Interreg

Danube Transnational Programme
REDISCOVER

EUROPEAN UNION

Handbook for
Tourism and public relations

means and procedures for the touristic
promotion of local cultural heritage

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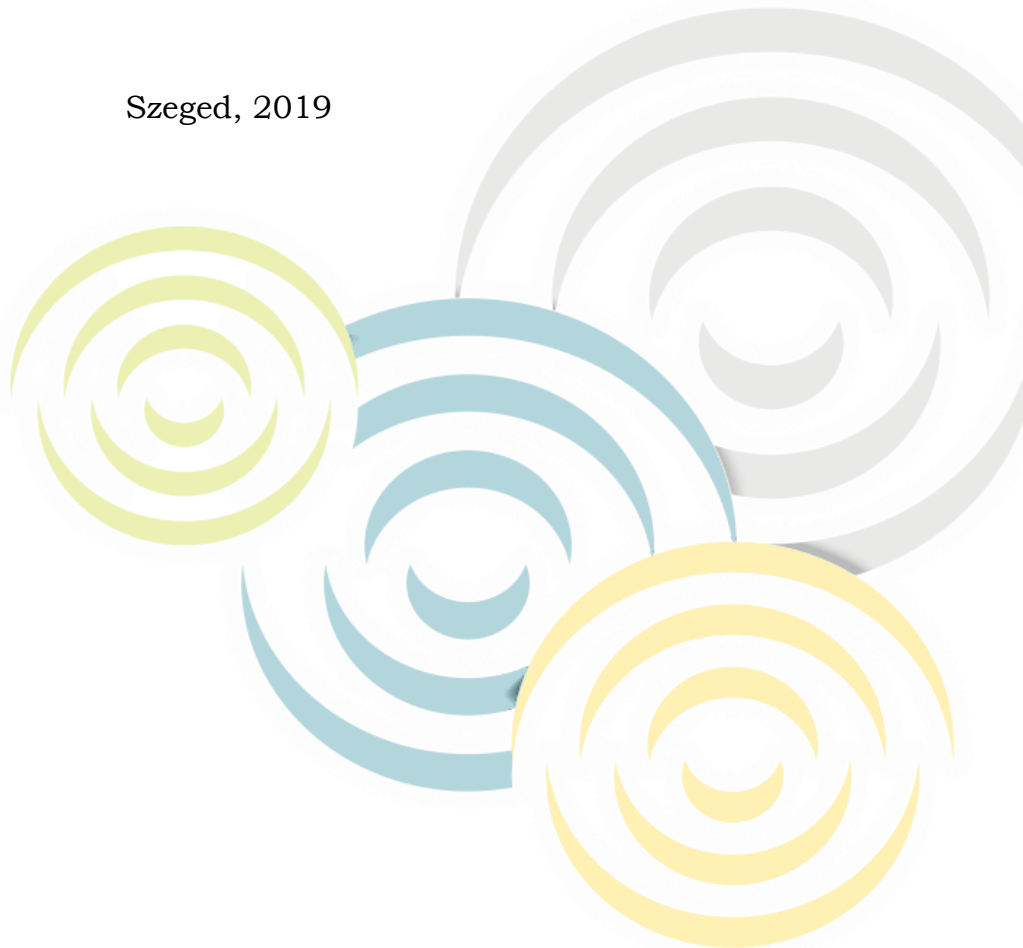
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Table of contents

Introduction

Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region Project aims to help mid-sized cities in the CEE region to explore the tangible/intangible elements of Jewish Cultural Heritage in order to create competitive cultural products with potential tourism prospects. The project aims to examine the potential development of intangible elements that are well-known to the wide audience (synagogues, cemeteries, memorials, public/business/residential buildings) into creative attractions. Besides, it explores the possible touristic potential of intangible elements which are usually not recognised by the mainstream community and visitors. The project would like to help creating competitive advantages for cities with otherwise scarce JCH attractions. Rediscover improves the integrated CH management and valorisation capacities of cities and cultural/tourism actors involved, in order to safeguard both tangible/intangible Jewish Cultural Heritage for upcoming generations, by building on currently undiscovered potential, and developing it into contemporary tourism solutions, while smartly arranging their visibility/accessibility/sustainability as well.

1. Developing heritage-based tourism products

1.1. Cultural heritage

Cultural heritage encompasses any value that a community or nation considers worth preserving. Intangible cultural heritage or nonphysical intellectual property (belief system, knowledge, tradition, etc.) as well as material goods are both part of cultural heritage. These values take shape in many forms, they can be found in buildings, works of art, famous gastronomic specialties, they can be lifestyles as well as various inventions and discoveries, famous people and their life history, but any fascinating story that the community considers to be culturally important. The importance of these values is emphasized by the tourism industry, so it is recognized and sought not only by the locals but also by the tourists: the authentic cultural experience has become an important component of the tourist attractions.

Intangible cultural heritage is connected to living communities. It is passed down from generation to generation. This means a constant re-creation of cultural heritage and also provides a sense of community, shared identity and continuity. Intangible cultural heritage can thus take the form of traditions, including language, arts, social customs and rituals, festivities, world views and knowledge.

In exploring and presenting cultural heritage, we aim to preserve these community practices as well as to enhance the identity and visibility of communities with genuine cultural identities. In doing so, we protect heritage and mutually recognize cultural diversity.

In contrast to individual memory, cultural memory is a collective characteristic of an entire community or society. Cultural memory is made up of elements that define the identity of a community. Unlike individual memory, it also contains elements of the past that individuals did not live through, but still identify with and

see as part of their own history. Remembrance itself is socially defined: by being born into or joining to certain groups, communities, we become carriers and communicators of the collective cultural memory.

1.2. "Raw materials" of cultural heritage-based tourism product development

1.2.1. Built heritage

In terms of architectural heritage, we can first think of buildings that have been declared as monuments or memorial places related to major historical events. Also buildings of greater historical significance or statues (and the stories associated with them) can be part of the architectural heritage. In many cases, these famous buildings are complemented by carefully constructed and famous gardens or parks: in many palaces or castles the natural surroundings are often part of the attraction. Ruins of buildings and excavation sites can have enormous cultural significance and attraction: the remains of history in the modern cityscape creates a special duality and atmosphere. In this dual atmosphere, various performances can be created for example in amphitheatres or re-enactment knights' shows in castles or castle ruins. These are both educational and entertaining. These forms of maintaining cultural memory and traditions attract masses of tourists.

In many cases buildings that are inaccessible from the inside can be interpreted as mere works of art, but their facades, history, aesthetic and cultural value are still enormous. For thematic tours the facades and values of these types of buildings can be excellently presented, categorized. A fine example is the success of the city walks that showcase Art Nouveau buildings in Central Europe.

In many ways buildings serve as preservers of history for example as a building made into museum presenting authentic interior. This is true even if only an outdoor plaque point out the role of the building. Many buildings or statues serve as sites of cultural memory. These memorials can be related to historical events or persons or symbolize any idea or event of cultural significance. The house of birth or former residence of famous people often serve as such memorials and even some kind of pilgrimage place, thus keeping their work and intellectual heritage alive.

