successively, from one to eight, candles in a "Chanukah", candlestick or special lamp, which lights up at dusk and sits at the window or door. After the candles are lit, "Maoz Tzur" is sung, a very popular song of six verses, which evokes the re-establishment of the Temple in Jerusalem and the liberation of Israel.

**Name of custom / tradition:** *Prayers for the deceased*

**Description of custom / tradition:** All year long, the father of the family says "Kaddish", the prayer for the deceased, as the grandparents said after the death of their parents. On the day of their death, he says "Kaddish" in the synagogue. On annual commemoration days, the family lights a candle at the grave. When the "Yizkor" memorial prayer is said, a candle is lit at home.

✓ **Famous and Representative Personalities**

**Name and Surname:** Real name, ARON GROSSMAN, pseudonym ARON GOVRIN – born on 4.08.1920, Galați, Romania - deceased?

**Brief presentation of his activity:** Writer of memoirs from Galați, wrote and published the books: "Casanova, between life and fiction", "Only time does not waste time".

**Name and surname:** YONA ATLAS, born on 27.12 1927, Galați, Romania, deceased in 2008, Israel.

**Brief presentation of his activity:** Actor, screenwriter, comedian, publicist, author of satirical texts, epigrams and activist in various aspects of public life. He was an actor for the "Army Theater" - later known as "C. Notara ". He had two roles in the films: "The Lucky Mill" and "The Undertaking".

**Name and surname:** CAMIL BACIU / CAMILLO KAUFMAN born in 1926, Galați, Romania - deceased on 04. 2005, Paris

**Short presentation of his activity:** he worked as a journalist and Romanian writer of Sci-Fi literature, he worked as a journalist at "Flacăra" newspaper.

**Name and surname:** CONRAD BERCOVICI born in 1882, Galați, Romania - deceased in 1961, New York, USA

**Brief presentation of his activity:** Writer and journalist, he wrote the book "Charity Murder".

**Name and surname:** Real name LUCIAN RUGA, pseudonym LEOPOLD BITTMAN-RUGA born in 1906, in Galați, Romania - deceased in 1992, in Israel

**Brief presentation of his activity:** Writer, President of the Israeli Association of "Romanian Writers"

**Name and Surname:** Real name MIREL BRATEȘ, pseudonym MEYER WEINBERG born on 29.08. 1936, in Galați, Romania

**Short presentation of his activity:** Writer, publicist, producer of television films. He wrote novels, essays, literary chronicles, poetry. He was the first commander in the Marine Military Forces, a construction engineer until 1969, a journalist. Producer of television films.

**Name and Surname:** Real name NINA CASSIAN, pseudonym RENEE ANNIE KATZ born on 21.11.1924, in Galați, Romania - deceased on 14.04.2014, in New York, USA

**Brief presentation of her activity:** Known poetry and essay writer, translator, pianist and composer. She started with translations in 1944, wrote the poetry volume: "On 1/1 Scale" in 1947.

**Name and Surname:** SARA / SOPHIA KARP born in Galați, Romania in 1861 - deceased on 31.03.1904, in New York, USA

**Brief presentation of her activity:** The first professional actress in the world to use the Yiddish language in her plays - born in Galați, in 1861. She founded the Great Hebrew Theater, the first cultural institution in New York.

#### ✓ **Oral History (Family Stories)**

**Family:** The story of the life of DEVY ABRAHAM born in 1932, in Galați, Romania - deceased in 2015, in Galați, Romania

**Life story:** In 1940, Jewish men between the ages of 15 and 80 were forced to perform forced labor. His father hid, but then surrendered and was beaten at the Police Station, followed by deportation of the whole family. First in the Kopaigorod Camp, then in Halcinet. In 1942, all the men were taken to Nicolaev, where his father was shot. In the camp where they were deported, out of 400 people there were 50 left. The children ate crows, rats, meat from sick cattle thrown by villagers and bodies of skinned dogs. They were weak, full of lice, fever and wounds, sick of typhus. After three years of life in the camp, everything became a habit. Devy worked alongside women in the field, collecting corpses and throwing them in the fountains. In 1944, the Jews in the camp were loaded into two trucks and taken to be shot near a common pit. Devy was shot in the leg, his mother in the back and they threw themselves into the pit to look dead. During the massacre, several planes of the Allies appeared and those who were firing the Jewish ran away. They were rescued by some Ukrainians. In 1945, they were repatriated and received a certificate of deportation from Transnistria.

**Family:** The story of the life of GISELA HUNDAR born in 1940, in Lespezi, Romania - deceased?

**Life story:** Gisela (Hundar) Zilberman was born in 1940, in the town of Lespezi in Iasi County. When she was 1, her parents, a grandmother and an aunt moved in with her and so she arrived in Galați. It was a time of war and they were deported from Lespezi to Iasi. They took her father, but when they saw that he didn't have an eye, they let him go and he joined the family. The father had a brother in Galați, Grimberg Simon, who held a manufactory on Traian Street, and decided to move with his family to him. During the war, around 1943-1944, her father was detained in a camp, like all the Jewish men in the city, from where he was taken away with the others to compulsory work and was used as a road worker.

**FAMILY:** The story of the HAREL family

**Life story:** At the time of writing about her Romanian origin, Limor Harel was only 13 years old. She lives in Natanya, Israel, with her family. Her father, Marius Herscovich – a Jewish name, Shai Harel - is from Galati and emigrated to Israel in 1977. Limor does not know how to write except in Hebrew, but her father translated these lines, to be included in the monograph of the Jews in Galati. Limor was born on 12 Teveth 5745 (January 5, 1985), at the "Laniado" Hospital in Natanya. She knew Grandma Ety, but not Grandpa Lazarus, as he passed away two days before her birth, but only heard beautiful things about him. Limor also has an elder brother, Liran, whom he is very attached to. Her father, Marius Herscovich / Shai Harel, now lives in Natanya, but was born in Galati, Romania, on January 31, 1947, on a heavy winter day, with high snow drifts and blocked traffic, which is why his birth was declared on the second day, February 1st. He grew up in a traditionalistic family. In the city there was a Jewish, state elementary school, where Yiddish was also taught, but he attended the No. 1 "Vasile Alecsandri" Middle School, from the first to the eleventh grade. In his generation of students, half the class were Jews. He learned the Hebrew alphabet in the synagogue. He graduated from the Mathematics Faculty of the Pedagogical Institute in Galați and the University "Alexandru Ioan Cuza" in Iași and he was a Mathematics teacher in Ivești and Galați.

In 1977, he emigrated with his parents to Israel, where he was a high school Math teacher. The family moved to Natanya, where Ety's sister's family lived.

✓ **Arts, Crafts, Sciences**

**Artist name:** LOLA (DOROTHEA) SCHMIERER-ROTH born on 16.11.1893, în Galați, Romania - deceased on 4.04.1981 in Bucharest, Romania

**Activity:** Painting and graphics.

**Artist name:** JULES PERAHIM // JULES / IULIȘ BLUMENFELD born on 24.05.1914, in Bucharest, Romania - deceased on 02.03.2008, in Paris, France

**Activity:** Master in monumental mural art in mosaic

**Artist name:** **REUVEN RUBIN / RUBIN ZELICOVICI** born on 13.11.1893, în Galați, Romania - deceased on 13.10.1974, in Tel Aviv, Israel

**Activity:** Master in naive art, considered "the national painter of Israel"

**Artist name:** **JEANE COPPEL (born HELDER)** - born on 03.05.1896, in Galați, Romania - deceased on 1.11.1971, in Paris, France

**Activity:** From the 1950s he exhibited regularly in the big Parisian galleries, but over time he presented his works on both sides of the Atlantic, from London to Sao Paulo. His works are mainly found in museums from Paris, Nantes, Saint-Etienne, Colmar, Harvard, London, Jerusalem, Sao Paulo, Bochum.

