



REDISCOVER

Osijek portfolio of potential Jewish heritage related tourism products, services and attractions

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IMPRESSUM

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Grad Osijek /City of Osijek

ON BEHALF OF CONTRACTING AUTHORITY:
Ivian Vrkić, Mayor

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RICL Obrt za savjetovanje i usluge
Kralja P. Svačića 62, Osijek

AUTHOR:
Jesenska Ricl

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1. Short abstract about the Rediscover project

Main objective of the REDISCOVER^[1] project is to rediscover and 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.

Project partners are the 9 municipalities of Danube region mid-sized cities which used to be homes to very prosperous Jewish communities before World War II: Szeged (HU, acting as Lead partner), Banja Luka (BA), Galati (RO), Kotor (ME), Murska Sobota (SI), Osijek (HR), Regensburg (DE), Subotica (RS) and Timisoara (RO).

Thematic project partners are Institute for Culture, Tourism and Sport Murska Sobota (SI); Municipal Museum of Subotica (RS) and Szeged and Surroundings Tourism Nonprofit Ltd. (HU). Thematic associated strategic partners (ASPs) are: Jewish Community of Banja Luka (BA); Jewish Community of Montenegro; Jewish Community of Osijek (HR); Jewish Community of Szeged (HU); Jewish Community Timisoara (RO); Romanian Institute for Research on National Minorities.

The project implementation started on June 1, 2018, and will last for a total of 36 months, until May 31, 2021. The total project budget is EUR 1.846.346,45, of which EU co-financing is EUR 1.569.394,47 (85%). The contribution from the European Regional Development Fund (ERDF) is EUR 1,267,175.28 and the IPA contribution is EUR 302,219.19. The budget available to the City of Osijek in this project is EUR 157.190,40 for the activities of designing and conducting workshops on the development of tourism products for the purpose of strengthening the capacities of tourism stakeholders, developing a local portfolio of potential tourism products, services and attractions, developing a mobile application and organising cultural events. Key project outputs are Joint Visibility Strategy and Community-sourced Jewish Cultural Heritage Valorisation Handbook, which can be used to replicate the initiative in further cities of the Danube Region.

[1] The project's full title is „Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region“ (DTP2-084-2.2) within Interreg V-B Danube Transnational programme 2014-2020.

1.1. Content of the portfolio

The portfolio of tourism products and services based on Jewish heritage from the city of Osijek contains basic information on the potentials of the city of Osijek and its surroundings as a future tourism destination that will be part of the offer based on Jewish heritage through the management of tourism packages. The vision of the portfolio development is to combine the offer of the project partners and the development of the Danube Jewish route, which will be offered by travel agencies and other tourism organisations.



2. Workshop outputs within the product development workshop series (evaluation)

2.1 Inventory workshop in Osijek

The Inventory workshop in Osijek was organised as a two-fold event: a walking tour of tangible Jewish heritage sites annexed by the family or personal stories of the building owners or users – prominent Osijek citizens of Jewish origin. During the tour which was led by Grgur Marko Ivanković (art historian, senior curator of Museum of Slavonia in Osijek), besides earlier defined heritage sites to be visited, several new sites of interest were detected (Rechnitz house, Ljudevit Gaj Square – the building next to the Jewish school building where a prominent engineer Milan Rechnitz lived with his wife Elza, the 1st Osijek educated painter; Jewish Free Masons' Lodge building at the angle of Radić and Republika Streets; Vilim Winter's (a prominent Osijek lawyer) house in Neumann Street, Kohn House in Kapucinska Street, where the seat of the first Osijek textile manufacturing facility was – later grew into a strong textile industry; the location of Nikola Szege's photo atelier, famous Osijek photographer). Not many information on these buildings and their most important owners / users are available, so they could not be entered into the inventory list but they can be mentioned and briefly described during the guided tours (they are all in the city centre). Some new facts were discovered i.e. the fact that the Jewish school in its original form had 2 entrances - 1 from Radić Street serving as the entrance of Jewish school, and other in Ljudevit Gaj Square serving as the entrance of Jewish Community Headquarters (now there is only 1 entrance in Radić Street); the existence of a separate Jewish Free Mason's Lodge which grew out of the Vigilance (Budnost) Lodge in which prominent Jewish Osijek citizens also were significant founding members; the significance of Vilim Winter, eminent Osijek lawyer and law expert. Following the guided tour the Osijek project team analysed the draft inventory lists, corrected some data and amended them slightly. The inputs of professor Darko Fischer, the life-long honorary president of Jewish Community of Osijek, were also very useful in this process of correcting and amending Osijek Local inventory.

The working conclusion was that the tangible cultural heritage tour has the educational and touristic potential either separately or in combination with Osijek Secession tour because they overlap rather significantly. It also offers intangible heritage promotion potential – family or individual stories and destinies. There is rather strong potential of 2 additional expert tours or creating 2 special exhibitions: the library of prominent Osijek lawyer Hermann Weissmann left as his legacy to Museum of Slavonia and Ivan Rein, Elza Rechnitz and Oscar Nemon artworks in Museum of Fine Arts in Osijek. The tour of the Jewish cemeteries has a strong potential related to the intangible heritage (the famous persons, significant families and their graves and stories, the rituals by burials, other customs and rituals).

2.2 Capacity building workshop in Osijek

The Capacity building workshop in Osijek was organized on July 15, 2019. 10,00 – 14,00, at the Museum of Slavonia in Osijek, at 6 Holy Trinity Square in Tvrđa (Osijek Baroque Fortress). Obrt Ričl (crafts), known

for its many years of experience in cultural tourism development, including the strategic planning in cultural tourism, with the special focus on cultural-heritage-based tourism products and projects, was chosen to carry out the series of project workshops, including the workshop and conference for all the project partners at Osijek project partner meeting on September 24. The general principles of Tourism product development -- 'From the idea to the cultural tourism product' taught the participants all the basic steps of product development: heritage management and cooperation skills development (general features of cultural trends in tourism, of (cultural) tourism products and services); key activity stakeholders in creating cultural tourism products; cultural heritage, cultural route and cultural event management; co-operation and communication of tourism community systems related to the development of complex tourist products for the market of special interest; market research and analysis (SWOT); concept development; elaboration of product development strategy; pilot product development and testing; branding, promotion and positioning of (cultural) tourism products; commercial usage of complex tourism products for the market of special interests (cultural tourism) including: branding and marketing of (cultural) tourism products, visitors attraction, digital, online and multimedia tools in promotion of (cultural) tourism products, services and destination; communication skills in promotion and distribution of (cultural) tourism products and services. The whole process of tourism product development was presented through the real examples of actual products developed by Obrt Ricl and some similar business entities, which was a useful illustration of the theoretical principles presented. Here the Google map of Osijek JCH with the single points of interest was presented, which can be rendered interactive, amended with the data on single buildings and published as a potential new cultural tourism product for individual visitors or groups of tourists. It can be rendered in 2 versions: for walking tours and for cycling tourists (numerous in Osijek).

The final section covered Business planning related to cultural tourism (with the focus on tourism products based on Osijek Jewish cultural heritage), including the strategic business review, business vision and mission of the desired state and values, and critical success factors, business strategy development and implementation formulation or action plan defining. The issue of product sustainability is critical: in the region with, although constantly growing, but still only developing continental tourism with its numerous 'children diseases' and limited market along with limited resources, it is very difficult to achieve sustainability, especially with cultural tourism products. This is also the detected reason of rather weak interest of SMEs in these potential new products – they do not see their benefits for them, especially in shorter term and, struggling for their basic existence in Osijek and surrounding area, they are not in a position to dedicate their time to such 'uncertain and long-term' issues. The further very important issue was also raised – weak connections of Osijek with other regional cities by public transport e.g. no transport means to Subotica at all, which prevents proper development of tourism as well. In the times of rather strong trend of individual visits, this issue is a real obstacle. Osijek is very well connected only to big centres like Zagreb, Belgrade and Novi Sad, but it is not enough.

2.3 Match-making workshop in Osijek

The Match-making workshop in Osijek was organised on July 19, 2019. 10,00 – 12,00, at the Museum of Slavonia in Osijek, at 6 Holy Trinity Square in Tvrđa (Osijek Baroque Fortress).

Good practice examples of Jewish Cultural Heritage in the Danube region and across Europe were presented in the next part. Jesenka Ricl emphasised good examples of Szeged and Subotica Art Nouveau route and their JCH with really rich and abundant built heritage, which can be linked to the new Subotica Osijek Secession route. In all 3 cities Art Nouveau routes significantly overlap with JCH routes.

Osijek project team here also mentioned Timisoara which is also in very similar situation, reasons probably to be found in the fact that all these towns belonged to the Habsburg / Austro-Hungarian Monarchy. However, there is no such finished formula to be 'copied' for success – there are good examples and practices, the particular ideas or segments of which can be used as 'models' for other cities, but likely in adapted versions. The reason is that in each city/region/country the people, partners, as well as the cultural and economic circumstances are rather different. Also the very state and even the existence of certain heritage sites. Several good practice examples from Croatia, from the regions / cities which are comparable to Osijek (even within Croatia the differences are tremendous – the continent vs. the coast, and even lately vs. Zagreb) – Ogulin as the interpretation centre of fairy tale world; Sisak building on its rich industrial heritage and on integrated cultural tourism product development with the inclusion of all the cultural and touristic stakeholders and with the natural heritage of Sisak surroundings, linking the traditional with the modern trends which can offer a very useful model to Osijek; Osijek's storytelling programme based on cultural heritage and history (Crocultour association) and the offer of free digital innovative tour guide of Osijek and different European destinations (VR, virtual walks, 360° camera shots), Secret Zagreb: Ghost and Dragons Tour, Mirogoj Whispers of Eternity Tour and famous tours of Varaždin cemetery which can serve to Osijek as a model for Jewish Cemetery Tour. Such tours must be variously organised for different stakeholder groups depending on their professional and other interests and affinities (architects, artists, families, youth, seniors etc). Osijek Upper town Jewish cemetery offers many interesting and touching stories (at least 30 family tombs which offer outstanding stories of prominent persons, achievements, family and personal histories, their residence and business locations in the town et al.) Such a tour was already organised several times. Here the stories can be widened by the presentation and explanation of Jewish traditions and customs in general with the special focus on burial traditions and related social procedures (Chevra Kadisha).

The example of Georgia and its capital Tbilisi was presented as an extreme example, which reconstructed all the important JCH sites and put them into the commercial use, but with the resentment of a part of the local Jewish community for the reasons of this too strong commercialization of heritage (<https://www.jewishheritage.org/web/european-routes/Georgia>). They have elaborated also the online guide booklet – Georgia for Jewish travellers. Croatian (esp. Zagreb) Jewish communities are now trying together to enter Croatia into this list of Jewish Routes, so Osijek can add its information to the Croatian Jewish Route database.