The built heritage can also include museums made from residential buildings that showcase old room interiors, folk costumes and lifestyles. They serve as a place of tradition and memory, a nostalgia for the older generations and an opportunity for the young to connect with these generations.

Graves, tombs and graveyards may be a special part of the built heritage. Parks, labyrinths, rebuilt landscapes can also be integrated into the cultural heritage.

1.2.2. Gastronomy

Thanks to the gastronomic revolution of recent years, quality, artisanal food and beverages are gaining popularity and there is a growing interest in authentic ingredients and techniques. Food and beverages play a significant role in preserving tradition and can serve as a window to the culture. Local gastronomic specialties can also be elevated into tourist products, they can symbolically make the tourist feel local, and see an encounter with such products or services as an authentic experience.

However, within gastronomy, not only the food and drink itself can be a tourist product, but also their method of preparation, the related service and the hospitality experience. Even though the English tea culture or the customs and traditions associated with Turkish coffee can be found in many parts of the world, we feel incomplete if we do not experience it in its traditional place.

In addition, a famous café, winery, brewery or restaurant can serve as a separate tourist attraction or product, they can be interesting enough on their own. Nowadays, thanks to tourist reviews and rating sites (such as TripAdvisor), because of the high-profile and popular places to eat, people are willing to travel for hours and make decisions based on the opinions of others at a new location.

Gastronomy is the easiest and most obvious interface between tradition, culture and the tourist: by tasting and trying local food and drinks in an authentic setting, tourists can feel as if a bit of the culture was their own, they can easily feel as if they were local and become part of the culture. The increasingly trendy home restaurants and short cooking classes for tourists are also based on this phenomenon. The ever-popular Italian handmade pasta or sauce is a good example of such a short, half-day mini-courses.

The traditions and culture of gastronomy have thus become decisive factors in travel decisions. That's why exploring, presenting and communicating local specialties is important: potential guests are now willing to organize the rest of the trip around the gastronomic decision to have an authentic experience.

1.2.3. Lifestyle

An integral part of each culture is the lifestyle of the people. This cultural concept of lifestyle is all about temperament, basic lifestyle habits, speech or hospitality. It can also mean positive or negative prejudices about a nation: they are lazy, smart and hard-working, or they may dislike tourists. These images are transformed by the tourist into a set of expectations that he will compare with reality, both in terms of hospitality as well as the appearance, presentation, quality and taste of the food or drink. We have a clear idea of what an authentic experience will mean to us, what we want to see and experience.

The presentation of the lifestyle also has a tradition-keeping character: think of the Spanish siesta or the English tea. Rural culture can also become a kind of exhibition object, a tourist sensation. For example, in the mountains, the herding

of animals or the washing and husbandry habits of local elderly women add to the authentic experience.

Language, gestures and temperament are similar curiosities. We value the experience differently during Italian and Spanish travel in case we encounter with the use of hand signals or loud, fast speech. Simply hearing a language that is foreign to us can help us to appreciate every little manifestation of a culture different from our own.

Health prevention can be sorted among the lifestyle aspects from this cultural point of view. Countries or cities with extensive spa or sauna cultures, including beaches, are particularly attractive to tourists looking to relax. Some spas (therme or hammam) themselves serve as monuments and architectural pieces. Culture-specific, tradition-preserving, traditional treatments are tempting for patients traveling for health promotion.

1.2.4. Works of art / artists / creations

Awareness of pieces of artworks or artists is in many cases detached from the cultural memory and heritage of the community. However, in some cases we connect artists or piece of art to certain communities. These artists or masterpieces can turn to markers of these communities.

Famous paintings or museums and works of art have incredible tourist potential. Exhibitions and works of famous painters, sculptors and other fine artists attract the masses of tourists - we often feel it is a must to see works that appear on souvenirs and fridge magnets. These works can have many meanings, their true cultural significance often stays hidden if we do not know their background. In this respect museum staff play an important role in guiding exhibitions and presenting their cultural significance. By deciphering the appropriate background story, a work that is important locally, but may not attract enough attention globally, can be integrated into the must-see sections of the local cultural heritage. We can organize not only permanent but also temporary exhibitions, when we want to present the cultural heritage of a community, and out of the ordinary, their location, as well as the works and artists on display, can be unique and special. It becomes the responsibility of the tour guide presenting the hidden meanings of the works and important moments in the life of the artists in order to make the presentation reach the level of a storyteller or taleteller.

1.2.5. Discoveries / inventions

For a community the discoveries and inventions that are associated with it are not just simple historical facts, but are curiosities that can be considered as part of the cultural heritage. In the course of exploring these inventions, we can ask for the help of historians, but we can also find some exciting data doing some library research. After exploring locally related discoveries, you can choose how to present them. By presenting the discoveries and the details of the persons connected to them, as well as interesting moments of their life intertwined, we can attract the interest of many tourists. The dissemination of scientific knowledge in tourism is

not limited to the monopoly of museums. Presentation of discoveries and inventions, the life story of related scientists, related buildings or personal items can all be involved in organizing the presentation of cultural heritage.

1.2.6. Life stories

The life stories of famous local people serve as an obvious source of communication for tourist destinations, but everyday life of local people can have many interesting features as well. Sharing stories that have been preserved as part of family memory with the ancestors of living family members can be exciting to use both in museums and guides. These stories can be used as part of tourist products, as a kind of sub-stories, as exciting perspectives to better understand the cultural heritage. By sympathizing and empathizing with an ordinary person, we can understand and love more complex messages. Empathy is a useful tool for understanding past situations that are more difficult to take in. As with Anne Frank's diary, we can more easily connect to historical events through real people's real stories. The life stories of famous, well-known people may be attractive to tourists in other respects. Both interest in history and sympathy for the individual can facilitate the understanding of cultural heritage. There may have been elements in the lives of many famous people that, when combined into a story, give us an exciting and detailed picture of the era.

1.2.7. Exciting stories

Why are stories from the past important and how can they be exciting in the present? An exciting story from a good speaker can change the world and affect business. It is important to think about our own narratives and how we wish to incorporate them into our daily communication.

In her book Storytelling, Carmine Gallo distinguishes between a variety of storytellers. There are storytellers who educate, simplify or address our emotions, motivate or start new movements. Based on these, both the stories about the cultural heritage listed above, such as buildings, artists, famous people, and exciting past stories related to the community, can provide a good basis for the communication of a tourist destination.

These stories can be constructed in several ways, depending on the intended audience. Based on the age and prior knowledge of our intended visitors, we can highlight and place emphasis on different elements of the story. For children, a fairy tale or legend-like style is worth using, and for older generations, educational stories with more historical details can become popular and exciting.

2. Ways of presenting cultural heritage

2.1. Tourism PR

We can form some kind of impression of each tourist destination or product: we are classifying them according to our own knowledge or the stories and experiences

of others. A destination can be a place for active or passive recreation, for the rich or the poor, rather for the young or rather for the elderly. We also unconsciously associate a number of attributes with each tourist destination that will later determine where we are going to go and which of the known destinations we will visit. The attractive power of certain places can also be enhanced by cultural heritage. It is therefore important to systematically control and manage this diverse image. All tools used to manage the image of a tourist destination or product are within the scope of tourism Public Relations (PR). For this reason, it is **essential for tourism PR professionals to identify, know and maintain the cultural heritage of the destination.** To this end, it is important to have broad scientific knowledge, an understanding of tourism as a cultural system and a social process, and the ability to think through the eyes of tourists.