✓ **Gastronomy**

**Name:** CHOLENT

**What it is:** On Sabbath (every Saturday) Cholent, a traditional dish is eaten

**When to serve:** A traditional food, baked on Fridays, before sunset, and left to cook slowly, overnight, so that it can be eaten warm the next day, when people come from the synagogue.

**Name:** CHALLAH

**What it is:** Cake from white wheat flour and corn flour

**When to serve:** Wheat flour and corn flour cake, beaten eggs, spices and goose fat. Make a dough that is put in the pot next to the meat and let it boil with it.

**Name:** HAMANTASH

**What it is:** a food called "Haman's Ears" - The Great Vizier of Persia

**When to serve:** Humantash is served on Purim. Recipe. For the dough: 300 grams of flour, 200 grams of butter, 2 yolks, a nutlike piece of yeast and a glass of milk. The filling can be made of 250 grams of poppy, 4 tablespoons of sugar, lemon peel, 2 egg whites whipped, 2 tablespoons of brandy. Mix butter with sifted flour and a pinch of salt.

**Name:** CHAROSET

**What it is:** A mixture of nuts and apples, sprinkled with wine, served on the first evening of Pesah.

**When to serve:** On the eve of Pesah, the girls in the house prepare the "charoSET"

**Name:** SHAKSOUKA

**What it is:** An egg omelette with spicy tomato sauce, green pepper. Onions and garlic

**When to serve:** It is a very popular breakfast first and foremost in Israel

**Name:** SWEET FISH MEATBALLS

**What it is:** A successful combination of sugar, salt and pepper, flour and fish. Boil in water with spices (bay leaves, ginger, sugar, salt, black pepper).

**When to serve:** It is eaten on Pesach and Rosh Hashanah (New Year).

**Name:** CHICKEN LIVER SALAD

**What it is:** ½ kgs of chicken liver, 5-6 hard eggs, 1 kg of onion. Peeled and finely chopped onions are fried in oil and close to the end the liver is added, then cover and let it in low heat. Mix once in a while, so as not to stick and fry the liver well. Let it cool down, then everything is passed through a grinder. Add salt, black pepper and a little mustard.

**When to serve:** There is no feast without this chicken liver salad

✓ **Literature**

**Writer:** BENJAMIN DOLINGHER - Writer, playwright, poet, born on 24.01.1929, in Galați, Romania - deceased on 26.06.2015, in Lausanne, Switzerland

**Activity:** He was a member of the "Society of Writers of Switzerland" and a member of the "Writers' Association of Vaud"

**Writer:** IANCU FELDSTEIN - writer, born on 07.12.1916, in Galați, Romania - deceased on 18.10.2010, în Haifa, Israel

**Activity:** He wrote the volume "Life in balance" (Persona Publishing House -1997), a true manual of ethics and deontology for any doctor. Great music lover, he wrote "Harmony of life. The word. The Doctor. The music. Philosophy" (2001), a quintessence of the conception of the behavior of a true man

**Writer:** EDGAR REICHMANN – writer

**Activity:** He wrote "Rendez-vous de Kornstadt", Paris, 1984

**Writer:** SEBASTIAN REICHMANN – writer

**Activity:** He wrote the volume of poetry named Geraldine at Editura pentru literatura Publishing House, 1971

**Writer:** OSWALD RODAN – writer

**Activity:** "Tipora, the desert magic bird" (1990) and "My beloved Hetaira: the great conspiracy from the Dead Sea" (2011)

**Writer:** IULIA SOARE

**Activity:** Published the novels the Calaff Family, Bucharest 1956 and 2011, Stendhal, Bucharest, 1957, A walk to Baneasa, Bucharest, 1962, The Bronze Age, Bucharest, 1969, Beautiful Spring Sunday, Bucharest, 1971.

✓ **Songs, Music and Dance**

**What:** HORAH

**What it is:** A Jewish dance in circle, usually on the music of Hava Nagila.

**When:** It is danced at Jewish weddings and other occasions that take place in Jewish communities.

**Cinema:** YEMENITE STEP (TZA'AD TEMANI)

**What it is:** It is a form of dance based on small jumps on the spot (feet stomping).

**When:** The theme of the romantic composition reflects the 2000 years of Jewish hope for a return to Israel, to restore it, and to claim that it is a free and sovereign nation.

**Cinema:** HATIKVAH

**What it is:** It is a Jewish poem from the eleventh century that became the national anthem of Israel. The theme of the romantic composition reflects the 2000 years of Jewish hope for a return to Israel, to restore it, and to claim that it is a free and sovereign nation.

**When:** On holidays

**What:** ZEMIROT

**What are they:** Jewish hymns, sung especially in Hebrew or Aramaic, but sometimes in Yiddish or Ladino.

**When:** The most famous "zemirot" are those songs that are sung around the table during the "Sabbath" and during the Jewish holidays. Some songs are sung at certain times of the day, such as the Friday night evening meal, the Saturday evening meal, the Sabbath meal which is served just before dusk, on Saturday afternoon.

**Who:** HANUKKAH MUSIC

**What it stands for:** They are blessings



**When:** Three blessings of Hanukkah are spoken (modern Hebrew: בְּרָכוֹת לְהַנֻּכָּה Berakhot Laḥanukka, Lit: blessings of Hanukkah) which are songs used to light the candles for "menorah". The third blessing (shehecheyanu) is spoken only on the first evening.

✓ **Local Patrimony Elements**



Temple of Craftsmen and the Blacksmith Synagogue (former) - Str. Dornei no. 9, Galati  
The Temple of the Craftsmen and the Blacksmith Synagogue (former synagogue, former social canteen) inaugurated in 1896, is the only one still existing in Galați. The synagogue was renovated in 2014. It is imposing, built of bricks, with reinforced concrete - being one of the first to use this system. The large room is very high and through the three windows a lot of light comes in. The interior furniture is the original one. The lamps, the chandeliers, the candlesticks, the stained glass windows on the front, are all kept in their original state. In addition to the great hall, there are also rooms in the temple where prayer objects, donated objects, inscriptions are displayed. The largest of these rooms, through which you pass to enter the great hall, is highly decorated. In the same building there is an old building, the former Synagogue of the Blacksmiths, where there is now located the headquarters of the Jewish Community in Galați and the Ritual restaurant. In this Jewish spiritual center important rabbis officiated services: Jacob Margulies, I. M. Zalman, Der Barmdiker, Gottesmann, Schapira etc.



- Jean Steuerman House (currently the Simion Mehedinți High School) - Bălcescu str. 19, Galati

Jean Steuerman was one of the richest merchants of the Danube city. During the interwar period, he built a beautiful house in neo Romanian style, with seven large rooms, which today can be seen in the courtyard of the "Simion Mehedinți" Galati High School. The style of the house, neo Romanian, has at the entrance a portal bordered by two pillars, which have their origin in the Oltenia kules. Above the windows, we find an architectural knot, and this is interpreted as a knot of faith, which holds the house bound in faith. On the

balcony of the house we find wooden pillars, which are inspired by the Christian peasant culture. In the rooms of the house, on the walls, we find details with the grape symbol - the Christian symbol, which refers to Jesus and faith.