Ricl also presented several specialised Croatian museums (smaller ones) which can be partly serve as models for potential future JCH-related museum or the already prepared Museum of Personal (Hi)stories. She also presented the educational part of the Museum's project with the association Interpret Europe, within which the training of future certified cultural heritage interpreters will be held. This will definitely raise the capacities of Osijek professional tour guides and upgrade the local offer related to cultural tourism, which is still only in the beginning stages of development – a general conclusion with all the workshop participants agreed.

The final part of the workshop was going through local and international cooperation and networking potentials (partners, projects, products). Since the cultural tourism products in Osijek is generally hardly sustainable (the fact proven by the experience of Crocultour Association as the producer of the Osijek storytelling programme with even 5 own living history performances as tourism products offered on the market, strongly promoted through intense direct and digital marketing methods but with rather modest sustainability – as a part-time and temporary job posts only) the strong support of the City and County governments as the City and County Tourist Boards. Therefore, when developing new cultural tourism products a strong public sector support is necessary, which will probably stretch over a longer time span. There are enough competent and ready-to-cooperate SMEs but it is only likely to function in cooperation with public sector and with its strong support.



3. Profile of the City of Osijek and the surroundings

The City of Osijek is located in the eastern, continental part of Croatia, in the plains, on the right bank of the Drava River. It is the largest city in Slavonia, at the same time the seat of Osijek-Baranja County. The Report on the Spatial Status of the City of Osijek (2013-2017) published by the City of Osijek in September 2018 and prepared by the Administrative Department for Urbanism, states that the city of Osijek's geo-communication position is favourable and the city is accessible in relation to major European corridors and that it is located near major cities: Zagreb (278 km), Novi Sad (112 km), Belgrade (186 km) and Budapest (257 km). The city is located on the route of the Pan-European transport corridor Vc towards Budapest and at a distance of about 70 km from the Zagreb - Belgrade highway. In the immediate vicinity of the city there are two airports: Osijek airport (in nearby Klisa) of international importance (category 4D) and Osijek - Čepin airport (category 2C). The RH3 railway corridor significant for international traffic crosses over this area. At a distance of about 45 km there is the corridor of the international railway in Vinkovci. Pursuant to the European Agreement on Main Inland Waterways of International Importance (AGN), the Drava River was included in the Inland Waterways of International Importance among other rivers (E 80-08 River Drava up to Osijek). The Danube waterway extends from the border with Hungary all the way to the border with Serbia, and the Drava River from the mouth of the Danube to Osijek is of the greatest importance in Osijek-Baranja County. Public bus and tram transportation is provided in the city. A total of 25 bicycle trails with a total length of almost 41 km stretch over the city of Osijek territory, especially in the center and the wider center of the city, which makes it easier to navigate and explore the sights of Osijek. The City of Osijek bike route is also a part of the Pecs - Osijek - Antunovac cycling route established within a tourism project linking Croatia and Hungary. Osijek is located on the international cycling route along the Danube, passing from Germany via Austria and Hungary to Serbia, Romania and Bulgaria. The European Bike Route Euro Velo 6 runs through the city of Osijek, from the Atlantic Ocean to the Black Sea. There is also a Euro Velo 13 cycling route near the city, the so-called Iron Curtain route, and the cycling route along the Drava River.

According to the 2011 census, the total population of Osijek-Baranja County was 305,032, out of whom 108,048 lived in the City of Osijek, while according to estimates by the Central Bureau of Statistics for 2017^[1] In Osijek - Baranja County, there were 283 035 inhabitants, which indicates a downward trend in population.

The specialty of the City of Osijek are valuable urban areas, areas of historical cultural value, as well as a long tradition of landscaped public green areas. Two protected parks in the area of the city of Osijek, King Tomislav Park and King Peter Krešimir IV Park, should be emphasised as park architecture monuments. According to the Cultural Heritage Register of the Ministry of Culture, there are 126 protected cultural goods in the territory of the City of Osijek, out of which 6 are movable cultural goods - museum material and 117 immovable cultural goods.

The climate in the City of Osijek is moderate continental.

[2] https://www.dzs.hr/Hrv_Eng/publication/2018/07-01-03_01_2018.htm

3.1. Tourism traffic of Osijek-Baranja County and Osijek

The County Tourist Board operates in the Osijek-Baranja County. Also, there are tourist information centers and local offices of tourist boards in the area covered. Branch offices of the Croatian National Tourist Board are located in the capitals of the following countries: Austria, Belgium, Czech Republic, France, Italy, Hungary, Netherlands, Germany, Poland, Russia, USA, Slovakia, Slovenia, Sweden, UK.

Below there is a list of travel agencies operating in the Osijek-Baranja County, and previous research has found that these agencies have travel packages in their offer as a basic product of receptive tourism: Osijek (Cetratour, Kuna Travel, Zlatna Greda Ltd, Maksi tours Travel Agency, Ok tours Ltd, Ora tours Ltd, Orion tours Ltd - Osijek branch office, Ortran Ltd - Osijek branch office, Panturist Llc, Travel agency App tourism, Planet travel, Travel with us, Osijek airport travel agency Star line Ltd, Croatian Forests - HŠ Tours, Stella tours Ltd, Osijek Allesta Ltd), Đakovo (Orion Tours Ltd) and Kopačevo (Golden Shell Ltd). The cooperation with travel agencies is crucial in marketing a tourist product based on the Jewish heritage of the city of Osijek.

The trend of increasing the number of arrivals and overnight stays in recent years speaks of the increasing attractiveness of eastern Croatia. Eastern Croatia is a potential eco, gastronomic and recreational destination, which can contribute to the growing demand for cultural and entertainment facilities. In this regard, the promotion and tourism offer of a very specific Jewish heritage can produce positive results in the form of sales of tourist arrangements in the future. Currently, the offer of travel agencies operating in the area of eastern Croatia is based on sightseeing of urban centers (Osijek, Đakovo, Vukovar, Vinkovci, Slavonski Brod), historical and natural landscapes (Kopački rit Nature Park, river flows, etc.) and sacral objects (Đakovo Cathedral, Aljmaš Shrine). It is expected that in the near future, more diverse cultural programmes will be included in the tourist packages that will meet the wishes of the visitors of the destination. In the tourism market of Eastern Croatia, as well as at the national level, the highest revenues are generated from total expenditures of guests for catering and accommodation services, shopping and expenditure on culture, sports, recreation, entertainment and trips. According to data from the Institute for Tourism Attitudes and Spending of Tourists in Croatia in 2017 published in February 2018, the average daily consumption per person is 78.77 EUR, of which 38.77 EUR goes to accommodation, 12.96 EUR to food and drinks outside the premises, EUR 12.00 for purchase and the rest EUR 19.00 for culture and entertainment, sports and recreation, excursions, local transport and other expenses.

In 2016, the city of Osijek had about 46 522 arrivals (Fig. 1), out of which 30 067 were domestic and 16 455 foreign visitors. There were 87 961 overnight stays (Fig. 2), out of which 52 551 were domestic and 35 410 foreign visitors. [3]

In 2017, the city of Osijek had about 52 791 arrivals (Fig. 1), out of which 32 773 were domestic and 20 018 foreign visitors. There were 99 110 overnights (Fig. 2), out of which 54 860 domestic and 45 050 foreign visitors. [4]

[3] https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm

[4] https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm

In 2018, the city of Osijek had about 57,300 arrivals (Fig. 1), out of which 35 501 were domestic and 21 799 foreign visitors. There were 110 412 overnights (Fig. 2), out of which 62 139 are domestic and 48 273 foreign visitors. [5]

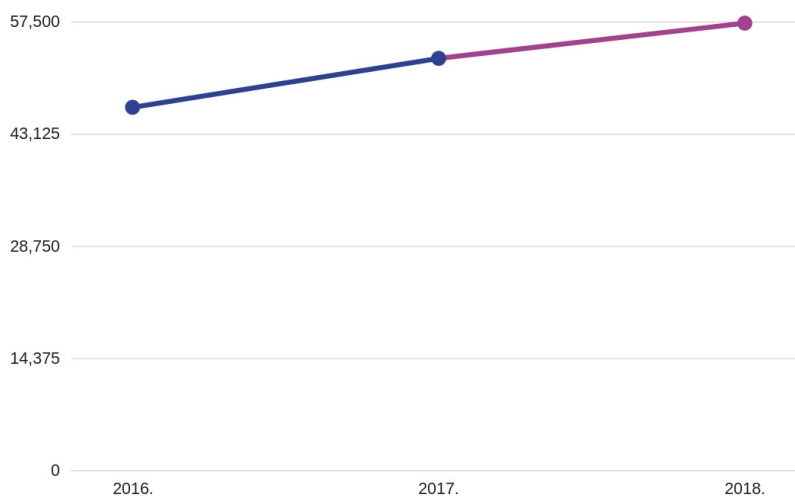


Fig. 1 Arrivals

Izvor: dolasci Osijek, Državni zavod za statistiku, https://www.dzs.hr/Hrv_Eng/publication/2016/04-03-02_01_2016.htm / https://www.dzs.hr/Hrv_Eng/publication/2017/04-03-02_01_2017.htm / https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm

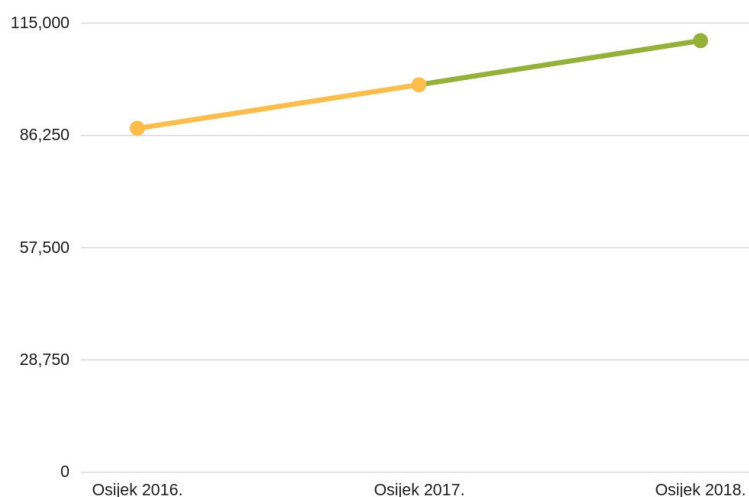


Fig. 2 Overnights

zvor: noćenja Osijek, Državni zavod za statistiku, https://www.dzs.hr/Hrv_Eng/publication/2016/04-03-02_01_2016.htm / https://www.dzs.hr/Hrv_Eng/publication/2017/04-03-02_01_2017.htm / https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm

[5] https://www.dzs.hr/Hrv_Eng/publication/2018/04-03-02_01_2018.htm

3.2. Tourism development plans in Osijek-Baranja County and Osijek

The authors of the strategic development documents of Osijek-Baranja County and the City of Osijek envisage directions and methods for the development of culture and tourism. This strategic framework is important for the implementation of this transnational project as the project and associated partners, in collaboration with local tourism stakeholders, will jointly develop the tourism offering based on Jewish heritage. Adherence to the guidelines of national documents is important as it provides for the sustainable development of the tourism product. The following is a brief overview of the most important documents with reference to measures relating to the potential products and services of the future cultural route of Jewish heritage.