Rediscover aims to explore the tangible/intangible elements of Jewish Cultural Heritage in order to create competitive cultural products with potential tourism prospects. Developing new tourist attractions and services need clear aims, creativity and professional execution. These are quite a lot, but still not enough for the success of the bright ideas. **Public relations is the fundamental tool to foster visibility** of these new inventions and developments.

2.1.1. What is PR?

The primary task of Public Relations is to design and execute communications between an organization and its environment. Depending on the organization and its needs, we can talk about increasing brand awareness or building and maintaining a good reputation. Nowadays, we are not only communicating to a well-defined target group, but our messages as well as all public information about our organization are both accessible to anyone.

With the tools of PR, we can influence how our environment thinks about us, we can create and protect our reputation. These tools include classical press releases, appearance in the online and offline press, and television and radio appearances. With the rise of online platforms, PR has also become responsible for creating and managing social media platforms. The purpose of communicating with our target group is first and foremost executed by building a community, thereby defining and communicating common values and cultural heritage. Constructing heritage is part of the task of tourism management, and its essence is to create a feeling of familiarity in our community. In this way we can stand out from our competitors and turn the attention to ourselves.

It is important to distinguish between the concepts of community identity and image. While community identity contains the elements we have created, image means the impression or opinion that has formed about us. Identity consists of external and internal communication elements and self-definitions. Internal communication is what we call corporate philosophy, mission and story, they can also be called content elements of the identity. These content elements are complemented and enhanced by the appearance of formal, visual elements such as the logo, font and colours used, or the appearance of work clothes or corporate

vehicles. The Interreg Program itself has a detailed guidebook for formal, visual identity elements.[1]

Developing press relationships is a strategic tool for PR professionals to achieve and maintain a positive image. It is not only a matter of creating simple press lists and communication, but of strategically executing a campaign. Coordinated with the achievement of business goals, a PR strategy is prepared, during which the specialist generates press releases, lectures and interviews, helps build and deepen the brand. Knowledge of online tools, i.e. websites and social media platforms, has also become essential today. Naturally, the creation and constant updating of press lists and the monitoring of competitors' media remain essential elements of the profession.

The first step in designing corporate communications is to make the company/project team aware of its fundamentals, values, and goals, laying down the company's/project's philosophy and mission statement with which it can identify and communicate. Only after that can you start planning your communication strategy, which summarizes all the target groups you want to reach, the tools you use to reach the target groups, the key messages, and the campaign schedule.

This is followed by the implementation of the completed strategy, which includes lobbying, finding and maintaining professional relationships, implementing online and offline plans, and implementing a social media plan. Strategic thinking also includes nurturing internal relationships within the organization, strengthening corporate culture and cohesion, as well as preparing for crisis communication situations.

2.1.2. Developing a communication strategy

Strategic approach and planning are an essential part of communication. The precise formulation and writing of goals, motivations and expectations will help you to choose the tools by which you can effectively reach your target audience. Although these responses are always different, in most cases they can be summed up as a kind of growth: more revenue, more visitors, more brand awareness. It is important not to mix up the goal with the tool - getting more fans on our Facebook page is just one tool to reach our strategic goal. Most tourist destinations already have some form of online presence, they might even have already created accounts on the most popular social media platforms (Facebook, Instagram), but manage them without a strategy.

The first and foremost task in developing a communication strategy is to identify and know the target group. Identify the basic demographics that characterize our current or desired audience, visitors: gender, age, location, or family status. Where possible, the involvement of a market research firm or specialist may be warranted in order to delimit the audience as precisely as possible. In addition, knowing our

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[1] See here: https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=5&ved=2ahUKEwiG6-qLiefmAhXEpYsKHfgOCg0QFjAEegQIBRAC&url=http%3A%2F%2Fwww.interact-eu.net%2Fdownload%2Ffile%2Ffid%2F6938&usg=AOvVaw3mIyRl-wIznQtr7GXEnPrI

competitors, studying their communications and keeping an eye on them is essential, as not only can we get a number of ideas, we can also learn a lot from their mistakes.

After defining our goals and target groups, the next step in developing a strategy is defining ourselves. This is when we determine the main message that we want to send to our target audience. It is important that this message should be **short** and **concise**, as well as **easily understandable** and **interesting** to the public. In addition to all of these aspects, a good message sets us apart from others and strengthens our uniqueness. The next challenge is defining a strategy for how we market our product or service. Defining how to sell includes channel selection and pricing.

Consistent, thoughtful communication, developing and following a thorough strategy are all essential steps to achieve awareness and recognition.

2.1.3. Storytelling/generating a story

Perhaps one of the strongest trends in marketing today is to introduce ourselves through stories, to communicate our values and thoughts to our audience in the form of stories. It is important to emphasize that not all of these stories are 100% coming from reality, so in many cases we need to improve these stories a little to make them understandable and lovable. The phenomenon itself is obviously not new. In uncountable examples throughout history we can see that certain messages are easier to consume in the form of stories, tales. These remain in memory for a longer period of time, moreover, we can identify with the stories more easily. Thus, storytelling can be called an ancient activity or craft, which anyone can do, but it has become an indispensable tool for marketing and PR professionals today. For the modern tourist or consumer, it is important to be able to establish a personal bond with a particular brand or location. It is also true for stories in tourism PR that they primarily affect emotions, creating a sense of familiarity in the potential tourist or customer. This feeling of familiarity can later lead to important travel or shopping decisions during which the person can no longer recall exactly where the story in his memory, the feeling of homeliness or familiarity have come from.

The first important element of the creative storytelling process is knowing our potential audience. We know the values they represent, and thus what they will identify with. The style of the story, the way it is presented, and its key points, all vary with the target audience. Another important aspect is to have a central message, because in the long run that will be stored in the memory of our audience and will serve as the basis for our entire story. If we want to present ourselves or our brand, our story should be about real human problems, failures or successes. Everyday challenges from our past and present are elements that are easily identifiable to our audience, thereby appreciating transparent, personal communication, sincerity and immediacy. By applying these criteria and values, we can help our audience connect with us easily. If you want to convey cultural values and memories, it is important that the story should be about emotions, situations or characters that people know. This also makes it easy for them to draw

parallels between their own lives and their story, which is essential for communicating values that not everyone understands or accepts. And by supporting a community by telling our own stories, we can encourage our peers in similar situations to share their own stories in some way, thus connecting with us and the rest of the community.

An important feature of modern storytelling is that its purpose is not only to convey information, but also to encourage action. A good story today, therefore, ends with a call that can encourage anyone who is interested in us: getting more followers, visiting our tourist destination, trying out our product or service.

Another important aspect in creating our story is its format, which may depend on the capabilities and resources available to us. The simplest and most well-known form is the written story, which can mean a blog post, a book, or an e-book. Nowadays, we can include shorter text content with images for social media interfaces. Oral stories include classic, in-person presentations, press conferences, and guided tours. A kind of modern, fixed form of these is an increasingly fashionable genre of podcasts, for which good sound quality is essential. By adding video or multimedia content to previous items, you can get a sophisticated tool that easily conveys any idea or story and makes them understandable. Finally, it is essential to share our story with our target audience, choose the platform to share, and then publish the content according to the written and unwritten rules of the platform.