Under the windows of the house there are niches, which are taken from the church architecture, and the zigzags inside the house refer to the pre-Christian symbol of lightning, which connects the sky to the earth.

- The Israelite School for Girls (the current no. 16 Secondary School) - str. Arieșului no. 8, Galați

The no. 16 Nicolae Bălcescu Secondary School, the former Israeli-Romanian girl school, is one of the oldest schools in Galați. With a rich history, the building in which this school operates is built in 1908. In 1899, a passionate lady, Sylvia Schmierer, the president of the Israeli ladies in Galați, asks the Ministry of Culture and Public Education to open a private girls' school in Galați for 180 students. In 1908 the school operates with 6 classrooms, with a capacity of 380 students. From 1910 they host also students of Romanian nationality. At the outbreak of World War I the school was requisitioned, it was used as a hospital and a canteen. At the end of the hostilities in 1918 the school is released and the courses begin in 1918-1919 with 295 students. In 1924, the school was attended by 410 students when it was transformed into the "Commercial girls' school". Here children studied as subjects such as Accounting, Shorthand Writing, Commercial Arithmetic, French, German - <https://www.monitoruldegalati.ro/stirea-zilei/scoala-gimnaziala-nr-16-intra-in-reabilitare-%C8%99i-modernizare.html>

Since 1950 it has functioned as a boarding school.

Later, the daughter of the lady who built the school, became a teacher at the "D. Cudin " Art High School in Galați. She has never left Romania.



- **Osias Auschnitt House - Bălcescu street no. 82, Galați**

Unanimously known as the biggest Romanian industrialist, before the instauration of the communist regimen, Max Auchnitt was born in Galați, on 14 of February 1888. He was the son of Osias Auchnitt, who founded a plant on the Danube's shore since 1875. He graduated the Commerciale High Studies Academy in Wien, and after he took over his father's business, he founded a nail and chain factory, in Galați, in 1910. Two years later, in association with a London firm, he established a galvanized sheet factory.

After the war, in 1946, he left for the United States, and in 1948 all his properties were confiscated by the communist regimen. He established his home in New York, where he deceased in 1959.

In recent years, his son, Steven Auschnitt, 86 years old, came back to Romania and received, in the account of industrial heritage of his father, titles at Property Fund estimated around 30-40 million dollars, respectively 2-3 percent of the actions of the fund. Dozens of the estates from Otelul Rosu that were returned to him, were given to the tenants, and the palace in Bucharest he sold to Gigi Becali (known business man, owner of sports Club in Romania and ex MEP). Worth mentioning also the fact that Steven Achnitt has a personal wealth of over 2 billion dollars, after he patented in USA over 100 inventions - <https://www.viata-libera.ro/diaspora/32323-viata-libera-galateni-care-au-uimit-lumea-max-auschnitt>

## F. How we can harness the Jewish Cultural Heritage

In the project, extraordinary city values were rediscovered, that embedded in the proposed touristic products proposed in the project but also in the portfolio of the objectives of interest of Galati city, we can increase Jewish cultural heritage visibility both in tourists from all categories as in locals and especially new generation of young people.

Jewish cultural heritage was promoted till present days only amongst Jewish community that are still in connexion with Jewish community from Galati through their own channels of communication. The presence of tourists that arrive now in Galati with the idea of discovering Jewish cultural heritage is, at the moment strictly related with existent family ties with Jews of Galati origin. We wish that, by promoting cultural touristic products within this project, Jewish cultural heritage will become known within a wider range of tourists, and for an increased visibility this must be embedded in some touristic products with a wider addressability, not only to tourists of Jewish origin.

Also, as an objective of products designed in the project, we proposed to increase city values level of awareness from Jewish cultural heritage and at the level of all age's population of Galati. Nowadays, over a century apart to the moments in which the Jewish community was building the city stone by stone and laid the foundation of industry from Danube port, industry with whom we are now still proud in Galati, the information regarding the contribution of the Jewish community to the development of the city almost lost amongst the population.

At the same time we proposed to realize through cultural touristic products promotion an awareness for the local authorities but also an involvement of interested parts, economical agents, associations, foundations, cultural institution, schools, so that rediscovered authentic values will not be lost. And to be kept for the future generations.

Tangible inheritance	Elements	Intangible inheritance	Elements
Synagogues, museums	1	Rituals, customs, traditions	6
Schools	1	Famous personalities	8
Houses	1	Oral history ( family stories)	3
		Arts, crafts , science	4
		Gastronomy	7
		Literature	6
		Songs, music, dances,	5

## G. Product and existing thematic routes connections

### Potential connections with other local/national initiatives:

- Romanian Jewish Tours <http://www.romaniajewishtours.com/>  
Tarbut Sighet Foundation Maramures Culture and Hebrew Education <http://ftsighet.com/>
- True Romania Tours <http://true-romania.tours/jewish-heritage-tour-of-romania/>
- Aufgang travel <https://aufgangtravel.com/travel-tours/jewish-heritage-tour-of-romania>
- Jewish Heritage org  
[http://www.jewishheritage.org/web/routes/pdfs/Romanian Jewish Route.pdf](http://www.jewishheritage.org/web/routes/pdfs/Romanian_Jewish_Route.pdf)
- Jewish Heritage Europe <https://jewish-heritage-europe.eu/2017/02/27/romania-new-traveltour-opportunity/>

Because we are trying to increase Jewish cultural heritage visibility amongst tourists that are not of Jewish origin we will add in the routes and circuits list , that are not exclusively following the exploration of Jewish patrimony but they have connections with our city:

- Danube cruises with stops in Galati Port <https://www.regina-rivercruises.com/river-cruises/2019/river#donau>
- Romania Bucovina Danube Delta cruises [https://www.lidl-tour.ro/circuit-romania-bucovina-delta-dunarii\\_p1537](https://www.lidl-tour.ro/circuit-romania-bucovina-delta-dunarii_p1537)

- Discover Bucovina <https://oferteturism.ro/circuit-2019-descopera-bucovina-bucuresti-marasesti-targu-neamt-gura-humorului-biserici-pictate-vatra-dornei/p>
- <https://www.excursiireusite.ro/chisinau-vizite-la-crame-de-sf-dumitru-25-27-oct-2019/9072/>
- <https://www.excursiireusite.ro/toamna-in-moldova-bucovina-04-06-oct-2019/9101/>
- Museum night in Galati  
[https://adevarul.ro/locale/galati/noaptea-muzeelor-lagalati-publicul-asteptat-observatorul-astronomic-planetariu-1\\_5cdbe5be445219c57ea87e08/index.html](https://adevarul.ro/locale/galati/noaptea-muzeelor-lagalati-publicul-asteptat-observatorul-astronomic-planetariu-1_5cdbe5be445219c57ea87e08/index.html)
- Museums circuit in Galati County  
[https://www.cjgalati.ro/index.php?option=com\\_content&view=article&id=3263](https://www.cjgalati.ro/index.php?option=com_content&view=article&id=3263)
- 2 days trip Ports Belle Epoque Galati Braila  
<https://castlebreak.ro/tours/porturi-belle-epoque-braila-galati/?fbclid=IwAR2IQ8genVZVoSBZ12kS3mGsTZHasaZogzsAZTfzYjqhXB0GkMXykcoyNWw>
- Galati, Braila Tours  
[https://www.facebook.com/walkthiswaybraila.ro/?\\_tn=K-R&eid=ARAMgCljtczDQ-i89i4EQXI6FIMW05snQ3iJqc7wTsAJoeMojHxvRDjSQTJ7DJKmIh5-Gxys8DYI1qdL&fref=mentions](https://www.facebook.com/walkthiswaybraila.ro/?_tn=K-R&eid=ARAMgCljtczDQ-i89i4EQXI6FIMW05snQ3iJqc7wTsAJoeMojHxvRDjSQTJ7DJKmIh5-Gxys8DYI1qdL&fref=mentions)  
Asociatia Proilavia Braila  
Braila city tour / Guide tour Braila  
[https://www.facebook.com/pg/asociatiamila80/about/?ref=page\\_internal](https://www.facebook.com/pg/asociatiamila80/about/?ref=page_internal)