The Osijek-Baranja County Tourism Development Master Plan describes a long-term strategic framework for tourism development in the County and, consequently, in Osijek. According to the Master Plan, for further development of the County's tourism, the most important products will be tours and short breaks, which are the fastest growing types of world tourism products[6]. One of the development principles of the Master Plan is the rapid and intelligent urban tourism of Osijek as a "hub" of the region, where the authors of the plan further explain "Osijek is the capital of the County and the fourth largest city of the Republic of Croatia with the historical heritage of one of the strongest industrial centers of the former state. It is located within the Croatian motorway network on Corridor Vc and near Corridor X, on a navigable river that flows into the Danube near the city and has an international airport. It has significant tourist attractions (Fortress, Cruise Port, Art Nouveau architecture, museums and galleries) as well as a range of resources that can be used for tourism purposes (parks, a new campus, a number of other attractions). "

The authors of the Master Plan clearly outline the needs of adapting the tourism offerings to market needs, which include: increasing the accommodation offer, increasing the occupancy of beds, positioning Osijek-Baranja County on the European market as a destination of short breaks, the development of several thematic resorts, internationalisation of existing and development of major international events and management of the quality of gastronomic offer, especially of Slavonia, Baranja and Srijem, i.e. areas that are recognised as destinations of gastronomic tourism. The Master Plan emphasises the imperative to complete the physical infrastructure of river cruising and cyclotourism, as well as the urban rehabilitation of the County's urban centres, which are needed to ensure in the long run the complete image of an advanced continental region whose identity is woven into its overall space.

The authors of the Master Plan conclude that the Osijek-Baranja County area, among other things, has the basis for the development of a short vacation offer, which is a large group of heterogeneous but interconnected products. For each visitor segment, one product will be a key motive for arriving at a destination, but consuming other products will complement and enrich their stay[7].

[6] Horwath HTL Hrvatska, Master plan turizma Osječko-baranjske županije, str. 83.

[7] Master plan razvoja turizma Osječko baranjske županije, str. 110

In doing so, the authors define the product of short breaks by segments of eno-gastronomy, sports and cultural events offered throughout the year, presenting interesting market segments to which Generation Y and Z, families with children, couples, MICE, athletes and backpackers belong.

The City of Osijek actively participates in the preparation and implementation of projects that are of great importance for the future development of representative tourism packages and offerings on the market. Here is the list of projects where Jewish heritage is part of a project theme, such as the artistic style direction of Secession / Art Nouveau or otherwise can fit into an existing methodological framework of future project activities such as the Museum of Personal Stories.

3.2.1. S.O.S. Subotica Osijek Secession Tourist route

S.O.S. project - Subotica Osijek Secession Tourist route implemented within the INTEREG-IPA cross-border cooperation programme Croatia and Serbia 2014-2020, which aims to revitalise, promote and highlight the values of the Secessionist cultural heritage of Osijek and Subotica. Cities started preparing a joint project due to lack of data and insufficient awareness of the Secession cultural heritage of Osijek and Subotica among citizens, visitors and tourists, lack of funds for reconstruction and revitalization of cultural heritage, lack of skills in managing cultural heritage, lack of awareness of tourism resources and potentials cultural heritage and, ultimately, lack of knowledge about tourism product development and promotion. The development of new tourist themed routes related to the Secessionist cultural heritage of the cities of Osijek and Subotica has therefore been defined as a project objective. The project is extremely important for the City of Osijek, primarily because of the reconstruction of a valuable cultural and historical heritage from the Art Nouveau period, in particular Sakuntala Park, located in the city center. The project activities the City of Osijek is in charge of are: the revitalisation of the park and architectural heritage of Sakuntala Park, which includes the revitalisation of green spaces, park paths, irrigation and municipal equipment, equipping the Secession Memorial Exhibition Room, the organization of the Secession-themed Festival[8]. In the Secession Row of European Avenue there are three houses which were owned by well-known Osijek Jewish families until WWII.

3.2.2. Old Bakery / Stara Pekara

The project for the reconstruction of the "Educational and Visitor Youth Tourist Centre of Stara Pekara with Vatroslav Lisinski Square in Osijek Fortress" started the revitalisation of Osijek Fortress. The facilities of the former military bakery and warehouse are being transformed into the Educational and Visitor Youth Tourist Center, and the new square will be equipped with a large stage that will significantly improve the infrastructure needed to carry out cultural and tourist content. It is a total of 9,437 m² of renovated space, where 5,527 m² refers to the old bakery building, 2,528 m² to the courtyard of the building itself and 1,382 m² to the Square, or public area[9]. Currently, a project called "Loaf of Culture" is underway, and one of the project activities is the opening of the "Museum of Personal Stories" in which the future exhibitions will collect personal stories of citizens, representatives of 22 national minorities from Osijek, and which will present life stories of Osijek Jewish families as well.

[8]<https://www.osijek.hr/projekt-s-o-s-turisticka-ruta-secesija-osijek-subotica/>

[9]<https://cistracun.net/2017/01/23/projekt-stara-pekara-vrijedan-je-vise-od-66-milijuna-kuna/>



4. Status of Jewish Cultural Heritage products and services

4.1 Historical survey

Here below is a short overview of historical events and facts related to the presence and later settlement of Jews in the present-day city of Osijek. Ljiljana Dobrovšak, the author in the book "Jews in Osijek from the Early Settlement until the End of the World War I" states that the first traces of the Jewish residents in the present-day Lower Town of Osijek date from the time of the ancient Mursa, which experienced an economic and cultural boom in the Roman Age. The existence of the inhabitants of Hebrew origin in Mursa are proven by a partially preserved inscription on a fragment of a marble slab dating from the reign of the Roman emperor Septimius Severus and his heirs, a family originally from Syria, which mentions a Jewish temple, according to some experts. The second inscription, found in 1922 on the bank of the Drava in the Fortress, and bearing the words "Deo aeterno", which may refer to the various deities of the Greco-Roman religion, but may also refer to the presence of the Jews because it was exactly them who called their only God "Deus aeternus". It is unknown what happened to the ancient Jewish community in the 4th century due to the West Gothic devastation and the conquest of large parts of the Roman Empire. Only later, in the 10th century, during the time of the independent kings of Croatia, did some Jewish families live or work here, or more accurately, Jewish merchants. Several decrees issued in the 11th century and the Law for the Jews in the 12th century by the Croatian-Hungarian King Koloman indicate that Jews were moving in these areas. King Bela IV In the mid - 13th century granted "privileges to Jews", which in the Croatian - Hungarian Kingdom guaranteed them some rights. The rights were in effect until 1526 until the defeat of the Croat - Hungarian army in the Mohács field, after which the Hungarian Parliament made a series of decisions limiting the commercial activities of the Jews. However, during the Ottoman rule in the city of Osijek there were records of Jewish colonies in other cities under Ottoman rule because the Ottomans were more tolerant of Jews than the Austrian and Croatian-Hungarian authorities. At the end of the 17th century, the 14 - year war for the liberation (1684 - 1699) of Christian lands from Ottoman rule began along the entire European frontier of the Ottoman Empire. After the liberation of Slavonia from the Ottomans, Jews first came there as suppliers of ammunition and foodstuffs to the imperial army, although at that time they were still forbidden to settle in the territory of Slavonia (Slavonic Military Krajina / Borderland 1700-1702). For the next 40 years, Jews were forbidden to settle in the lands of the Hungarian Kingdom, but not for temporary residence and trade, which enabled Jews to come to Slavonia and Osijek. During the reign of Empress and Queen Maria Theresa (1740 - 1780), only Catholics were allowed to settle in Slavonia and Srijem, yet Jews visited Osijek because of the many fairs. Upon taking over the throne, Joseph II. (1780 - 1790), the son of Empress and Queen Maria Theresa, changes the position of Jews in the Habsburg Monarchy. "The patent on religious tolerance for non-Christians for Austria and Hungary," "Systematica Gentis judaicae regulatio" and the patent "Gens Judaica" enacted provisions for the permanent settlement of Jews in the Kingdom of Croatia and Slavonia, including Osijek. Between 1785 and 1787, the first official census of the Habsburg Monarchy was drawn up. The Virovitica County Census of 1795 lists resident Jewish families. In 1809 Osijek became a free and royal city, and in the first half of the year the Osijek magistrate regularly enumerated the population, among which the Jews as well.