Customers respond to relatable, humanistic content rather than loud and obvious marketing advertisements. The following techniques are integral to giving any business a face and a personality to which customers can relate.

- Images: Pictures are visual prompts that help potential customers envision exactly what they are signing up for. Images should be used to season a website, giving flavour and soul to tours or tourist destinations. In addition to action and ambience shots, include headshots of the staff to ease preliminary anxieties and build trust by creating a homely, familiar feeling in potential visitors.


Example: Ambient photo of Banja Luka

(photo: thetourismobserver.com)

- Videos: According to the latest data, from creative video marketing campaigns to explainers, video ads, video blogs, customer stories and many more, video is now a critical asset within the modern marketing tools. 90% of customers claim that video is useful in making a buying decision, and 64% of customers admit that video influences their decision to buy. Videos in the tourism world are invaluable for showcasing any destination. Try to capture the experience, and share it with your audience.

  Example : Vlog about meeting with the locals of Regensburg

  (video: https://www.youtube.com/watch?v=CFLMAlmQXWc)
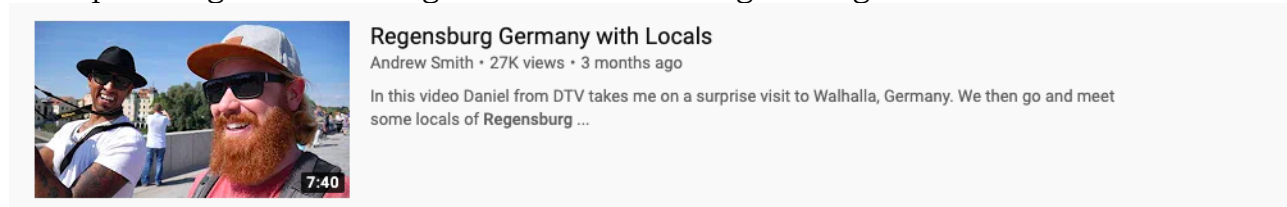
- Customer or visitor testimonials: People nowadays discover new products through their friends, family, and colleagues. Customers trust other customers more than brands or businesses. showing authentic testimonials and reviews on your site is not only a fantastic way to build trust but also of to share first hand accounts of the experiences you offer.

  Example: Tripadvisor reviews are often worth sharing, too.
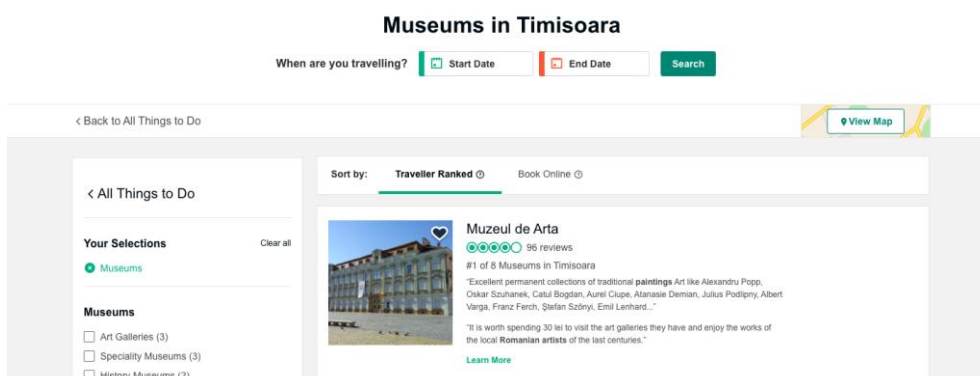
  (https://www.tripadvisor.co.uk/Attractions-g298478-Activities-c49-Timisoara_Timis_County_Western_Romania_Transylvania.html)

- Personal anecdotes: If possible, put a face and personality to your brand/experience. If you have a good story to tell — whether it's your passion for your trade, about the staff, the history of the region, or the cultural importance of tourism in your region — don't hesitate to share it with your audience.

Craft a story to fall in love with. Don't just tell potential customers why they should take your tour: show them. Storytelling should follow your customer throughout their journey — from browsing your site, to taking the tour, to leaving a review. Give them a good enough story that they give you one back in the form of written testimonials, recommendations to friends, and social media mentions.

2.2. Internal communication

The internal communication of an organization or community is related a bit to HR and a bit to marketing as well as contains some psychological and sociological aspects. Internal communication is relatively difficult to define, but it is essential for successful workplace operations. In fact, it is the responsibility of an organization as a whole to function effectively as an integral part of its corporate strategy, including its external and internal communications. In the next section, we will see a number of examples of tools and methods for external communication that can provide a comprehensive view of an organization. However, developing and maintaining a positive image requires an effective internal communication system. Internal communication includes contact with colleagues, the internal events, processes of the organisation and forms of notification. Identifying and understanding the company's vision and philosophy is one of the goals and processes of internal communication.

Whether it is a small or a larger company, conscious attention to communication is paramount. Evaluate which processes work well and efficiently and which processes are less effective, and then consider what is the ideal condition we want to achieve and what steps are required. Even a few small steps or modifications to the daily lives of your colleagues, their mood, relationship with your company can make a huge difference.

To this end, it may be worthwhile to consider who is primarily responsible for the company's internal communications, who supports this person, and how executives relate to these issues. If there is no shorter- or longer-term internal communication system or strategy, you may want to take the time to create them. The first step in this is to identify communication channels within the organization and to assess and review their effectiveness. This can be followed by feedback and satisfaction measurement, and then developed into a system that will help you control and manage your internal communications faster and more efficiently.

A good example or best practice is to encourage company-related use of social media. Today, social media has a place in the workplace too. Have your team share photos of themselves working and having fun in the office on Facebook, Twitter, Instagram, etc., and tag the official company page, for example: #companynamelife.

This method is not only great for employee engagement and morale, but also for company exposure and putting a face on who you are and what you do.

Sharing industry news, trends, and insights is also a good strategy. All team members should stay updated on the latest industry news and trends. Encourage them to share news, market trends, opinions and other industry-related matters with one another. Make your team feel they're contributing to something bigger than themselves and that they're agents of change, which are powerful motivators.

3. Tools to introduce tourist attractions (with examples)

3.1. Classic and online tools

Nowadays, most of the tourist destinations can be found and reviewed online. It is essential for a tourist destination to be aware of and control these online platforms, as well as to respond to the feedback they have received, know what their strengths and weaknesses are, know what contents have been created about the destination and organize or use them. In the following subchapters, you will learn about the classic and modern online PR tools to manage the image and opinion about us.
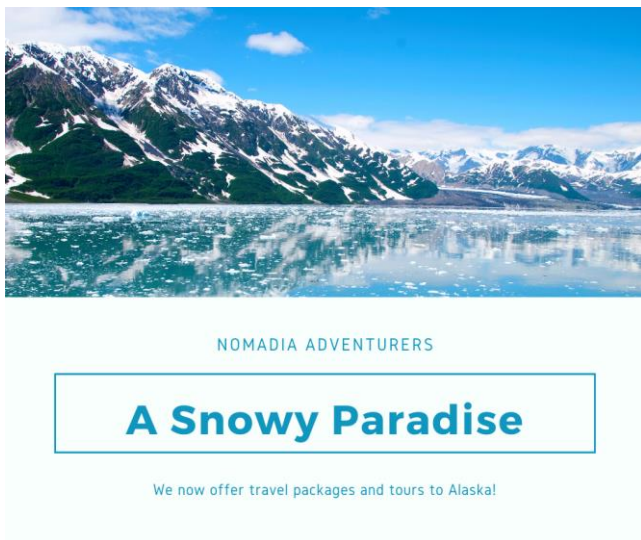
3.1.1. Facebook

Creating a well-thought out and well managed page on Facebook is an important communication tool for a tourist destination in many ways. Travel and tourism are one of the most popular topics in social media. Vacation and travel function as status symbols. We can see countless tourist photos scrolling through the Facebook feed every day, whether it's a current experience or just a memory of a holiday.