**Potential connections with initiatives at a partnership level (transnational thematic routes)**

<https://www.europeanjewishtours.com/>

<https://www.jewishheritage.org/web/european-routes>

<https://keshertours.com/tours-destinations/europe/hungary/>

<https://adventurescroatia.com/jewish-heritage-tour/>

## H. Tourism products identified / proposed

### ***Product 1: Festival promoting Jewish cultural heritage - weekend with cultural-artistic activities***

Target group:

- a) groups of tourists, tourists with a targeted interest for exploring the Jewish cultural heritage of Galati city brought through the travel agencies
- b) individual tourists, especially families who will be attracted to reach the city of Galati during the Festival, which will plan their stay without calling on the tourism agencies involved in the project
- c) residents, foreign people holding temporary residence in the city of Galati
- d) resident students from the university center of Galati
- e) locals, of all age and social categories, considering the wide range of activities carried out within the festival

#### ***Product description:***

**Rediscover Danube Jewish Cultural heritage**, is the name of the festival that we decided upon, after analyzing the questionnaires distributed at the event of 28.06.2019, and it will take place on the weekend of 26th -27th of September, 2020 in the "Public Garden" located on Domneasca Street, at the corner with Vasile Alecsandri Street. The Public Garden was established in 1864, being present in the times when the Jewish community was almost a quarter of the city's population and represents an ideal area for rest and recreation, but also an excellent view on Lake Brates. Near the main entrance an artesian fountain is located. We have chosen this place due to its generous surface available but also because of the successful experiences of similar festivals held in the city.

***Participants will have the opportunity to see, listen, learn, taste, feel, sing and dance at the extraordinary pace of the Jewish community's life. The festival will unfold over two days so that participants of all ages can find various activities suitable for all tastes.***

***The wide range of activities is composed of elements that can individually be an attractive tourist cultural product.***

#### ***The unique elements of the festival will be:***

- workshops for children, arts and crafts, painting
- workshops for adults (mosaic)
- cooking workshop for Jewish culinary products
- photo exhibition of Jewish buildings, from the past and present,
- creating a current map of the city with the positioning of the objectives of special interest within the Jewish cultural heritage
- story workshop and presentation of traditions, celebrations with guests from the local community
- kiosks with souvenirs, photos, tasting of Jewish culinary products

- projection of films and interviews made within the project
- Jewish dance workshops
- special guests: Maia Morgenstern, Endy Glikman (semi finalist X factor)
- traditional Jewish music with Bucharest Klezmer Band
- Jewish synagogue music with Emanuel Pusztai, singer of the Bucharest Choral Temple

**Product visibility / promotion:**

The festival will be promoted on the following channels:

- direct promotion to the national and international communities through the special channels of the Jewish communities
- Direct promotion to tourist agencies with portfolios of tourists interested in cultural tourism
- promotion by street display
- promotion through the Fb page of the project
- online promotion through web pages that inform the locals and not only about the events in the city, on the Galati city application
- direct promotion through the stakeholders identified at the city level

We propose that the festival be resumed annually with the support of the interested parties, in this way the event can be transformed into a tradition of the city.

**Product 2: Guided tour through stencil steps (tour marked by templates in the shape of steps, on the asphalt, towards the targeted heritage objectives)**

**Target group:**

- a) groups of tourists, tourists with a targeted interest for the exploration of the Jewish cultural heritage from the city of Galati brought through the travel agencies / associations of Jewish communities from all over the world
- b) groups of tourists brought by the cruise ships that are approaching (or could be) to Galati
- c) groups of tourists in transit through Galati, who visit the North of Moldova
- d) groups of locals and residents, of all age and social categories, taking into account the wide range of activities carried out within the festival
- e) groups of students resident in the city

**Product description:**

We will outline a walking trip lasting 2 hours, with a stop of around 10 minutes at each objective, then following the visit of the most attractive tourist attractions. This route will be marked with steps in the form of steps, located at a maximum of 100 m distance and at each change of direction, indicating the objectives pursued.

The preliminary route was shaped on the occasion of the event held on June 28, 2019 "Match-making Walkshop - Pedestrian Tour presenting some representative elements of the Jewish cultural heritage

(testing of a potential tourist product): The Temple of the Craftsmen and the Blacksmith Synagogue (former), Jean Steuerman House (the current Simion Mehedinți High School) – 19 Bălcescu Street, Israelite School for Girls (current High School no. 16) - Arieșului str., Osias Auschnitt house – 82 Bălcescu Street. Each of the visited elements will be presented with the support of a tour guide, the stories of the families who lived in those buildings, with an emphasis on the influence brought by the Jewish community on the development of the city.

- Most life stories are sad, but to turn the tourist product into an attractive product we will use stories that can impact the general public:

**- The story of the first Jews who arrived in Palestine, departed in 1882 by the Thetis ship from Galați:**

*In 1882, after the Zionist Congress from Focsani held in 1881, Moses David Iancovici took charge of organizing the emigration of 30 Jewish families from Moinești, who had expressed their wish to follow him to Palestine. Empowered by these families, Iancovici appeared at the "haham bași" (chief rabbi of the Ottoman Empire) in Constantinople, Rabbi Moshe Halevy, to ask for his support in obtaining the establishment permit in Palestine. Halevy had a meeting with Minister Elias, who was also the Sultan's doctor. The minister advised Iancovici not to submit an official application, but to buy land in Palestine with his money, and he, Elias, offered to persuade the sultan to exempt the emigrants, in the first years, from paying the tax.*

*Iancovici-Șuv came to Chief and began to search for land. In the region called Rosh Pina today he saw a Jewish village abandoned and its land put up for sale. After three years of drought, only three families remained in the village. From the rich spring region you can see the snowy peak of Mount Hermon. Father David Șuv described to the families of the Monastery the region that resembles some Romanian lands and asked for the authorization to purchase the lands. The Moldavian Jews delegated David Bucharest to see the place and help make a decision. Iancovici and Bucharest bought the land, and the families of migrants left for Palestine.*

*44 families, together with Iancovici's family, namely David Șuv (whose daughter, a newborn, died on the way) and the family of his brother-in-law, Mordechai Bernstein, embarked in August 1882 in Galați on the Thetis boat, namely 22 of families from Moinești, 10 families from Bârlad, 8 families from Galați and a family from Focșani, in total 228 souls.*

*Some of the families, especially those from Moinești, led by David Șuv and Mordechai Bernstein, came to the purchased land and founded the village Rosh Pina. Other families, especially those from Galați, later founded the village Zihron Ia'akov (today the city). [1]*

**- The story of Konrad Bercovici, the screenwriter of Charlie Chaplin's "Dictator" Movie:**



- Charlie Chaplin's "Dictator" movie is famous all over the world, but few know that the idea of the movie script belongs to a writer born in Galati, Konrad Bercovici.