In the 1840s, the position of Jews changes again due to De Israelitis, a special enacted statutory statute granting the right of free settlement in Croatia and Slavonia, which was followed by the rapid migration of Jews. The first records of the activities of Jews in Osijek date from the 1840s, at the time of the official establishment of the religious community - the khila. The Jewish School was founded in 1852, and before that time Jewish children were taught by private teachers. At the time of the founding of the Jewish community of Osijek, it had 40 members. Dobrovšak writes in her book that the Jews of Osijek after 1848 had a great influence on the development of the economy of the city of Osijek, but also of Slavonia and Srijem. In the first half of the 19th century, the great importance of Jews was marked in starting the first manufactures in Osijek, especially silk production, but also in participating in the launching of an oil mill and vinegar factory in Osijek. Trade was of great importance in shaping Croatian modern society as an important way of acquiring capital, according to data from 1846/47. In Virovitica County 46 Jews took part in the trade, 19 of whom were artisans, 10 shop assistants, 5 farmers, 5 apprentices, 5 innkeepers, 5 surgeons and 2 doctors. The first rabbi in Osijek was Samuel Spitzer, who completed his rabbinical studies in Prague. In 1856 he accepted the invitation of the Jewish Theological Community of Osijek, which then had 578 members and remained Osijek rabbi until his death in 1895. On the occasion of the celebration of the 40th anniversary of the reign of King Francis Joseph I., he wrote a book Jubilee explaining the origin of the word from the Hebrew "Jovel". Some of these books are in the Israel National Library in Jerusalem, most of them in the library of the Museum of Slavonia in Osijek. The most famous of his children, his son Hugo, was later a prominent Zionist activist, a city councillor and the president of the Jewish community of Osijek. In the second half of the 19th century, there were two Jewish places of worship, one in the Upper Town and the other in the Lower. The dependence on foreign Jewish capital and the increase in the Jewish population throughout the Habsburg Monarchy prompted the adoption of a series of liberal laws concerning their emancipation. The basis of the law on the equality of the Jews was adopted in 1873, guaranteeing the Jews civil, political and confessional rights, i.e. full equality like the members of other legally recognized denominations in the Kingdom of Croatia and Slavonia. Synagogues built throughout the Kingdom of Croatia and Slavonia in the second half of the 19th century belong to the most original architectural achievements in historicism in Croatia. During the 1860s, the Jewish elite belonged not only to wealthier business citizens, but also to a part of the intelligentsia such as doctors, professors, lawyers, builders, artists, and others. There are more and more trade and craft shops opening in Osijek, and a strong economic uptake of Jews in Croatia occurred in 1873 after the application of the Craft Law and the emancipation. Greater activity in economic, social and cultural life, as well as material opportunities, influenced the development of the city of Osijek, as well as the construction of luxurious houses and shops. The urbanization of the Upper Town in particular involved Jews. The Krauss (owners of the suburban steam mill), the Schwarz and the Spitzer families moved into Kapucinska Street at house numbers 1 to 5. The first Secession building was built in 1900 as a one-storey corner building of the Jewish School on the east side of Kolodvorska Street (today Stjepan Radić Street), and five years after, the owners of some of the Secessionist style representative houses on the north side of today's European Avenue were lawyers Alfred Kästeunbaum and Hugo Spitzer. Although the majority of Osijek Jews engaged in the traditional business of individual families, they became part of the civic elite. Traders, for example, opened stores in the Upper Town in the heart of the city. Some Jews also had inns, cafes, hotels, and pubs along the shore. There were prominent businessmen and bankers among Jews. The Jews of Osijek also participated in local publishing and printing development. Among them is journalist Jakob Frank, who, together with his partner Gustav Wagner, was the initiator, owner and editor of the Osijek daily press Die Drau. Frank's printing house and Die Drau newspaper were purchased by Julius Pfeiffer, who arrived to Osijek in the 1870s. The names of Jewish musicians who performed in Osijek from 1850 to 1900 appeared often in local newspapers.

There were also numerous writers of Jewish descent in Osijek who wrote about the Osijek topics in German, Vilma Vukelic born Miskolczy being most famous among them. Notable among the painters were Elza Rechnitz, who painted a large number of landscapes, mostly from the surroundings of Osijek, many portraits and figural compositions. Jewish communities of Osijek underwent numerous changes at the turn of the century, from new rabbis, to their mutual conflicts over territorial affiliation, as well as to the contributions paid to one community and being due to another, etc. The activities of both communities, apart from their regular administrative duties, consisted of daily events, such as celebrations of kings' birthdays, mourning and other ceremonies for distinguished members of the community and Jewish societies. During the year, various charitable causes were encouraged. At the beginning of the 20th century, the Jewish community building was built in Upper Town, while from 1901 to 1902 the synagogue was built in Lower Town. The Jews of Osijek are also mentioned as members of the Free Mason Lodge "Vigilance". A Jewish (Israeli) public school in the Upper Town (Lorenz Jäger Street) was established in 1856 and became public by the end of the 19th century. From the beginning of the 20th century until the end of the First World War, Osijek was the cradle of the Zionist movement. Zionism sought to create a homeland in Palestine for all Jews. Although the Zionist movement in Croatia and Slavonia was not strong at the time of the first Zionist Congress of 1897 in Basel, it was attended by representatives from Slavonia. Jews from Croatia at Zionist congresses across Europe and around the world, which were held from year to year until World War I, were mainly represented by the president of the Jewish Community of Osijek, Hugo Spitzer, and the businessman from Osijek Ignat Natan Schulhof. Zionism emerged in Croatia only at the beginning of the 20th Century after the children of prominent Jewish families returned from universities in Vienna, Graz, Berlin or Prague. The Zionist youth movement members, as they were called, met with Zionist ideas in the universities. The first Zionist society was founded in Vinkovci and the second in Osijek in 1906, named after Zionism founder Theodor Hertzl. Hugo Spitzer was one of the most important figures of Osijek Jews and also a pioneer of Croatian Zionism. The Jews made a major contribution to life in Osijek on a daily basis, which was briefly halted from 1914 to 1918 during the World War I period and then channeled during times of economic instability, scarcity and social turmoil within the borders of the new state of the Kingdom of Yugoslavia. According to Zlata Kerže Živaković, the author of the publication "Jews in Osijek (1918-1941)", Jewish families were fully integrated into the city life during this period. Part of the Jews engaged in the traditional business - trade and craft - and in the early 20th century there were more and more doctors, lawyers, industrialists, professors, builders, musicians and similar. The Jews of Osijek, with their full citizenship and property, undoubtedly had a huge impact on the development of Osijek's economy. In the interwar period, Jews owned a large share of existing banks and savings institutions. In Osijek, on average, one-third of intellectuals were of Jewish ethnicity, and communities were still the primary form of organizing Jewish citizens that brought their members together to pray in synagogues, provided religious education and celebrations, and were social communities that took care of its members. Belonging to the community was compulsory, and each Jew belonged to the community in their area of residence or in the area where he owned or leased real estate, operated a craft or industrial enterprise. The powerful economic, social and life of the Jews in Osijek was halted in the eve of 1941.

4.2. Basis of tourism offer of the city of Osijek

Below, we provide an overview of the Jewish heritage of the city of Osijek, based on which it is possible to design and market tourism products. The topic of the tourism portfolio is the Jewish heritage of the city of Osijek. The theme is one that will convey the experience to the visitors.

Successful tourism products are those in which tourists can participate, and not just observe as spectators. Jewish heritage can be promoted through various elements of the theme, e.g. famous persons such as famous Jewish families entrepreneurs, artists, doctors or the anniversaries of historical events by introducing a modern interpretation method that includes multimedia presentations, guided tours, costumes, written guides, etc. New cultural attractions should be developed as well, street events with historical themes, music or film festivals, cultural events, traditional festivities etc. should be designed and organized.

In the city of Osijek, the architectural heritage is concentrated in certain locations. According to the Register of Cultural Goods of the Ministry of Culture of the Republic of Croatia, some individual protected cultural assets relate precisely to Jewish heritage:

- Spitzer House, 14 European Avenue,
- Kästenbaum-Korsky Residence, 16 European Avenue, and Kästenbaum Tenant House, 8 European Avenue,
- Hotel Royal, 34 Kapucinska Street,
- Villa of the director of Union steam mill, 25 Stjepan Radić Street
- FINA Building, 1 Lorenz Jäger Street

Also, in the Museum of Slavonia there are registered individual objects in the Artistic Crafts Collection and the Historical Collection, and the movable cultural property is protected.

There are several ways to categorize Jewish heritage:

- main cultural content (tangible architectural heritage, visible to the eye, concentrated in parts of the city),
- structural content (intangible cultural heritage, interpretive facilities, museums and attractions, craft workshops, etc.),
- associated content (manifestations and events) and
- service content (accommodation and catering, services and similar).

Main cultural content	Description
Upper Town Synagogue, Osijek, Županijska Street (County Street)	The synagogue, designed by Theodor Stern, was built by Alois Flambach in 1869. It was set on fire in 1941 and demolished in 1950. Today, an apartment building and a memorial plaque stand in its place as the only visible feature of recognizing the location of the former synagogue for visitors. 3 D visualization of the former object was successfully displayed on the website http://project.zo-osijek.hr/hr-home-page/
Lower Town Synagogue, Osijek, 32 Cvjetkova Street	The synagogue was built in 1903 by W.C. Hofbauer. The building was accidentally preserved during the Holocaust, but was completely devastated and unusable. It was sold to the Pentecostal Church and restored in 1976 to retain its original interior and exterior.

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Jewish cemetery in Upper town of Osijek, 23 St. Leopold Bogdan Mandić Street	The cemetery was built in 1850, and the first Jews were buried in the cemetery in 1852 (the first was Marcus Pfeiffer), which is also considered as the year of establishing the Funeral Society of Chevra Kadisha – the Upper Town Israeli Society for Supporting the Poor and Sick. The role of the Society was to care for the dying, to bury and manage the cemeteries.
Jewish cemetery in Lower town of Osijek, Rastanci Street (Bikara)	The cemetery was built in 1888 (1860 according to some sources). It is smaller and in worse condition than the upper town cemetery, but both are categorized as individually protected immovable cultural goods. There is only one active grave – that of the Hermann family.
Jewish School, 13 Stjepan Radić Street	The building was designed by C.W. Hofbauer and built in 1900. It was the first Secession-style building in Osijek. It used to have 2 entrances - the present one for the school and one side entrance to the Jewish Community premises. It was actually the centre of social and cultural life not only of Osijek Jews, but also of all Osijek citizens before World War II.
Oscar Nemon's birthplace, 18 Stjepan Radić Street	During his education in Vienna and Brussels, Nemon made sculptures of numerous politicians and other notable contemporaries of the period, and since 1939 he lived in the United Kingdom. He made numerous bustes and sculptures of W. Churchill and they became friends. He made all the then-prominent army leaders, rulers and statesmen: the entire British royal family, General D. Eisenhower, President Truman, Prime Minister M. Thatcher, Marshal Montgomery, and just as he began making Princess Diana's bust he suffered a heart attack and died. Many of his sculptures adorn the British Parliament building and the Buckingham Palace and many are located in Vienna, New York and many cities around the world. His birthplace is in Osijek, at the corner of Radić Street and the Street of the Croatian Republic.
Spitzer House, Osijek, 14 European Avenue	One of the most representative Viennese Secession houses from 1905, the house of Osijek attorney-at-law, City Council representative, agile cultural and Jewish community activist, Hugo Spitzer, PhD. Besides its residential function, there was a representative lawyer's office on the ground floor.