On the other hand, the role of word of mouth marketing has become enormous nowadays: we believe most in tourist photos as well as the opinions and ratings associated with them. It is scary to think that we are able to give more credibility to the opinion of other, unknown people than to what the destination communicates about itself.

It has become a feature of the platform that organic, unpaid content hardly reaches our audience. Quite often even people who like our site will not see our post in their feed. We can change this by creating quality, relevant content and promoting paid posts (post boost).

Certain unwritten rules of content production came to live on the platform over time. According to this best practice, a good content strategy means **2-3 posts per week, i.e. 8-10 per month. It is basically short, 2-3 sentence text content with a stylish and modern graphic design.** The brevity of the wording is due to the proliferation of smartphones: in mobile view, these 2-3 sentences will be readable without any further click, which is why most users look over only a text of this length (see example 2). Of course, in many cases, it may be appropriate to have a longer post if you want to share an important announcement or story with your audience.

Professional graphic designers are no longer necessary to create stylish and modern visual content: Canva (canva.com), a free, easy-to-use online software program, provides several Facebook Post templates which can be fulfilled with content with just a few clicks. They usually consist of a photo and short text, which consists of a main message with a few words and a sentence that complements it.

Example: Simple and aesthetic visual post appearance designed for Facebook.

When it comes to texts, it is important to mention the use of emojis: it is also an unwritten rule to avoid disturbing the coherent text with emojis, or to split it too much. In-text emoji usage makes reading and understanding difficult, so only 1 or 2 emojis are recommended at the beginning and end of the text. If you do not know the ropes in the world of emojis, you can search many websites that may be relevant to a particular image or text, such as emojipedia.org.
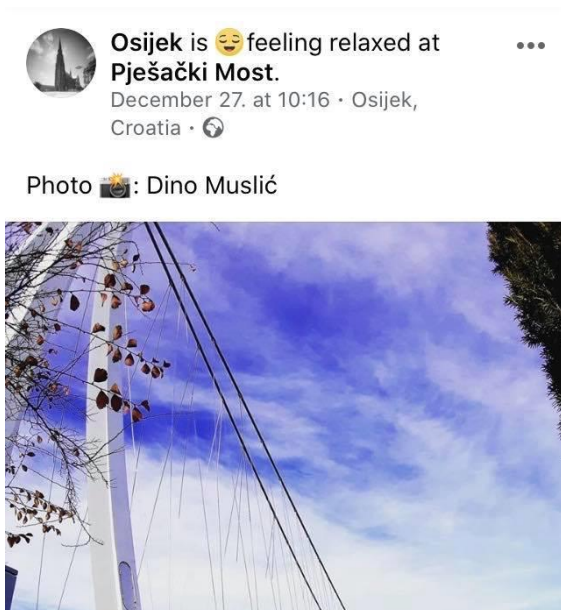
Example: Post with a short text and emojis on Facebook.

Short video content and gifs are extremely popular. They can be learned and easily used by anyone with a free online software.

The purpose of communicating on Facebook is to achieve the highest possible number of interactions, be it likes, shares, or comments. We are not always able to do this with only the help of paid advertisements: besides good content, good relationship with the audience, emotional attachment is also essential. In terms of interaction with the public, we often fear receiving malicious comments. This is an inevitable phenomenon; you should not delete them, treat them with respect and respond kindly.

When it comes to effective post highlighting and classic advertising, it is important to try different combinations of text and images, because we never know which will appeal to our audience. We, who create these posts, cannot objectively judge what content will be more widespread.

Specificities of Facebook practices:

- short texts of 2-3 sentences
- use up to 1 or 2 emojis at the beginning or end of the text
- use aesthetic photos and simple graphic design

3.1.2. Instagram

Instagram is arguably a social media platform favoured by younger generations and heavily based on visual content. The role of photos becomes even more important than in the case of Facebook, and texts become almost insignificant.

The most typical feature of this platform is the use of hashtags, which have evolved from a simple mark-up into a system that has great business potential. The first step in managing hashtags is to identify if there are popular hashtags that already exist and are relevant to us. We can use this to create our own hashtags that we can use for all of our posts. With the help of hashtags we can easily retrieve and track content shared by others. We can become easily retrieved, and we can also track content shared by others.


Example: Hashtags related to Visit Barcelona

Tourist photos can be shared not only by hashtags, but also by tagging a location on Instagram, and you may want to keep an eye on these contents as well. We can share the best photos on a regular basis on our profile as a way of saying thanks for visiting as well as capturing the moment, which strengthens the relationship with our visitors.
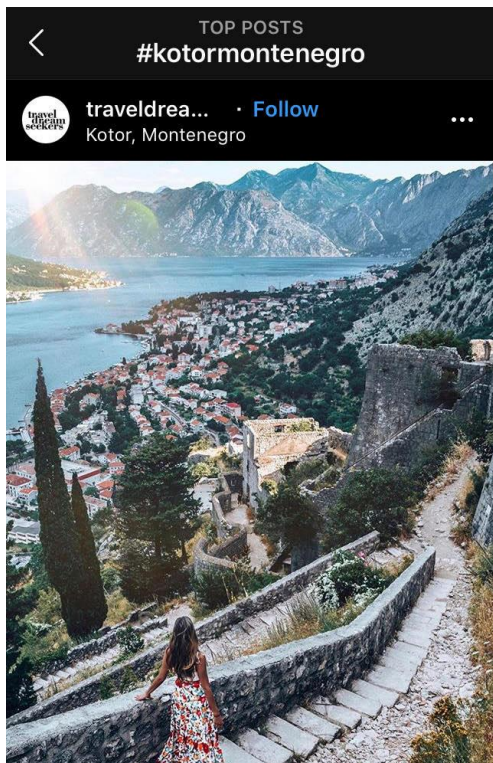
Example: Benefits of using the #kotormontenegro hashtag: accessing a travel blogger's photo

The platform is so visual that it does not leave much room for introduction via text: we can introduce ourselves in just a few words, in 1-2 shorter sentences, when completing our profile, called Bio. Links can only be used at the end of this short description, introduction: when inserted into the text of our posts, these links will appear as plain text and will not be clickable.