Coming to the world on the Danube, on June 22, 1882, in a family of Jewish origin, Konrad Bercovici enjoyed a lively childhood, as he later described himself, his father being a kid in the area of Galati - Braila. Growing up in a cosmopolitan community, the future writer learned Greek, French and German, along with Hebrew and Romanian, and Russian, Turkish and Gypsy were no strangers to him.

When Konrad was 11, his father died during anti-Semitic uprisings that took place in Galați, and the Bercovici family moved to Paris. While attending organ classes in the French capital, Konrad met the sculptor Naomi Librescu, his future wife. The two left for America, and after a period in Montreal, they settled in New York. At the beginning of the American adventure, Konrad Bercovici gave piano lessons, played organ in theaters and then began writing for various newspapers. As a reporter, he met Charlie Chaplin in 1915, who was at the beginning of his career, the two having forged a friendship that lasted for decades, resisting even after the great actor and director became a world star.

Bercovici was appreciated in the literary world right from his first book, "Crimes of Charity", but he was successful due to stories inspired by the gypsy world in which he had childhood in Galați ("Ghitza and Other Romances of Gipsy Blood"). He continued to be a journalist and writer, publishing hundreds of articles and over 30 volumes of prose, in the 1930s being for a good deal of time and screenwriter in Hollywood.

After the premiere of the movie "Dictator", Bercovici claimed that his script belonged to him and asked, as his only reward, to have his name passed on the generic. As Chaplin denied this, although he acknowledged that the idea for the script was Bercovici's, he followed a plagiarism process, finally ending in 1947, with the filmmaker's payment of damages equivalent today of about one million dollars. Konrad Bercovici died in New York on December 27, 1961. [2]

- **The story of Vera Maria Atkins (born Vera-May Rosenberg), one of the most important spies of the Second World War:**

- One of the most important spies of World War II has its origins in Galati. Even though he cataloged his birth in our city as "a mere accident of history," dictated by his father's commercial interests, in any biography of Mrs. Atkins it appears that she was born on the Danube. An English Secret Service agent, Vera Maria Atkins (born Vera-May Rosenberg) was born in Galati on June 15, 1908, being the only daughter of Max Rosenberg, a Jew who moved South African business to Romania in 1904, taking advantage of the development of the wheat trade through the port of Galati.

The success of his company, "The Danube", propelled Max Rosenberg as host of foreign diplomats in Romania, these meetings allowing Vera to get in touch with the European protipendade of the time. Max Rosenberg died in 1933 in Romania, and Vera adopted her mother's maiden name and left for England, via France. Before France being occupied by the Germans, Vera enrolled as a modern language student at the

*Sorbonne, followed by a one-year course at a school in Lausanne. Later, in England, Vera became a secret services officer, a position from which she sent 470 agents, including 39 women, behind enemy lines - the French territories occupied by the Germans.*

*More than four decades after the end of the war, in 1987, Vera Atkins was rewarded by France for her services, with the title of Commander of the Legion of Honor (Croix de Guerre, Commandeur of the Légion d'Honneur). Vera Atkins inspired the screenwriters of spy movies, becoming a model for the character Miss Moneypenny in a Bond movie. For Ian Fleming, the "father" of the famous James Bond, "Vera Atkins was the boss in the world of spies". Vera Atkins died on June 24, 2000, at the age of 92, in the city of Hastings, southern England [3]*

#### **- The story of the painter Dorothea (Lola) Schmierer Roth:**

*Highly appreciated in the cultural milieu of Galati, the painter Dorothea (Lola) Schmierer Roth remained the whole life in the city of Danube, whom she loved dearly, although she had many opportunities to show her talent in the great capitals of Europe.*

*Descended from rich Jewish merchants and ship-owners, Lola was born in Galați, on November 16, 1893. Raised in the residence of the Dutch consulate, the future artist benefited from a solid education, including an artistic one, determined by the social status of her family.*

*She started drawing as a child, and she took the first painting lessons with the Venetian Antonio Zumino, between 1908 and 1911, learning from him the technique of watercolor and meticulous drawing of nature.*

*After 1911 she made her first visits abroad, to Vienna and Berlin, where her great-grandfather, the renowned linguist Haimann Tiktin, had settled. Along with him, she made a kind of initiatory journey through the great cultural centers of the world, visiting, among others, Athens, Constantinople and Rome.*

*Until about World War II, Lola Schmierer Roth studied and painted abroad, in academies or in the workshops of famous artists in Paris and Berlin. She started participating in exhibitions in 1913, together with several students of Zumino, after which she took part in various events, in Berlin and Bucharest. In 1933 she obtained the First Prize at the Official Painting Exhibition in the Capital, and in 1935 she opened her first personal exhibition in Bucharest, with works realized between 1924 and 1935, among which there are numerous landscapes that immortalize the Danube meadow, and the mouth; Siretului, Movileniul or Țiglina.*

*After the war, marginalized by the communist regime, her activity was almost exclusively pedagogical, with Lola Schmierer Roth trying to find a balance with her students, whose enthusiasm gave her the courage to overcome the problems of modest living as a drawing teacher. Only after the 70's did she*

*return to the forefront of the city's cultural life, participating in two retrospective exhibitions and becoming a member of the Union of Plastic Artists. She died on April 3, 1981.*

*It should be mentioned that, in 2003, his daughter and son-in-law, Anne-Louise Roth and Alexandru Cezar Ionescu, established in Germany, donated to the Galați Museum of Visual Art no less than 74 works by the artist. [4]*

**- The story of Barbu Nemțeanu, (Benjamin Deutsch), author of the verse "Galați, a terrible city of merchants":**

*"Galati, a terrible city of merchants" is the verse that has remained as one of the most realistic descriptions of the largest Danube port since the beginning of the 20th century. The poet who characterized his hometown in this way is Barbu Nemțeanu, born in Galați, on October 1, 1887.*

*On the real name Benjamin Deutsch, Barbu Nemțeanu came into the world in a family of Jewish origin, being the son of an instructor at the Israelite school in Galați. At the age of 10, he remained an orphan of his father and began working to support his family.*

*In 1904 he made his publicity debut, with a poem, in the local newspaper "Forward". He then published in numerous local and national newspapers and magazines of the time. He published, in Galați, the literary-artistic weekly "Free pages", of socialist orientation, which appeared for several months, July - November, in 1908.*

*In 1915, the volume of verses "Sunshine" appeared, of which is also part of the poem "Galați" (Galați, a terrible city of merchants / The poet sits in Sodom / He looks like a proud flower in his work / You do not have them but you can feel the aroma // Your children keep their eyes down always / They don't even know the sky of your city / By another way it's called my song / But their thought shows them another way), which would bring him over years, the celebrity.*

*He also published two other volumes with his own lyrics (first, "Selected Poems" in 1910) and one of translations from the universal lyric, which included French, German, English, Italian, Danish and Russian poetry. Adept of symbolism, but at the same time prefacing inter-war modernism, Barbu Nemțeanu intended to publish his entire work under the title "In the rhythm of life", but his early death thwarted his plans.*

*In 1913, sick with tuberculosis, he went to treatment in Lausanne, Switzerland, but his health continued to worsen, so he spent the last years of his life in a sanatorium. He died at the age of 32, on May 29, 1919, in Bucharest. [5]*

**- The story of the world's first professional Yiddish language actress, Sophia Karp (Sara Segal):**

*Considered the first professional Yiddish-language actress in the world, Sophia Karp was born in Galați, in 1861, under the name of Sara Segal. Throughout her career, she has been known as Sofia Carp, Sophie Goldstein and Sophie Karp.*