Main cultural content	Description
Kästenbaum - Korsky House, Osijek, 16 European Avenue	The house of Alfred Kästenbaum, PhD, an attorney-at-law, Korsky since 1913, is the only example of a civic house built in the style of the Hungarian Secession in Osijek, designed by the Hungarian architect Ferenc Fischer in 1904. The one-storey, two-wing family house with a beautiful Secession front garden has an irregular floor plan. Inside the house a rich decoration of wooden staircases, embedded mirrors, stucco on walls and ceilings has been preserved.
Kästenbaum - Korsky House, Osijek, 8 European Avenue	The two-storey corner building of Dr. Alfred Kästenbaum-Korsky, PhD in Law, with entrances from two streets, was built in 1913 according to the design of Prague architect Viktor Beneš.
Union Villa, 25 Stjepan Radić Street, Osijek	One of the rare Osijek Secession villas, built in 1906 according to the design of the Osijek builder Otto Struppi as a villa for Union steam mill's director, some of whom were of Jewish origin. After the First World War, it changed its owners and became a renowned Bathory-Weissmann sanatorium, having kept its hospital function until recently. Karl Weissmann was a very prominent Osijek medical doctor, who established the 1st Osijek anti-tuberculosis sanatorium.
Rechnitz House, 6 Ljudevit Gaj Square	The building was built by Ante Slaviček in 1903 in the Secession (Art Nouveau) style. This was the residence of doctor - otolaryngologist Milan Rechnitz and his wife, the painter Elsa (Elza). Milan was a Jewish activist, Zionist, and a councillor of the Upper Town Jewish Community. Elza was the first educated female painter in Osijek. She left a rich opus and many of her paintings are kept in Osijek Museum of Fine Arts.
Wilim Winter House, 6 Dragutin Neuman Street	The house of Wilim Winter, a lawyer, a Jewish activist and a member of the anti-Zionist movement of Osijek Jews, is located in Neuman Street. He was an outstanding practitioner, but also a theorist and lecturer. He frequently published articles in professional journals.
Former "First Roller Mill in Osijek", 1 Ban J. Jelačić Square	Josip (Joseph) Krauss opened the "First Roller Mill in Osijek" in 1879 (on the corner of the south side of today's Ban J. Jelačić Square and Huttler Street). Joseph Krauss & Sons Steam Mill exported quality flour all the way to India in the east and to England in the west. It had 60 employees (50 workers and 10 clerks), its own water, industrial railway track and power plant. It was destroyed in WWII.
Weismayer, Sorger & comp. Bank (now FINA), Osijek, 1 Lorenz Jäger Street	Weismayer, Sorger & comp. Bank (now the regional seat of the Croatian Financial Agency - FINA) was founded in 1905. In 1921, architect Hugo Ehrlich adapted and annexed the Weismayer and Sorger corner building, the seat of Weismayer, Sorger & comp. Bank in the late 19th century, the Croatian Land Bank from 1909. Oskar Weismayer was a prominent Osijek banker, financial expert and industrialist. He actively advocated for establishing the bank which would finance Slavonian economy and industry. This bank gave impetus to the foundation of the first Croatian-Slavonian joint-stock company for Sugar Industry which is still active, as well as to Union Steam Mill, Machine factory, Glass factory etc. He was also very active in the social (member of the Vigilance Freemasons' Lodge) and political life - he was a candidate for the Croatian National Assembly (Parliament). The Weismayers moved to Zagreb in 1922, along with the bank, which then became the Yugoslav Bank Llc.

Main cultural content	Description
Osijek Sugar Processing Factory, Osijek Lower Town, 99 Frankopanska Street	The founding of this, one of the crucial Osijek factories, which is still one of the most important and prosperous Osijek industries, dates back to 1905 when Oskar Weismayer and Jakob Sorger, as the owners of Weismayer, Sorger & comp. Bank, founded the First Croatian-Slavonian Joint Stock Company for Sugar Industry and financed the establishing of the factory. An Osijek veterinarian of Jewish origin, Mirko Hermann, was also one of its founders. The factory was built in 1906 in a Viennese Secession style. It has a very interesting decorative tower on its right corner. Between two World Wars it had as many as 252 workers.
Hotel Royal, Osijek, 34 Kapucinska Street	A late historicistic building in the city centre, designed as a hotel and built in 1905. Owned by the prominent Jewish family - brothers Görög, who also owned the former Grand hotel (now Grand cafe) in Županijska Street.
Mother and Child sculpture - Monument to Holocaust Victims, Osijek, Ljudevit Gaj Square - Oscar Nemon Park	As a token of gratitude for the student support, famous British sculptor Oscar Nemon donated a monument to the Holocaust victims in his hometown. The monument was erected in 1965 and it was the artist's last visit to Osijek. In 2009, the City of Osijek named the park where this sculpture is erected by his name.

Structural content	Description
Oscar Nemon (Oskar Neumann)	A famous sculptor, born in Osijek in 1906 as Oskar Neumann, in a very prominent Osijek Jewish family. Nemon sculpted and portrayed many famous persons: Sigmund Freud, Winston Churchill, many British lords and the entire Royal Family, General Eisenhower, Field Marshal Montgomery, Lady Thatcher. Churchill and Nemon became friends during the portraying sessions and, in his older days, Churchill even expressed a desire to make a bust of Nemon, and Nemon trained and tutored him so Churchill made it in his 80s. His last model in 1985 was Diana, Princess of Wales, but when he began making her bust, he suffered a heart attack and died. ¹¹
Osijek pianist school of Makso (Max) and Elza Hankin (Chankin), 1 European Avenue	It was the famous Osijek pianist school of the first half of the 20th ct. run by the couple of music paedagogues, Elza and Makso Hankin (Max Chankin). Elza was an excellent concert pianist and music teacher, born in Vienna. Makso was an opera soloist at the Croatian National Theatre in Osijek. Both were deported in 1942 and died as Holocaust victims. They committed suicide. ¹²

11 Lady Aurelia Young: FindingNemon

12 Menora br. 2, witnessing of Miroslava Mihaljević

Structural content**Description**

Branko Lustig

Lustig was born in Osijek into a Jewish family. His father Mirko was head-waiter at Osijek Café Central and his mother Vilma a housewife. Deported in 1942, he was imprisoned for 2 years in Auschwitz and Bergen-Belsen. Most of his family were killed in the Holocaust, except him and his mother. He survived Auschwitz thanks to a German officer who happened to be from the same Osijek suburb as Lustig and had known his father. He began his film career in 1955 as an assistant director at Jadran Film Zagreb, a state-owned film production company. He was a production manager on Branko Bauer's World War II drama *Ne okreći se sine*, winner of 3 Golden Arena awards at the 1956 Pula Film Festival. He worked on *The Winds of War* miniseries (1983) and its sequel *War and Remembrance* (1988), partly shot in Osijek. He moved to the USA in 1988. Lustig received his 1st Oscar in 1993 for the production of *Schindler's List*. In 2001 he received his 2nd Oscar for the epic movie *Gladiator*. Other major Hollywood films Lustig worked on as a(n) (executive) producer: *The Peacemaker* and *The Saint* (1997), *Hannibal* (2001), and *Black Hawk Down* (2001). In 2008, He was rewarded the Croatian Order of Duke Trpimir for his film work. In 2008 he was awarded an honorary doctorate by the University of Zagreb. The Los Angeles Museum of the Holocaust honoured Branko Lustig for his long-time commitment to Holocaust education and commemoration. Lustig is the honorary president and one of the founding members of the Jewish Movie Festival in Zagreb. He was awarded honorary citizenship of Osijek and Čakovec. 13

Zora Dirnbach

Zora Dirnbach (Osijek, 1929 – Zagreb, 2019) was a Croatian Jewish journalist and writer, born in Osijek to a Jewish father and Austrian-born Catholic mother who converted to Judaism in 1922. She was raised with her sister Gertruda. Zora studied art history at the Faculty of Philosophy at the University of Zagreb. Since 1949, Dirnbach worked as a journalist and editor of the cultural section at the daily newspapers, and Radio Zagreb. She worked as a dramatist on Radio Zagreb 1st channel from 1958, and between 1963-91 as a dramatist and editor of television drama program on Radio-Television Zagreb (now Croatian Radiotelevision). She was the author of three feature film scenarios, more than a dozen radio plays, TV dramas, TV movies, two serials, adaptation and translation of a large number of radio and TV dramas. She also taught TV dramaturgy for several years at the Academy of Dramatic Art, University of Zagreb. She authored several novels and collections of short stories. Through her life Dirnbach was inspired by the tragedy of Shoah, personal and family tragedy, as she gave invaluable contribution to the Jewish community in Croatia. Extensively involved in Zagreb Jewish Community, she led the Committee for Information at the Community. Although she was christened by her family during World War II in an attempt to save her life, she considered herself to be an atheist Croatian Jew. Her mother and sister survived the Holocaust although many members of her family did not. 14

11 Lady Aurelia Young: FindingNemon

12 Menora br. 2, witnessing of Miroslava Mihaljević

13 <http://essekeri.hr/lustig-branko.html>

14 <http://www.enciklopedija.hr/natuknica.aspx?id=15363>; <http://zbl.lzmk.hr/?p=3133>; https://hr.wikipedia.org/wiki/Zora_Dirnbach

Structural content

Description

Leo Fritz / Lav Mirski

Lav Mirski (1893 – 1968) was born in Zagreb where he completed his cello studies at the Music Academy. In 1913, he worked in Vienna until 1917 when he returned to Croatia, Osijek. He was one of the founders of Osijek Music School and its first principal. He also established the permanent Osijek Philharmonic Orchestra in 1924, who performed the most complex pieces of domestic and foreign composers. In 1923 Mirski became the artistic manager of the opera at the Croatian National Theatre in Osijek. He also worked in other Croatian cities: the Croatian National Theatre in Zagreb, in Dubrovnik, Sušak and Rijeka. He also worked in Budapest, Prague and many European cities. In April 1941, with the Ustasha regime in power, Mirski was fired from the Osijek Theatre. At first he was deported to Zagreb and then taken to Ferramonti di Tarsia camp in Italy, where he organised and led the choir of inmates. In 1944, freed after the capitulation of Italy, he joined the Partisans. Afterwards he moved to Palestine and was an opera, symphony and radio orchestra conductor in Tel Aviv and Jerusalem. In 1947 he returned to Osijek and again became the manager of the opera at the Croatian National Theatre. In 1956 he became the manager of the Croatian National Theatre in Osijek. He retired in 1961, died in 1968 and was buried at the Saint Ana Cemetery, next to other prominent Osijek citizens. In 2007, city government renewed the Lav Mirski burial site.

Louis/Lujo Svećenski

Louis Svećenski (Osijek, 1862 – New York, 1926) was born as Ljudevit (Lujo) Kohn and grew up in Osijek Lower Town in a Jewish family of Adolf Abraham and Terezija Kohn. In 1877 he was already recognized by Osijek cultural public as a very talented musician. He graduated from the Croatian Music Institute in Zagreb in 1882 with compliments from Ivan Zajc, famous Croatian composer. In 1882, he enrolled at University of Music and Performing Arts, Vienna, with the scholarship from the Croatian government. He studied violin and in 1885 graduated with excellence. After graduation he returned to Zagreb where he officially changed his surname to Svećenski (both Kohn and Svećenski are the derived words meaning 'priest' in Hebrew and in Croatian). In 1885 he moved to Boston, Massachusetts. He was a founding member of the famous Kneisel Quartet, being with Franz Kneisel the only original member to play with the quartet during its entire history from 1885–1917. He also played in the Boston Symphony Orchestra from 1885–1903 as a violist and violinist. He taught for several years at the Juilliard School and was one of the original faculty members at the Curtis Institute of Music. Some of his eminent pupils include conductor and violinist Robert Talbot and violist and composer Carlton Cooley. It is believed that he in 1895 erected the memorial plaque in Osijek honouring his friend, famous Osijek violinist Franjo Krežma. He stayed in touch with his hometown and family until his death.