Example: correct and false use of links
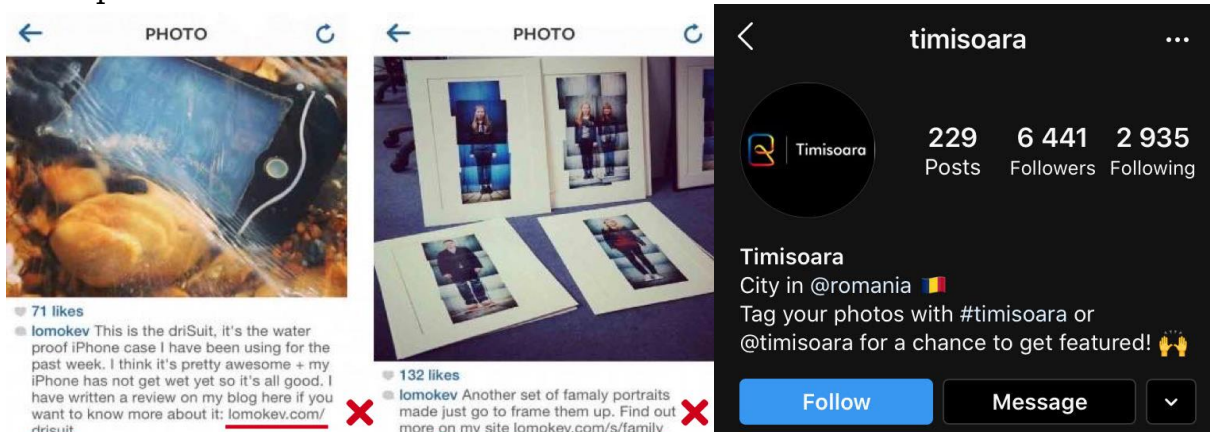
The next popular feature is the use of Stories - although this feature is also available on Facebook, it was first available on Instagram and then remained a more popular Instagram feature, even after the two companies merged.

Stories are basically visual, photographic, or video content that are available for 24-hours and then disappear. They can be supplemented with stickers, interactive questions, gifs, and text. For pages with a follow-up of more than 10k, the link-to-story function will also be available, as shown in Example 6 below for the button labelled 'See more'.

Example 6: Osijek's Instagram story with simple visuals.

In general, these stories are best used to achieve personal engagement: stories that have the most interaction or popular attractions can be sorted into highlights, sort of albums, based on their theme. Here they can be archived and revisited at any time; they do not disappear in 24 hours. We can also see this on the Visit Wales Instagram profile: the top landmarks in the area have been given separate albums so that tourists interested or nostalgic can see the content of the attractions in one album.
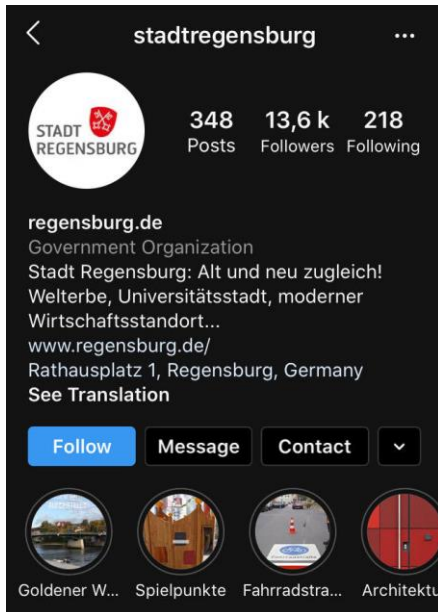
Example: The highlights on Regensburg official page, grouped by attraction.

Specificities of Instagram platform are the following:

- use links only in bio
- use stories and arrange them in highlights
- use the already existed hashtags and/or
- design your own hashtags

share photos that others have taken of us

3.1.3. Press

The press was one of the most important areas of classic PR activities. Organizing and coordinating press releases used to take a tremendous amount of work for many organizations, but today it seems to be diminishing. Besides actors of economy and politics today it is also relevant for larger cultural institutions to maintain relations with the press. Collaboration with the press is currently popular in the form of paid PR articles or online banners and advertisements. Exciting news continues to generate press coverage and with the help of storytelling we can attract the interest of local journalists and reporters.

In case of cultural institutions professionally complied press releases as well as developing and maintaining relevant press relations are still not negligible. Relevant press can be of several types at once:

- local or national
- professional or general public news media
- online or offline, or both.

It is recommended to create a thorough press list of representatives of selected media, journalists, or executives that includes the name of the medium, contact name, phone number, email address, and position. This way, when the time comes for a new press release, we can easily select the media to be contacted.

The media market has undergone a major transformation, with the rise of online platforms, press conferences are becoming less and less common, and they are only recommended for major cultural events.

In some ways, the role of the classic press can be replaced or complemented by influencers and bloggers, who might seem to be more credible to many people as they present more personal opinions and experiences. Although these reports and photos do not often reflect reality completely, they can still be linked to a specific person, which enhances credibility. Inviting and collaborating with travel bloggers is important.

People not only write down their travel stories somewhere, but also share it with the rest of the world, and others get to know about a place and its intricate details through these stories and experiences. It motivates others to take an experiential journey themselves and they use the experience and knowledge of others to keep in mind about things they are supposed to while making their travel plans. These are essentially things that are not shared by travel agents, travel companies and it walks you away from the traditional methods of travel experiences where you are simply going through a routine that is decided for you by the travel companies.

People might have different reasons to share their travel stories - informing other travellers or simply sharing their travel experiences. There are different styles of travel blogging based on the style of traveller one is - adventure, luxury, backpacker, solo female and the list is endless. Find which type suits your destination the best and choose some bloggers to get in touch with.

Example: Nomadic Matt's travel blog offers practical tips and advice on the cities or countries he visits. We can use these articles and blog posts in our own communication.
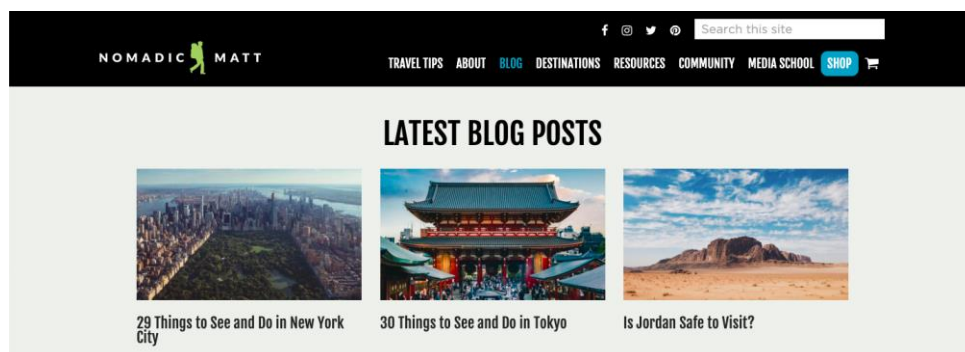
Most important tasks related to press relations are the following:
- mapping the media that are relevant to us
- establishing contact with their representatives
- requesting and accessing blog posts, articles, interviews

3.1.4. Youtube

YouTube is one of the biggest, most popular websites in the world, which makes it an incredibly powerful marketing tool. Even though most people don't think of YouTube primarily as a search engine, that's exactly what most visitors do on the site. YouTube's is not only the second most popular website; it's also the second most popular search engine after Google. This means that the platform presents a huge potential for reach for your business (see https://www.wordstream.com/blog/ws/2019/02/13/youtube-ad-placements).
Video has consistently proven itself as one of the best-performing forms of content (see https://www.wordstream.com/blog/ws/2017/03/08/video-marketing-statistics) in terms of engagement. These videos would be great for your other social profiles, your email marketing campaigns, your website and landing pages, and any other platforms or channels you might be using. Marketing on YouTube is like marketing on other social platforms: the first step is to create your strategy. Consistency is very important on YouTube if you want to keep growing your channel. As with blogging, the more content you create, the better the chances you'll reach a wider audience.