*Sara was 16 when the Goldfaden band, the only one in the world that plays idioms, arrived in Galati. The respective band consisted of three actors, so that the role played by Sara in the play "Grandmother and granddaughter", which had its premiere in Galați, was first interpreted in Yiddish by a woman.*

*As her mother vehemently opposed her daughter's acting career, in order to pursue her artistic dream, Sara married one of the band members, Sokher Goldstein, the only one of the three unmarried actors. This was also the time when Sara Segal became "Sophie Goldstein".*

*He played with Goldfaden in Bucharest, Odessa, Russia, Berlin and many other German cities. After the death of his husband's tuberculosis, he returned to the country, in Iasi, where she remained for a few years, becoming one of the primates of the time. It should be mentioned that, in addition to acting talent, Sophia was also a very valuable soprano.*

*Between 1883-1888, she was in London, where she married another actor, Max Karp, so she continued to play as Sophia Karp. After the British period, the Karp family arrived in New York, where Sophie, along with Jacob Fischel and playwright Joseph Lateiner, founded the Grand Jewish Theater, the first Jewish cultural institution in the great American city, in 1903.*

*Shortly after her inauguration, Sophia Karp became ill with pneumonia and died in New York on March 31, 1904, at the age of just 43.*

*Her daughter, Rosa, followed in her footsteps, choosing her career as an actress. [6]*

**- The story of Max Auschnitt, born in Galati in the family of a great Jewish industrialist:**

*Born in Galați in 1888 in the family of a Jewish industrialist, Max Auschnitt graduated from the Academy of High Trade and Export Studies in Vienna, he was president of the General Association of Industry in Banat, vice president of the General Union of Industrialists of Romania and senator of the Chamber of Commerce, Trade and Industry in Galați.*

*Max Auschnitt led U.D.R. successfully, it having the largest share capital in Romania (1 billion lei), the highest turnover, most employees - 16 669 in 1938, respectively 22 892 in 1948. Together with his brother Edgar he owned the company Titan-Nădrag-Călan with over 4900 employees in 1938. He was part of the management of many foreign companies in Vienna, Monaco and Romanian companies such as the Romanian Telephone Company, Chrissoveloni Bank, etc.*

*In December 1934 he converted to the Catholic Christian religion and married a Romanian, Livia Pordea. In 1939 he fell to the disgrace of King Carol II, with whom he was a partner of cruises and poker games,*

*in favor of his rival, Nicolae Malaxa. He was arrested and tried and sentenced to 6 years in prison. His enterprises were "Romanianized" during the last period of the Royal Dictatorship and during the Antonescu dictatorship. In 1942 he was released from prison, followed by the commutation of the sentence to work in the service of the company, which he carried out at his former companies. After the fall of the Antonescu regime, his trial was re-judged and paid in the autumn of 1944.*

*During World War II, Max Auschnitt also organized a base in the US for his business. To represent his interests after the end of the war, Max Auschnitt hired Allen Dulles who, at the time, was a private lawyer, well-versed in entering political emigrants and secret operations.*

*Seeing the danger of the settling of the communist regime, he emigrated to the United States of America, where he died in 1959. His entire property was confiscated by the communist government in 1948.*

*Following the 1989 Romanian Revolution, Max Auschnitt's followers sued the Romanian state, demanding compensation for the confiscation of the Titan-Nădrag-Călan plants. The process for awarding damages began in 2001. In 2011, the final sentence was given, which entitles the heirs of Auschnitt to receive damages of 37 million dollars, in shares of Fondul Proprietatea, as well as the rights to more real estate. According to the representation contract, the lawyers receive half of the total amount, and the rest is divided between three heirs.*

*In 2012, Steven Auschnitt, the son of Max Auschnitt, returned to Romania, to Lugoj, to inaugurate the Memorial Center raised in honor of his father. On this occasion, he also launched a business project worth 15 million euros, consisting of a complex of parking lots, motels and restaurants for drivers passing through the Banat area. [7]*

#### **- The story of Radu Lupu - one of the most important pianists of our time :**

*Radu Lupu - one of the most important pianists of our time*

*His interpretations of the creations of Schubert, Schumann, Brahms, Beethoven or Mozart have been characterized as magical. He was born in Galați, in a family of Jews, his parents being Meyer Lupu and Ana Gabor.*

*At 6, he starts studying the piano with Lia Busuioceanu, and at 12 he starts with a complete program of music composed by himself. He continues his studies in Bucharest, with Florica Musicescu and Cella Delavrancea. At 16, in 1961, he receives a scholarship to the Moscow Conservatory, where he will work with Galina Eghiazarova. During his studies in the Soviet Union, he has concerts in Moscow and Leningrad and participates in the "Van Cliburn" Piano Competition in Texas, where he wins the 1st prize.*

*He will resume courses in Moscow and, before completing them, will win two more prestigious awards: at the "George Enescu" International Festival in 1967 and, two years later, at the international piano competition in Leeds, in the United Kingdom.*

*"In 1969 he made his debut on the London stage, recording a great success with the performance of the Piano Op. 10 no. 3 by Beethoven. "He brought on what appeared to be a whole life experience, with his alternations of desolation and pride. Music could never be closer to speech," wrote Joan Chissell in the prestigious The Times." [8]*

**Product visibility / promotion:**

- Through the marking with templates this product will be very visible and will have a special impact among population
- direct promotion to the national and international communities through the special channels of the Jewish communities
- Direct promotion to tourism agencies with portfolios of tourists interested in cultural tourism
- promotion through the Fb page of the project
- online promotion through specialized web pages, on the Galaticity mobile application

**Product 3: Treasure hunt – objectives of Jewish cultural heritage**

**Target group:**

- a) groups of tourists, tourists with a targeted interest for the exploration of the Jewish cultural heritage from the city of Galati brought through the travel agencies / associations of Jewish communities from all over the world
- b) groups of tourists brought by the cruise ships that are approaching (or could be in) Galati
- c) companies / institutions wishing to carry out team building activities - Treasure hunt
- d) groups of residents, from all age groups and social groups brought together by the interest for these types of activities
- e) groups of students, resident in the city

**Product description:**

The proposed Treasure Hunt is a dynamic activity, where we will travel the streets of the city in search of answers and interact with the locals to discover hidden treasures. The Jewish heritage of Galati, with architectural, craft and cultural importance, has a loaded history. We aim to familiarize participants with as many points of interest as possible. To do this, we divide the group into teams that start searching for the most interesting things in the city center, trying to accomplish as many missions as possible. The missions are not always simple because in the treasure hunt nothing is what it seems. The goal is to get as many points as possible. At the end of the exercise, we will present the success factors in finding as many answers as possible and how we can translate these factors into everyday work. The main objective also remains within the Treasure Hunt product, to value and promote the rediscovered Jewish heritage, the awareness of the general public, especially the young ones, of the Galati values, raising awareness of the need to preserve this vast cultural heritage, which cannot be considered

exclusive of community, but it integrates into the general patrimony of the municipality. We will divide the group formed into teams of 4-5 people, on a route covering ten of the most interesting objectives, discovering them based on some indications offered in the starting instruction by the organizers. At the end of the contest, the enthusiasm and effort of the participants will be rewarded by offering prizes and diplomas, relying on their interest to participate in other competitions of this kind. In this respect, at the request of the people who are willing to participate in other editions of Treasure Hunt, the organizers will develop other routes with objectives and small secrets not yet unveiled in previous editions.