Wilma von Vukelich

Wilma von Vukelich was born in the respected merchant family Miskolczy in Osijek. Her parents were of Jewish origin and her ancestors had emigrated from Hungary. She published her first novel *The Apatrides / People with no Homeland* in 1923. The work is a sociocritical analysis of the Jews in Hungary. The novel analyses five Jewish youths who resist the norms of bourgeois society. The novel *Traces of Past* deals with the history of the Miskolczy family from the 16th till the beginning of the 20th ct. and the history of Osijek Jewish Community. Between 1947 and her death in 1956 she wrote six novels and her memoirs.

Associated content	Description
<p>“Haverim Shel Israel” Dance Group of the Jewish Community of Osijek</p>	<p>Dance Group of the Jewish Community of Osijek, founded in 1998 with initially only a few members, today has about 20 of them. The members are both children and adults, and are divided into two groups: beginner and advanced. The dance group's repertoire consists of Israeli folklore. The term Israeli folklore refers to many different types of dance, some of which are: biblical, desert, Israeli (created after the founding of the State of Israel), etc. They participate in national minority festivals and folklore events. During Jewish holidays and cultural events, they perform on the premises of the Jewish Community of Osijek, as well as in all other Jewish communities of the former Yugoslavia. They also participate in various children's events.</p>
<p>Sunday School of the Jewish Community of Osijek</p>	<p>The Sunday School has been operating in the Jewish Community of Osijek since January 9, 2005. years. The idea came about after a children's camp in Pirovac in the summer of 2004. It is held every Sunday from 5 pm on the premises of the Jewish Community of Osijek. It is led by Nives Beissmann. The Sunday School gathers children of ages 5-17. The emphasis is on learning Jewish customs, traditions, studying Bible legends, Jewish holidays, heroes from Jewish history, learning Hebrew songs and learning traditional as well as modern Jewish dances. The emphasis is also placed on socializing, having fun, developing a general culture, fostering creativity, as well as on contacts and meetings with children from other Jewish communities from Croatia, but also from abroad. You can have fun at Sunday School, but you can also learn a lot. You can play, do creative things and hang out with your friends.</p>
<p>Jewish Heritage Preservation Projects</p>	<p>In 2010 the Jewish Municipality of Osijek started the project of digital recording and digital reconstruction of the Upper town synagogue demolished during World War II.</p>

All of the above are featured in the interactive Google Map at the following link:



4.3. Tourism portfolio development

When developing a tourism portfolio, it is important to assess the strengths and weaknesses, opportunities and threats that can influence the development of a tourism product and the process of marketing it in the tourism market, using a SWOT analysis.

Strengths

Institutions and community

- active Jewish community of Osijek
- 150 members with a 5-member decision-making board
- “Haverim Shel Israel” Osijek
- Jewish Community Dance Group
- Sunday School of the Jewish Community of Osijek
- Jewish heritage conservation projects

Existence of Jewish heritage in the City of Osijek

- built heritage
- historical figures
- historical facts
- architectural heritage and protected cultural goods

Locations and addresses

- concentration of content in the city center of Osijek

Close proximity to recognizable destinations

- cultural destinations: Museum of Vučedol Culture, State Stud Farm Đakovo
- natural destinations and landscapes: Kopački Rit Nature Park, Karanac Ethno Village, medieval fortresses and towers
- religious sites: Shrine in Aljmaš, Cathedral in Đakovo, Vukovar Memorial Center

A significant number of local cultural and sporting events

- Osijek Cultural Summer, UFO - Urban Fest Osijek, Osijek Youth Summer

A significant number of internationally and nationally known events

- Đakovo Embroidery, Vinkovci Autumns, Gymnastics World Cup - Grand Prix Osijek, Pannonian Challenge and others.

Weaknesses

Insufficient number of experts

- inefficient planning and heritage management
- Insufficient staff involved in administering the tender documentation for applying for EU funds
- insufficient staff to manage the destination and sell the tourism offerings

Insufficient budget for program costs

- untapped potential of the Jewish heritage of the city of Osijek
- poor international media visibility

Tourism potential underutilized

- insufficient visibility of the overall tourist offer of the city at the national level

Threats

Demographic change

- emigration of population
- low birth rate

Socio-economic changes in the tourism market

- inability to quickly adapt to demand in the tourism market

Opportunities

Market and niche market research

- conducting research work and presenting results on the basis of which it is possible to determine the optimal way to manage the tourism portfolio

Educational potential

- designing expert guided tours, educational workshops for young people development of an educational program for students (Lustig)

Tourism potential

- designing expert guided tours for mixed group group visits in Croatian or other foreign language
- working with travel agencies
- increased number of arrivals and overnight stays of the city of Osijek
- increase in river cruise traffic (short guided city tours)

Educational potential

- designing expert guided tours, educational workshops for young people development of an educational program for students (Lustig)

Digital Marketing

- strengthens the dissemination of information
- wider information outreach
- better media visibility

Collaboration with local partners

- designing an integrated cultural tourism offer in collaboration with heritage interpreters, tour guides or escorts, members of arts organizations, small businesses
- collaboration with other city departments

Collaboration with partners

- cooperation with local and international partners

4.3.1. Infrastructure development

One of the prerequisites for ensuring the sustainability of tourism portfolio products is certainly the development of infrastructure that will affect the optimal promotion and sale of products. If we look at the current offer of Jewish heritage in the area of the city of Osijek, it is evident that there is no extensive and effective promotion of it. It is therefore necessary to ensure that the equipping of destination for the reception of travelers, with the aim of presenting and interpreting the tangible and intangible cultural heritage more clearly and effectively. Well organized tourist destination has a physically, publicly available tourism offer, organized transportation and equipped cultural and historical sites with specific visitor content such as interpretation aids (information and interpretation boards with info about buildings or monuments, route summary, info kiosk, publications), souvenir shops, resorts, WiFi free of charge, service content (close to restaurants, cafes or patisseries), etc.

4.3.2. Human Resources Development

The Tourism Portfolio offers guidelines for developing content for potential new products and services, such as guided tours for visitors or organising thematic events. Based on these guidelines, tourism professionals (tourist animators and guides, as well as heritage interpreters) can prepare and offer the market an authentic Jewish heritage experience. In order to share experiences and knowledge, attract more visitors and generate more revenue, it is necessary to develop various forms of business cooperation such as:

- cooperation with partner organizations, particularly important for new attractions or those in danger of closing down (citizens' associations, cultural institutions);
- working with catering and similar companies to generate additional revenue, along with revenue from visits;
- cooperation with universities and other educational institutions in conducting seminars and various forms of education;

- working with other cultural institutions that are not direct competitors to attract more visitors (Museum of Fine Arts in European Avenue as a partner of the site);
- working with other cultural institutions to share managerial and tourism product management experiences;
- collaboration with other institutions / companies (especially museums and galleries) interested in presenting their collection using computer communication technology.

A key partner in the implementation of all activities is the Jewish Community of the City of Osijek, which actively operates through organised activities of the Jewish Community of Osijek. A Jewish municipality has been operating since 1849, except for interruptions during World War II. In the Holocaust period from 1941 to 1945, the community was almost completely destroyed. Today, about a hundred Jews live in Osijek, and the work of members of the Jewish Community of Osijek was awarded the Coat of Arms of the City of Osijek in 2003 for contributing to the multi-ethnic and multi-cultural character of the city, having always contributed to its European character.

4.3.3. Market segmentation

The Osijek-Baranja County Tourism Master Plan, as the main document for tourism development in the County, is also the starting point for the segmentation of those guests who may potentially have an interest in exploring the Jewish heritage of individual cities, in this specific case of the city of Osijek. For the purpose of developing a portfolio of tourism products based on the Jewish heritage of the city, this document defines the tourist segments as done in the Master Plan.

Generation Y and Z

The young born after 1980. Furthermore, more than a third of them are highly educated. They are environmentally and socially driven, and technology and digital innovation are an essential part of their lives. Research, interaction with local culture and emotional experiences are the most important motives for their travels, making them ideal guests for cultural or transformative tourism. They are inclined to spend money.

Offer should base on:

Developing a unique accommodation and experience offer, in combination with other cultural offerings, emphasise the "original", "once in a lifetime" within promotional campaigns, offer different accommodation options and activities that young people can combine; thus a personalised travel arrangement meets their payment power, developing an offer in collaboration with local and national volunteer organizations, arts or cultural associations.

Families with small children

Employed couples aged 30-45. The children are mainly preschool or elementary school children. They are family-oriented, with safety, cleanliness and accessibility being of greatest significance for them. They give preference to joint activities with children, but they often turn to personal content when they can. In this respect, childcare is important. Such guests are great for programme packages that combine joint and separate activities. Travels are adapted to children's holidays.

Offer should base on:

Development and promotion of specialised museums with content adapted for children and young people, promotion and sale of family accommodation.

Families with older children

Offer should base on:

These are members of the 40-55 age group, with higher income and education. Their children are teenagers. They travel as a family and seek out contents they share interest in. However, after years of dedication to children, they are eager for new experiences and content that they can enjoy uninterruptedly as a couple, separately from children. Very similar to families with young children, they are ideal for packages that combine joint and separate activities. They travel more often on weekends and holidays.

Comprehensive offers are popular with families.

- Developing good infrastructure that enables balance, security and fun.
- "Family friendly" accommodation with connected accommodation, family programmes, playgrounds and swimming pools, offering unforgettable programmes that are educational, entertaining, original and safe (visiting theme parks, ethno-eco villages, specialised museums and / or eco-museums etc.), providing discounts, promotions or comprehensive rates for travelers with family; cooperation with family travel tour agencies.

Singles and Couples 25-49

Offer should base on:

Individuals and couples under 50, with higher income and education, travelling without children. They are open to new experiences and are looking for excitement. They require higher quality products, which they are prepared to pay for. Holidays are used as a break from the busy life and stress and as an opportunity to freshen up the relationship. They are focused on meeting their own needs. These are guests who will be mostly attracted to gastronomy and wellness facilities, but those with artistic inclinations will be attracted by the creative facilities, especially in combination with a stay in nature. They are characterised by the modern way of life of business people. The group is not price sensitive, but it is very limited in time, necessitating more frequent trips in the form of short breaks. They are informed about possible travel destinations on digital platforms, specialized online portals or lifestyle magazines. According to Travel Trend Report 2016 on global tourism trends, along with the male population or family, women who travel alone or in groups with other women looking for a special and authentic experience, safe and integrated offer are especially emphasised. Also, research shows the increasing interest of this group of guests in active tourism and travel that combines natural and cultural beauty and heritage.