Most successful YouTubers have a very strict publishing schedule. These YouTubers also promote new videos to their audience on other social media platforms so that even those who haven't subscribed to their channel can still know about new videos. While you're setting up a YouTube marketing strategy for your business, consider how often you can realistically commit to posting new content and make sure you can stick to it.

It is also important to keep things varied in order to keep your audience entertained and coming back for more. It is worth experimenting early with different types of videos so you can understand which ones work best.

Example: The Vagabrothers travel bloggers are having a lot of video playing list organised by different topics and video types

(youtube channel: https://www.youtube.com/user/vagabrothers)

3.1.5. Twitter

With over 320 million monthly active users, Twitter is a great platform for most marketers. Starting up a Twitter page for your company is easy. Anyone can come up with a Twitter handle, upload their profile photo, fill out their bio (see

https://sproutsocial.com/insights/twitter-bio-ideas/) and send out their first Tweet. Growing your Twitter account and turning it into a tool that generates leads and builds up your brand could be a more complicated task.

Growing a real following on Twitter is about engaging with your target audience (see https://sproutsocial.com/features/social-media-engagement/) and interacting with them. Successful Twitter marketing is powerful. If you can become familiar with this fast paced social networking site, you'll unlock new opportunities to grow your business online.

Your approach to every social media site should be different. For example, your Twitter marketing strategy should be the different than your Pinterest or Facebook marketing plan (see https://sproutsocial.com/insights/facebook-marketing-strategy/). Understanding how Twitter works and where it fits in the social media landscape will shape the way you use it. The main ways businesses use Twitter include sharing information and content, driving engagement for promotional activities, interacting with consumers, networking and building brand presence. What makes Twitter different is that most of these activities are about interactions and communication regularly.

Example: TheplanetD - a couple traveling the world and sharing their experiences along the way. A Twitter account with stunning photos and interesting blog posts

3.1.6. Pinterest

Pinterest is a social media site that is based on the idea of sharing visuals. Users or "pinners", can organize, share images/videos from around the Internet and search for them as well.

While Pinterest originally was known for being the site for finding recipes and home decor ideas, there is so much more potential in this platform. In fact, Pinterest has made a name as a visual search engine, housing millions of photos, graphics, links and inspiration for nearly anything you might want to find. This means it is an important social media platform for businesses with a visual aspect, including tourism. In fact, 55% of users (see https://sproutsocial.com/insights/pinterest-statistics/) are specifically on the platform to find photos of new products and the platform is very powerful tool to drive website traffic.

Creating a Pinterest strategy that makes sense for your business is the perfect way to get started with this platform.

Example: Travel blogs about Kotor, Montenegro on Pinterest
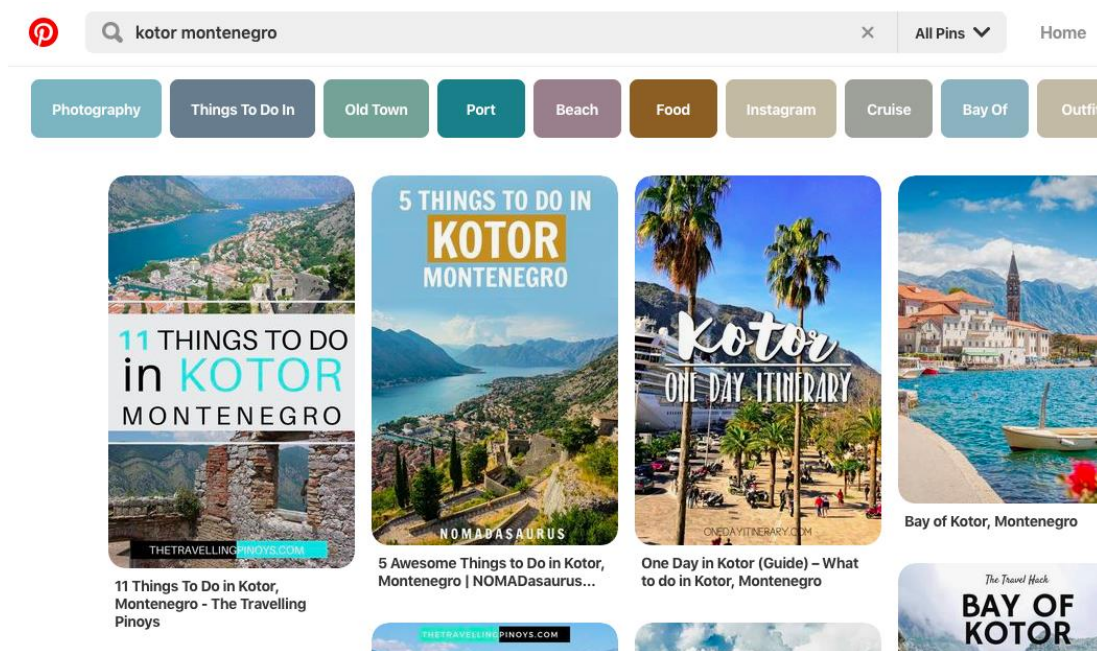
3.1.7. Television

While major news and events used to be classic press conferences, with today's modern online transformation, these larger press releases are more limited to television appearances. An important difference, however, is that these television appearances have also been transformed: instead of appearing in news programs, the appearance of specific, cultural or tourist magazines has become desirable.

Reporters from local channels can also serve to cover major cultural news in addition to their magazine programs.

In order to have a relevant and beneficial appearance on television, it is advisable to seek contacts and co-operation with other institutions. Notice what kind of shows others have done, whether there is a show that creates value for us. We consider where we would like to appear, regarding what topic, who would speak and represent us on screen.

However, there is a less controllable phenomenon which is not considered part of classical PR but still important: the impact of television series and films on tourism. Previously barely visited places that are known only to few people can be turned into true tourist pilgrimage sites as a result of popular productions. Just think of the world-famous Game of Thrones series, which has attracted masses of tourists to major shooting locations in Dubrovnik, Croatia, as well as Iceland.

Video content on both Facebook and on YouTube is also taking over the role of classic television. From a PR point of view, a good image film, a travel video or experience report made by a blogger has a similar role to a television report.

Example: Reviews of popular travel vloggers on vacations. In exchange for invitations to a restaurant or hotel, lesser known, emerging vloggers may be available to any destination.

Connecting with My Jewish Heritage in Prague | Travel Vlog
Far Out Expat - Travel Guides • 287 views • 2 years ago
Erin and Davey travel from Vienna to Prague to visit the Spanish Synagogue and discover Vivaldi live. Vlog 023 For a detailed ...