**Product visibility / promotion:**

- direct promotion to the national and international communities through the special channels of the Jewish communities
- direct promotion to companies / institutions that have over 40 employees in order to organize team-building for employees
- Direct promotion to tourism agencies with portfolios of tourists interested in cultural tourism
- promotion by street display
- promotion through the Fb page of the project
- online promotion through web pages that inform the locals and not only, about the events in the city, on the Galaticity application

**Product 4: The mini-cruise ship "The History of Galați on the Danube" - 2 hours, with stories related to the elements of Jewish heritage (especially the intangible heritage: events, personal stories, etc.)**

**Target group:**

- a) groups of tourists, tourists with a targeted interest for the exploration of the Jewish cultural heritage from the city of Galati brought through the travel agencies / associations of Jewish communities from all over the world
- b) groups of tourists formed by large hotels in the city
- c) companies / institutions wishing to organize short-term cruise employees / business partners with the theme proposed by us
- d) groups of locals and residents, from all age and social categories, brought together by the interest for exploring the Jewish cultural heritage in the city of Galati
- e) groups of students, resident in the city

**Product description:**

The cruise will be organized at the request of the tourist groups formed by the travel agencies or at the request of the members of the Jewish communities from all over the world. Depending on the size of

the groups we will call on the few cruise ships present in the port of Galati, Kaptain (120 passengers), Vega River (60 passengers).

To empathize with the tourists, we have given up the idea of a bilingual audio guide, and we will call on the support of local tour guides (eg Ciprian Ciocan - Mila 80) who will present during the cruise a story but also interactive discussions on the history of the Jewish community, from the city backed up by the life stories of Jewish personalities with origins in the city of Galati.

In short, the history of the Jews from Galati is summarized on the web page of the local community.

*“The existence of Jews in Galati from ancient times is related to the fact that this settlement exists as a port on the Danube, at the end of the “ Siret Road” through which trade between Poland and the Ottoman Empire is carried out. This explains the gift given by Alexander the Good (October 8, 1408) by which he exempts the sellers from Lvov from paying customs duties on the territory of Moldova. Likewise, he and Stephen the Great take other measures to attract the Jewish merchants, whose contribution to the prosperity of the country they appreciated. The presence of Jews in Galați is attested by the first Jewish cemetery, dating from the years 1590-1595. A second cemetery was established in 1629, then another one in 1774, and finally the existing cemetery in 1867.*

*Since the beginning of their settlement, the Jews have been concerned with religious life. At first, in prayer house installed in residential houses and then by building synagogues by different categories of parishioners who attended them. Thus, in 1780, the Great Synagogue is established in the courtyard where a mikwe with a steam bath was installed. The Great Synagogue also served as the first headquarters for the Jewish Community of Galați (epitropy).*

*Then there are recorded the establishment of new synagogues, which also illustrates the growth of the Jewish population in Galati. The houses of worship, guilds, schools, medical and social assistance actually reflect and are a result of the active presence of the Jews in the economic life of Galați.*

*In Galati, around 1760, there were the Mendel Brothers Naval Repair Workshops, which ensured the development of the Port. Cereal warehouses were built that allowed Galati to compete with Odessa and Cherson from Russia, timber trade was developed, and at the end of the 19th century they were operating in Galati: the Konzelman soap factory, the Babat soap and candle factory, the factory of ice cream and metallic packaging Albina (Max Fischer) and others.*

*Among the Jewish industrialists we should mention the Auschnit family (Osias and sons Max and Edgar) who build the Titan metallurgical plant. This will be developed later in a strong society by uniting with Nădrag-Călan, and in 1923 it will put into operation in Galați the first sheet mill in Moldova. Also Auschnit will buy the factory of nails, wire and galvanized sheet Titan II).*

*There were also the Ebner nail factory, the Braunstein soap factory (the future Apollo), the nets and fishing gear factory. There were also small factories: electric batteries, textiles, etc. A special place was occupied by the small workshop of the Jewish craftsmen: of tinsmiths, of brass, book binders, typographers, watchmaking, leather, fur, boots, jewelers, photographers, cleaners and painters, tailors, etc. (H. Kuller in "Eight studies of the history of the Jews in Romania" cites the testimony of a traveler-page.56 after which "In Moldova the best craftsmen are Armenians or Jews").*



*In the banking and insurance business the presence of the Jews was as consistent. Among the most well-known Jewish bankers are Isaac Rottenberg, Iosef Brown, the Aronovich brothers - whose international relations stretched from Vienna to Istanbul. In the field of big trade we mention the great exporters of timber (Natan Schapira, Max Auschnit, Ch. Bendel), the big importers of colonial and chemical (Brudersohn, Grunblat, Koffler, Perliter), the importers of textiles (Brenner, Goldstein & Orenstein, Zissu & Kaufman); cereal exporters (Goldring - Groper, Mendelsohn, Moglescu). In the field of small commerce, the hundreds of Jewish shops provided a various supply of the population.*

*In addition to the contribution to the economic development of Galați, the Jews also had an equally significant contribution to the cultural background. Thus, the following cultural societies were founded in Galați: in 1872: Loja B'nei Brith, in 1879: Maimonide Talmud Tora, in 1897: Max Nordau Society as a large library, second in size in the city, in 1901: The Circle Theodor Herzl, in 1903: The Progress Society. In 1826, the Guild of Jewish Tailors was established, in 1874 - the Society of Israeli Tradesmen, in 1893 - the Society of Port Officers, in 1895 - the Association of Jewish Painters and Painters and the Society of Jewish Butchers, etc.*

*One constant concern was the creation of the forms of help to those in need. Thus, in 1874 is founded the Society of help and charity of the Israeli craftsmen from Galati, which provided aid to the sick as well as to the families of the deceased. The company also provided donations to the Association of Jewish students from Bucharest and Cernăuți, as well as to the Children's Orphanage, the Old People's Asylum and the Jewish Canteen in the locality.*

*The Jewish community in Galati set up the first Health Center as early as 1834 ("Hecdos"), which also served as an improvised hospital during the cholera epidemic in 1847. The problem of transforming this health house into a hospital was raised. For the necessary funds, the ruler Mihail Grigore Sturdza was asked to approve a special tax on the goods exported and imported by the Jewish merchants. By this order of February 23, 1846, this request is approved. This is also an implicit recognition of the Jewish Community of Galati as a legal entity.*

*In 1903 the inauguration of the new premises of the Israeli hospital takes place, which was visited in 1906 by the princely couple Maria and Ferdinand de Hohenzollern who appreciated the good functioning and the modernity of the institution. During the First World War, it was transformed into a military hospital. After nationalization, in 1948, it was transformed into maternity. We also mention as social welfare institutions organized by the Community: the Society for the Benefit of the Slums (1901), the Asylum of the Elders (1904), in which, as in the case of the Israeli spit, assistance is also given to citizens of other ethnic groups.*

*A constant concern was education, especially considering that, for Jewish children, access to state schools was obstructed. The first primary school for boys was organized by the community, in Galați, in 1859, followed, in 1876, by the second Israeli primary school for boys, for which a new building, opened in 1896, was built. In 1898 the Community Commercial School is established, which become the*

*Community High School. In 1899 the girls' primary school was established (which in 1929 will be renamed "Sylvia Schmierer"). In 1901 there is established a popular school for girls "Light" in which a teaching class is also taught.*