- a two- or three-day travel programme,
- ensuring the visibility of the offer online,
- creating programmes for singles (especially for the female population).

Singles and Couples 50+

Offer should base on:

Individuals and couples over 50 who are employed or retired and are in good health. They often travel in groups or in smaller male or female societies. They are inclined to meet new people, as well as try new activities or hobbies. They are mostly price sensitive. If they are well-off, they value luxury and comfort and then travel more often in pairs. They travel throughout the year and often plan their last-minute trips. They like day trips and weekend trips. For a large part of this population, especially those who pursue artistic hobbies, creative programmes can be a great stimulus. Many are experienced travellers who enjoy nature, quiet surroundings and the pursuit of new experiences. They value money and are willing to pay more for authentic experience. They usually require higher standards of comfort as opposed to younger travellers. The comfort of accommodation is appreciated, and for the elderly, the availability of medical care is essential. They are price sensitive, traveling mostly in spring and fall. They are conservative in their choices, and they take the recommendations most seriously as a source of information.

- Focus on older travelers, as they are the most numerous segment for sustainable tourism, which, along with cultural tourism offer, leaves the strongest impression on them,
- offer to emphasise the originality of local traditions and cultural heritage;
- providing excellent guides who are good interpreters of the heritage, use the Internet as well as traditional offline promotional materials.

Young people from 15 to 35 - backpackers

Offer should base on:

Modern wanderers, mostly travel for longer periods to more distant destinations. They prefer cheaper travel and accommodation, and often hitchhike. They use the Internet as their main source of information and prefer online or 'walk in' accommodation booking. They are extremely focused on local culture and often find friends among local like-minded people. They are frequent visitors to music festivals and other events that support their subculture. Very often, they get involved in events as volunteers. Contributing to the local community is extremely important to them.

- it is common for this group of travellers to associate their travels with volunteer activities within the community or cultural heritage conservation projects,
- enabling involvement in the local community and participation in traditional arts and local cuisine.

Except for the groups listed in the Master Plan, as potential users / consumers of the tourism offer of the Jewish heritage of the city of Osijek are elementary and secondary school students and university / college students, especially those who visit cities and counties of Eastern Croatia as part of student excursions or student exchanges.

Segmentation by the motive of arrival is crucial in the visitor management process, as each individual segment requires a different approach in communication and promotion of the destination offer.

Segmentation by the arrival motivation

Incidental visits

Accidental travellers, passers-by, are guests who make the decision to visit the destination impulsively, unplanned. They make the decision to visit based on the information they get at the destination, and often while on their way to some other destination endpoint. Their interest is often captured by the supply of local, specific attractions based on cultural or natural heritage offerings, local manifestations that nurture a community's identity, rich gastronomic offerings, or the basic need for a leisure trip.

Planned visits

The majority of guests visiting Eastern Croatia belong to the group of planned visits. A socio-economically very heterogeneous group with several common features: a preference for new experiences, more educated, with average higher incomes, live in one of the larger urban centres nearby. Guests attracted by the offer plan their arrival and stay at their destination. They prefer to come on weekends and mostly stay on farms. They gather most of the destination information in the mainstream media or through their friends' recommendations.

Knowledge and enjoyment - connoisseurs and enthusiasts

The common denominator for different guest groups arriving at a destination with specific interests, therefore, this segment needs considerable attention if we look at the potential supply of products and services based on the Jewish heritage of cities. They are characterised by a relative disinterest in other off-target offerings. Typically, members of various associations receive this destination information through associations or specialised media. The best example of such a group of guests in Osijek and its surroundings are lovers of nature, sustainable development and landscapes, traditional life of locals, etc. It is characteristic for connoisseurs and enthusiasts that they are willing to travel longer to get the quality they expect.

Pupils (students)

The category of students in junior and senior grades of primary school is extremely interesting because school excursions are among the most common forms of planned visits in eastern Croatia. If students travel from more distant cities in Croatia then they stay between 2 and 4 nights. Otherwise, it is a day trip. According to tour operators, they almost always visit archeological parks and museums, nature parks or ecological farms where they can participate in educational workshops.

4.4 Product segmentation by specific niches

4.4.1. Thematic Expert Guides or Tours (in Croatian, English)

They are organised thematic or geographic expert guided tours tailored to organised groups (cruise ship guests, congress participants, teambuilding groups, professional study trips, etc.) or individual visits (individuals, couples, families), for 45 to 90 minutes, in Croatian or several foreign languages. Visitors can be guided by members of the Jewish Community of Osijek, heritage interpreters (Interpret Europe members), tour guides and / or escorts.

Tour title:	Osijek synagogues	Secrets of the Jewish cemetery
Topic:	Built (tangible) Jewish heritage	Stories about Jews buried at the Jewish cemeteries
Location:	Upper town, Lower town	Upper town Jewish cemetery, Lower town Jewish cemetery
Implementation time frame:	According to prior notification, continuously throughout the year, as part of thematic events	According to prior notification, continuously throughout the year, as part of thematic events
Partners:	Jewish Community of Osijek, Osijek Tourist Board, tour guides, heritage interpreters, specialized associations (NGOs)	Jewish Community of Osijek, Osijek Tourist Board, tour guides, heritage interpreters, specialized associations (NGOs)
Tour title:	Jewish families in Osijek	Treasure hunt
Topic:	Business success stories, city of Osijek economy, social life of Osijek Jews	Guided tour according to a previously prepared questionnaire and guidelines for solving puzzles based on historical facts
Location:	European Avenue. Stjepan Radić Street, City centre	European Avenue. Stjepan Radić Street, City centre
Implementation time frame:	According to prior notification, continuously throughout the year, as part of thematic events	According to prior notification, continuously throughout the year, as part of thematic events
Partners:	Jewish Community of Osijek, Osijek Tourist Board, tour guides, heritage interpreters, specialized associations (NGOs)	Jewish Community of Osijek, Osijek Tourist Board, tour guides, heritage interpreters, specialized associations (NGOs), educational institutions (primary and secondary school history teachers)

4.4.2. Ambient performances - living history (in Croatian, English)

An ambient play directed by a script is performed outdoors. Performances are tailored for group visits, although they can also be performed for individual visits or other special themed events such as events or commemorative dates to mark historic events. An example from practice is a play called "Three Points" realized as part of the international project Interreg IPA CBC Croatia-Serbia 2014-2020 entitled "S.O.S. - Subotica Osijek Secession Tourist Route", with partners of the Tourist Organization of Subotica, City of Osijek, City of Subotica, Public Institution The County Development Agency of Osijek-Baranja County, while the lead partner is Osijek Tourist Board. The play, produced by the Croatian Association of Cultural Tourism (Crocultour), is based on historical facts about members of the famous Osijek families Povischil, Hengl and Sauter, and details of their lives are shown through relationships between servants and employers. The characters can be staged by amateur actors, students of the Academy of Arts and Culture in Osijek, members of arts organizations, Croatian National Theatre actors in Osijek, and many others.

Performance title:	Three points
Topic:	Historical facts on the Povischil, Hengl and Sauter families of early 20th ct. in Osijek, presenting the details of their lives through relationships between the servants and their employers
Location:	European Avenue, Sakuntala park
Implementation time frame:	According to prior notification, continuously throughout the year, as part of thematic events
Partners:	City of Osijek, Osijek Tourist Board, Crocultour association

4.4.3. Exhibition of Weissmann Collection - Museum of Slavonia

An exhibition organised by the Museum of Slavonia to showcase the legacy of the Jewish Weissmann family. The exhibition is planned to be completed in 2020.

Performance title:	Exhibition of Weissmann Collection
Topic:	An Exhibition of Weissmann Family Personal Items and artistic works formerly owned by the family
Location:	European Avenue, Sakuntala park
Implementation time frame:	2nd half of 2020
Partners:	Museum of Slavonia, City of Osijek, Museum of Fine Arts in Osijek

4.4.4. Museum of Personal Stories

The Museum of Personal Stories, which is being prepared and established as part of the project "Loaf of culture", collects the personal stories of citizens, representatives of 22 national minorities from Osijek. According to the project manager, the idea is to explore and present all minorities living in Osijek through the Museum of Personal Stories in the future. The next one the project team plans to present is the Jews.

Performance title:	Museum of personal stories
Topic:	The Museum of Personal Stories collects the personal stories of its citizens, representatives of 22 ethnic minorities from Osijek.
Location:	Old bakery building, Fortress (Tvrđa), Osijek
Implementation time frame:	2020
Partners:	Fantastically Good Institution - FADE IN, Nansen Dialogue Center from Osijek, City of Osijek, Croatian Association of Cultural Tourism (Crocultour)

4.4.5. Promotional and sales assortment

In order to improve the promotion and increase the number of tourism products, it is proposed to create a series of interactive promotional, tourism products that will enrich the promotion of tourism offer based on the Jewish heritage of the city of Osijek. The main objective of the promotional assortment is to make the tourist offer more accessible, to provide educational contents and to inform how to explore locations and / or attractions independently or in a group. It is also possible to include a "souvenir" publication which will offer rich multilingual texts and photo contents.

Product title:	Printed tourist map of the Jewish heritage of Osijek	Printed publication
Content:	Mapped architectural and other Jewish heritage of the city of Osijek enriched with educational and informative content.	Content-rich publication detailing Jewish heritage through descriptions of personal stories and objects.
Added value:	An interactive map that offers more information if visitors use a mobile application based on geolocation and reproduction of 3D models - especially effective in situations where there are no material and visible remains of Jewish heritage (Upper Synagogue of the City).	A souvenir of the city of Osijek on the topic of Jewish heritage.
Implementation time frame:	2020	2020
Partners:	City of Osijek and Osijek Tourist Board, IT Entrepreneurs, Citizens' Associations, Museum of Slavonia, Jewish Community of Osijek	The City of Osijek and Osijek Tourist Board, Museum of Slavonia, Museum of Fine Arts, Jewish Community of Osijek
Target audience:	Cycling, group and individual visits	Museum visitors, individuals, etc.

Product title:	Mobile application
Content:	Free mobile application, a personal mobile guide to tourism content in the city of Osijek.
Added value:	AR augmented reality, VR virtual reality, 360 ° video, geolocation
Implementation time frame:	2020
Partners:	City of Osijek and Osijek Tourist Board, IT Entrepreneurs, Citizens' Associations, Museum of Slavonia, Jewish Community of Osijek
Target audience:	Cycling, group and individual visits

4.4.6. Educational workshops

Intercultural education through personal histories¹⁸ and Culture and Spiritual Heritage Of The Homeland are projects implemented by the Nansen Dialogue Center based in Osijek. NDC is a local non-governmental, non-profit organization focused on integrated intercultural education based on critical reflection on identity and prejudice, fostering processes of dealing with the past and promoting a culture of peace and dialogue. The Jewish Community of Osijek also conducts a number of educational activities, such as a Sunday school, in which students learn about Jewish customs, traditions, study Bible legends, Jewish holidays, heroes of Jewish history, learn Hebrew songs and traditional but also modern Jewish dances.

Title:	Intercultural education through personal histories / Culture and spiritual heritage of the homeland	
Topic:	Developing a sense of belonging, developing an intercultural society, developing a tolerant environment, developing intercultural competences	
Location:	Osijek	
Implementation time frame:	2020	
Partners:	Nansen Dialogue Center from Osijek, City of Osijek, Jewish Community of Osijek	

	Sunday school	Culinary workshop
Topic:	Learning about Jewish customs, traditions, studying Bible legends, Jewish holidays, heroes of Jewish history, learning Hebrew songs and traditional but also modern Jewish dances.	Basics of preparing the culinary specialties of Jewish families
Location:	Osijek	Osijek
Implementation time frame:	2020	2020
Partners:	Jewish Community of Osijek, City of Osijek	City of Osijek, Jewish Community of Osijek, Catering and Tourism School Osijek

4.4.7. Foreign Language School

Croatian language school for foreign students for one week according to an innovative thematic program that includes Jewish heritage content.

Title:	Short Croatian language course
Topic:	Acquiring Basics of the Croatian Language with a Local Guide and Teacher of Croatian
Location:	Osijek
Implementation time frame:	2020
Partners:	City of Osijek and the City of Osijek Tourist Board, Faculty of Philosophy in Osijek, Maksi tours Travel Agency

4.4.8. Professional scientific programme

Organization of a multi-day symposium on the conservation and promotion of the Jewish heritage of partners in international projects, development of cultural routes on the topic of Jewish heritage.

Title:	Preservation and promotion of Jewish heritage
Topic:	Expert gathering of experts in culture and tourism
Location:	Osijek
Implementation time frame:	2020
Partners:	City of Osijek and City of Osijek Tourist Board, Museum of Slavonia, Museum of Fine Arts, Jewish Community of Osijek, Croatian Society of Cultural Tourism, Faculty of Philosophy in Osijek, Academy of Arts and Culture in Osijek, Faculty of Educational Sciences in Osijek

4.4.9. Stoppersteins (stumbling blocks)

The Stolperstein / stumbling block is a way of commemorating the fate of the Jewish victims of the National Socialist persecution, both the dead and the surviving victims in German concentration camps, prisons, death camps, sterilization clinics, as well as other opponents of National Socialism and members of the resistance movement. The Stolperstein / stumbling block is otherwise set by German artist Gunter Demnig, who has erected around 40,000 such monuments across Europe.

4.4.10. A cultural festival

A multi-day cultural festival organized by the City of Osijek and the Jewish Community of Osijek in the second half of 2020 in cooperation with cultural, public private and civic institutions.

Title:	Osijek Jewish Heritage Festival
Topic:	Promotion of the Jewish heritage of the City of Osijek through a multi-day program that will present the overall tourism and cultural program based on tangible and intangible heritage.
Location:	Osijek
Implementation time frame:	2020
Partners:	City of Osijek and City of Osijek Tourist Board, Museum of Slavonia, Museum of Fine Arts, Jewish Community of Osijek, Croatian Society of Cultural Tourism

4.5. Product implementation in niche markets

In 2017, Osijek-Baranja County was visited by 94 370 visitors, while in 2018 it was made by 100 594 visitors. According to eVisitor data, it is evident that travellers organise their visits to Osijek-Baranja County individually. In 2017, almost 86% of travelers did not contact travel agencies when organising a visit to Osijek-Baranja County, while in 2018 this number was almost 87%. These data indicate major challenges that tourism stakeholders face when managing a destination, which is that there is no systematic management of the offer or that promotion of the destination's tourism offer by county / city tourist offices and travel agencies is still not sufficiently visible and convincing.

Understanding travellers' motivation, and how they book and buy products, helps tourism professionals and destination management organisations design tourism products and services. Generally, understanding travelers' wishes and needs helps for three main reasons:

- planning and developing destination management decisions at the organisational level,
- assists all providers of tourism services and products in increasing passenger satisfaction and generating unforgettable experiences,
- has an effect on the economy of the destination as well as on the business performance of all tourism stakeholders.

A traveller chooses the tourism product or services in three stages: before the trip, during the trip and after the trip. Before the trip, the traveller researches and plans which tourism destination to visit, which makes the decision easier and leads the traveller to prepare and wait for the trip. During the trip, the traveller enjoys and experiences the destination or part of the tourism offer and makes quick purchasing decisions based on experience.

After the trip, the traveller continues to think very intensely about the destination by sharing experiences, remembering locations or experiences, and depending on the quality of the offer, creates a personal judgment and builds loyalty to the product, destination or brand (offer providers like airlines or hotels).

The product implementation is actually a series of activities aimed at different groups of citizens and visitors of the City of Osijek, with the aim of increasing knowledge and awareness of the wealth of the Jewish heritage in the City, creating new visitors and promoting Osijek as a future cultural destination. Communication of the tourism portfolio requires a systematic attitude towards the traveller. The process of managing the visitors on the route requires understanding who the visitors are, what they are looking for, and what their preferences and wishes are. With this type of segmentation, it is possible to identify what are potential new markets. Exploring and gaining new experiences continue to be the primary reason travellers seek new destinations. Many claim that they rather "buy" experiences than material goods. Travellers are looking for locals, and their expectations from the host are that he has a great knowledge of local gastronomy and places to visit. The following table shows several interconnected categories with the main origin, namely guests. The table shows the preferred way of arrival in Osijek, lists the values for which guests will visit the destination, as well as the list of specific products that tourism stakeholders will offer to guests.

Segment of guests	Preferred manner of arrival to Osijek	Value	Segmentation of products according to the niche	Motives of arrivals from the city and closer surroundings	Motives of arrivals from closer region (1 h drive)	Motives of arrivals - nationally/internationally
Generation Y and Z	Individual	Adventure and new life experience, realisation of „to do list“, socially beneficial experience, new life insights and reviews, communication in foreign language	Cultural festival Museum of personal stories Thematic expert guided tours Educational workshops Foreign language school	Participation in educational workshops, local festivals and manifestations (Osijek Cultural Summer, Osijek Youth Summer, UFO)	Participation in creative workshops, local festivals and manifestations (Osijek Cultural Summer, Osijek Youth Summer, UFO, SLUK, Dioniz festival, Ferragosto Jam)	Participation in creative workshops, local festivals and manifestations (Osijek Cultural Summer, Osijek Youth Summer, UFO, SLUK, Dioniz, EXIT, Ferragosto Jam, Pannonian Challenge)
Families with small children	Family	Safe conditions for sightseeing and children entertainment, family packages	Cultural festival Educational workshops	Participation in programmes for children, thematic expert guided tours, family matinees (Loaf of culture, Land without borders, Watermill on the Drava river, Museum of Slavona, Museum of Fine Arts).	Participation in programmes for children, thematic expert guided tours, family matinees (Loaf of culture, Land without borders, Watermill on the Drava river, Museum of Slavona, Museum of Fine Arts).	/
Families with older children	Family	Safe conditions for sightseeing and children entertainment, family packages	Cultural festival Educational workshops Ambient performances Thematic expert guided tours Museum of personal stories	Participation in programmes for children, thematic expert guided tours, family matinees (Loaf of culture)	Participation in programmes for children, thematic expert guided tours, family matinees (Loaf of culture)	/

Segment of guests	Preferred manner of arrival to Osijek	Value	Segmentation of products according to the niche	Motives of arrivals from the city and closer surroundings	Motives of arrivals from closer region (1 h drive)	Motives of arrivals - nationally/internationally
Singles and couples 25 – 49	Individual	Relaxation, stress relief, adventure, communication in foreign language, acquisition of new skills (film, artistic and music expressions)	Cultural festival Educational workshops Ambient performances Thematic expert guided tours Professional scientific programme Foreign language school Museum of Slavonia – Exhibition of Weissmann collection	Nationally and internationally significant programme, thematic program, professional scientific programme	Nationally and internationally significant programme, thematic program, professional scientific programme	Nationally and internationally significant programme, thematic program, professional scientific programme
Singles and couples 50+	Group	Relaxation, stress relief, adventure, communication in foreign language, acquisition of new skills (film, artistic and music expressions)	Educational workshops Ambient performances Thematic expert guided tours Foreign language school Museum of Slavonia – Exhibition of Weissmann collection	Nationally and internationally significant programme, thematic program, hobby development, traditional painting and sculpting techniques	Nationally and internationally significant programme (marking significant dates, memorial plaques and sites, costumed guided tours in Croatian and English suited for adult group visits (guests from river cruisers, congress participants, teambuilding groups, professional study trips et al.).	Nationally and internationally significant programme (marking significant dates, memorial plaques and sites, costumed guided tours in Croatian and English suited for adult group visits (guests from river cruisers, congress participants, teambuilding groups, professional study trips et al.).
Backpackers	Individual	Adventure and new life experience, realisation of „to do list“, socially beneficial experience, new life insights and reviews, acceptable prices	Cultural festival Educational workshops Ambient performances Thematic expert guided tours Museum of personal stories Stolperstein	Nationally and internationally significant volunteering programme guaranteeing authentic experience /inclusion into the work with local community/, socially useful work	Nationally and internationally significant volunteering programme guaranteeing authentic experience /inclusion into the work with local community/, socially useful work, professional education programmes (advanced level)	Nationally and internationally significant volunteering programme guaranteeing authentic experience /inclusion into the work with local community/, socially useful work
Primary and secondary school students	Group	Experience, acquisition of new knowledges and skills, leisure. The activity is adapted to outdoor learning programme, contents and sectors (i.e. literary, drama, journalism, national and cultural heritage, technical creativity)	Cultural festival Educational workshops Ambient performances Thematic expert guided tours Museum of personal stories Museum of Slavonia – Exhibition of Weissmann collection	Nationally and internationally significant educational programme, expert guidance adapted to primary and secondary school students, presentations and competitions resulting in stage performances (drama, dance).	Nationally and internationally significant educational programme, expert guidance adapted to primary and secondary school students, presentations and competitions resulting in stage performances (drama, dance).	/



5. Appendices

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