*With all this contribution, particularly consistent on all levels, the Jews from Galați (as well as from all over the country) had to suffer because of the evils, acts of violence and arbitrariness. In 1796 there was violence against the Jews under the pretext of "Christian blood for the rape". In 1821 Greek etherists set fire to several synagogues in Gatati; the same in 1842. Anti-Semitic excesses are recorded in Galati in March and April 1847, also reported in the newspaper "Der Orient". Hundreds of Jews were beaten and robbed; the synagogues of Dolingher, Oel, Gotesman, the Great Synagogue were destroyed. The same thing happened in 1859. In 1867, the episode "the drowning of Galați" takes place, which provoked international protests. At the same time, there was a pogrom in which the synagogues were devastated and many Jews were beaten. In fact there were always diversionary and violent actions against the Jews, most instigated and inspired by the Greek traders who, under the mask of religious fanaticism, manipulated and harassed the masses against the Jewish merchants.*

*In part, in addition to the continuing commitment of the Jewish people to Eretz Israel, this explains the emergence and extent of the Zionist movement in Galati. As H. Kuller also mentions, "Galați was the undisputed center of Zionism in Romania". Indeed, from 1881 to 1919 Galați was the organizing center of the Zionist movement under the leadership of Samuel Pineles (1843-1928). He was the initiator and the organizer of the first Zionist congress that took place in 1881 in Focșani, a congress that he led in his capacity as president - 16 years before the 1st Zionist Congress organized by Herzl in Basel in 1897 (Focșani city was chosen for the union symbol). It is worth mentioning that Hatikwa sang for the first time in the Focsani Congress (subsequently adopted as a hymn of Zionism and then of the State of Israel), Pineles was elected secretary of the Central Committee of the Zionist Movement in Romania and then as President of Hoveva Zion. He supported Theodor Herrzl and participated in the preparation of the Zionist Congress in Basel in 1897. Pineles was elected one of the 3 vice-presidents. The Zionist power station in Romania was based in Galați until 1906. " [9]*

**Product visibility / promotion:**

- direct promotion to the national and international communities through the special channels of the Jewish communities
- collaboration with cruise ship owners
- Direct promotion to tourism agencies with portfolios of tourists interested in cultural tourism
- promotion by street display
- promotion through the fb page of the project
- online promotion through profile web pages

**Product 5: Opening of photographs and objects - fragments from the former life of the Jewish community**

**Target group:**

- a) tourists with an interest in exploring the Jewish cultural heritage of the city of Galati
- b) locals and residents, from all age and social categories brought together by the interest for exploring the Jewish cultural heritage in the city of Galati
- c) groups of students, resident in the city

**Product description:**

The opening will need the support of the Jewish community to gather enough exhibits. The opening can be hosted by the Temple of the Trades, by the Museum of Visual Arts or by the Multicultural Center Lower Danube, lasting 4 weeks, and once a week, at an hour accessible to the general public, a guest from the members of the Jewish community will support a guided presentation of the exhibited objects. In order to turn the varnish into a cultural tourist product, it will be scheduled and announced to the partners and interested parties at least 6 months in advance, and the annual repetition in similar periods could turn the product into a tradition and a successful event. Apart from the exhibits, there will be displayed special stories of the Jews from Galati of yesterday.

The objective of this product is to capitalize and promote the rediscovered Jewish heritage, to inform the general public, especially the young ones, of the Galati values, to raise awareness about the need to preserve the rediscovered cultural heritage.

**Product visibility / promotion:**

- direct promotion to the national and international communities through the special channels of the Jewish communities
- Direct promotion to tourism agencies with portfolios of tourists interested in cultural tourism
- promotion by street display
- promotion through the fb page of the project
- online promotion through web pages that inform the locals and not only about the events in the city, on the Galaticity application

**Product 6: Culinary experience - exploring Jewish gastronomy**

**Target group:**

- a) tourists with an interest in exploring the Jewish cultural heritage of the city of Galati
- b) locals and residents, from all age and social categories brought together by the interest for exploring the Jewish cultural heritage in the city of Galati
- c) groups of students, resident in the city

**Product description:**

In partnership with a restaurant, we want to organize theme evenings, in which tourists, and not only, can taste traditional Jewish products, especially those used by the local community, to feel the rhythm of Jewish life through traditional songs and dances. At the request of the groups of tourists, we will be able to bring kosher dishes from the country, because there is no restaurant in Galati that delivers kosher products. We will call on local guides or community members who will hold storytelling workshops with former community storytellers. During these theme evenings, cooking workshops can be organized, with the help of kitchens, specialised in Jewish dishes. At the same time, small exhibitions with objects / photos from the Jewish heritage can be organized.

**Product visibility / promotion:**

- direct promotion to the clients / partners of the restaurants with which we will collaborate
- direct promotion to the national and international communities through the special channels of the Jewish communities
- Direct promotion to tourism agencies with portfolios of tourists interested in cultural tourism
- promotion by street display
- promotion through the fb page of the project
- online promotion through web pages that inform the locals and not only about the events in the city, on the Galaticity application

## I. Proposals for the implementation / development of tourism products

- The proposal to the local authorities to register the city of Galati in various competitions of the type "European Cultural Capital";
- Contacting the major portals, for example of the «visiteurope.com» portal to increase the attractiveness of Galati and Romania as a whole of quality and sustainable tourist destinations;
- Promoting a dialogue with cruise operators, ports and stakeholders in cultural and cruise tourism;
- Promoting ecotourism and sustainable tourism products within the designed products;
- Promote the diversification of tourism products further with the partners identified by the project;

Creation, in cooperation with partner cities in the project, of a true "Rediscover" brand, which can complement efforts at national and regional level and allow European destinations with Jewish heritage to be more distinguished from other international destinations.

Conducting joint actions to promote the destination "Ports on the Danube with Jewish history" during major international events or at major tourist fairs and lounges.

Involving the citizens of the city in the strategic planning process and in making decisions for the local tourism development.

The involvement of the media and media channels in the process of product development and implementation ensures not only transparency in the process, but also the fact that cultural tourism products will be understood and propagated without distortion or misinterpretation.

Promote a cooperation framework for authorities, stakeholders and public organizations by building business models, which involves cooperation between small and medium-sized enterprises / entrepreneurs and public authorities, building networks and smart strategies.

Tourism in Galați is an important contributor to the stability and competitiveness of the local and regional economy. Understanding and capitalizing on the "rediscovered" heritage through this project and the local potential requires the involvement of all tourism stakeholders: Local public authority, higher administrative levels, public institutions, organizations, businesses and all those entities that play a role in modeling visitor experience. The sector, by its nature, is not easy to identify, being rather a "sectors sector" (hospitality industry, culture, gastronomy, etc.). By collectively pursuing a shared vision and goals, and by sharing the responsibility of tourism policy instead of a unilateral or ad-hoc approach, culturally designed tourism products can have a positive impact on the hospitality industry locally.

Connecting with local, national and European Union programs, for example <http://www.interreg-danube.eu/>

<http://gisserver.mdrap.ro/arcgis/apps/MapJournal/index.html?appid=b210045fdffa4431af3df8b694e36cdc&webmap=a8ee445ca36840c7ae59ed7289421217>

Product promotion to interest groups, specialized associations and other organizations: Ministry of Tourism; Ministry of Regional Development, Public Administration and European Funds; Ministry of Culture and National Identity; Ministry of the Environment; Ministry of Education and Ministry of Research and Innovation, Ministry of Economy; Galați County Council; The Regional Development Agency for the South-East Region; Multicultural Center of the Lower Danube; Lower Danube University - Faculty of History; Local public administration Association for the Promotion and Development of Coastal Tourism - Danube Delta; The Patronage Organization of Hotels and Restaurants in Romania (HORA); Federation of Employers of Romanian Tourism; The Ecotourism Association of Romania; Federation of the Hotel Industry of Romania.

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