Key specificities in connection with television or video content and appearance are the following:
- seek relevant programs or travel bloggers
- select where you want to appear and regarding what topic
- prepare for the appearance thoroughly

3.1.8. Mediatization of urban space

The mediatization of urban space is the process of attaching online or interactive devices to elements of offline space. Their use is justified in cases where the tourist attraction or the product environment itself is not able or suitable to display this added information. This may also be because the attraction or building is temporarily unavailable or under renovation. If a city has a number of interesting sights, it can benefit tourists on a short city break by quickly checking the signs in front of the building for its values, history, significance, and possibly its interior appearance. These tools are suitable for providing an exciting and enduring alternative to a quick tour of city attractions. While it may seem a bit futuristic, VR solutions can also enrich this toolkit over time.

For example, about commemorating the site of the destroyed Great Synagogue in Vilnius, Lithuania, a new Virtual Reality app presenting the synagogue in 3D was debuted.


Example: The Great Synagogue of Vilnius in VR

(video: https://vimeo.com/252304116)

These days people have a clear idea where they want to travel using their smartphones. Augmented Reality can help tourists in traveling and gripping every portion of the information they can be found related to a destination. When you tour to a city full of attractions, you can simply miss a fascinating place. An Augmented Reality mobile application can function as a real-life tour guide. Augmented Reality apps for the travel domain can enable travellers to explore more about destinations through the camera viewfinder functionality. As the camera catches the landscape in the region, the mobile application marks places of significance and provides added information about them.

Nowadays, tools for urban media promotion can be, for example, signboards or stickers with QR codes associated with individual landmarks, which then send us to longer text descriptions, photos or videos. Walking along the streets of an old town as a tourist, some stopping, informative signs can help you discover the history and the golden age of the area. In fact, it is a form of storytelling: such signs can guide you through a fascinating past story, traversing a smaller area and hiding small puzzles, encouraging you to explore the next station and board.

Virtual walks can also be included here, which allows the tourist to visit a particular area in advance, or to visit an exhibition after the actual event. These walks can be assisted by smartphone applications in reality: they guide you through a city, showing you the route as well as the points of interest you want to touch.

Listen to the witnesses

Tour sites of memory
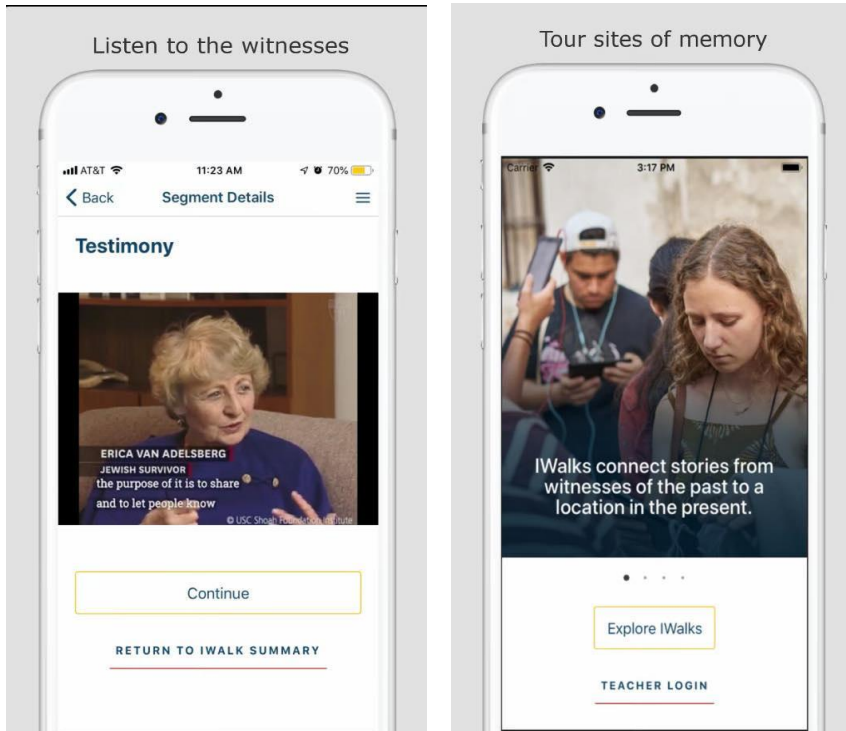
Example: The iWalk app is specifically designed to showcase Jewish heritage, where the present and past meet, even by listening to survivors' accounts.

The means of urban space mediatization are the following:
- display boards
- signs or stickers with QR codes
- mobile applications

3.2. Offline tools

In addition to the online space, there are still offline tools and events that allow us to present cultural heritage in a complex and personal way. The offline tools listed here can work independently or as a complement to one another, such as festivals and gastronomy, or a gastronomic stop during a themed walk, or just as a closing of it.

In most cases, offline devices can be combined well with online devices. Gastronomy, for example, is a trendy topic on Instagram, with high-quality food photos reaching a whole new, younger audience on this platform.

3.2.1. Festivals

Festivals are the first and perhaps the most obvious means of doing this. Be it music, national or regional festivals, we can connect virtually any topic with local cultural heritage tools. Among other non profit organisations an information stall or hub can be set up for the introduction of the cultural heritage of the locality both to tourists and locals. **With the presence of an authentic storyteller, you can further enhance the experience by giving coupons, free tickets in exchange for some quiz questions.** Whether it is music or other cultural, city-level festival, these tools can always be used effectively.

Offline tools are easy to combine. In many cases gastronomic festivals are held in relation with wine or beer.

Example: A beautiful and exciting example is the Budapest Wine Festival, which is held every year in the majestic courtyard of the Buda Castle Palace, with numerous exhibitors and cultural programs.

(photo: aborfesztival.hu)

Jewish heritage can be presented and interpreted for the public by the means of festivals. There are several good examples: Krakow Jewish Culture Festival (https://www.jewishfestival.pl/), Jewish Cultural Festival - Budapest (https://www.zsidokulturalisfesztival.hu/) or Szeged Autumn Jewish Cultural Festival. In these cases, we can discover the diverse tools helping to get to know the lost and almost forgotten Jewish cultural heritage. From high culture art performances (music, dance, literature and theatre) to popular folk and world music (klezmer) that can help recognize the culture of the disappeared or sparse population. All this can be organised into a thematic festival turning the focus to one particular culture. Beside public lectures, photo exhibitions, film screenings, special thematic walks integrating even gastronomical tastings can open up the complexity of the life of a group. Experimental activities: craft workshops or dance teachings help the individual to feel the vibes of another culture. Festivals are perfect carriers and integrators of diverse activities connecting the contemporaries to the historic intangible heritage of a certain group.

3.2.2. Gastronomy

Gastronomic tourism can be considered as part of cultural tourism, but nowadays the role of quality food and drink consumption is becoming more and more appreciated, thus, it can stand in its own right, it can be regarded as an independent tourism area.

Wine tourism is also part of gastronomic tourism, which includes visiting famous wine regions, tasting and buying wine on the spot, as well as getting to know the winemakers and the ways and traditions of winemaking.

It is difficult to blunder in the field of gastronomy: tourists and locals alike love and seek authentic food and drink experiences. Culinary rarities and peculiarities connected to an almost unknown and dispersed culture can help the locals to
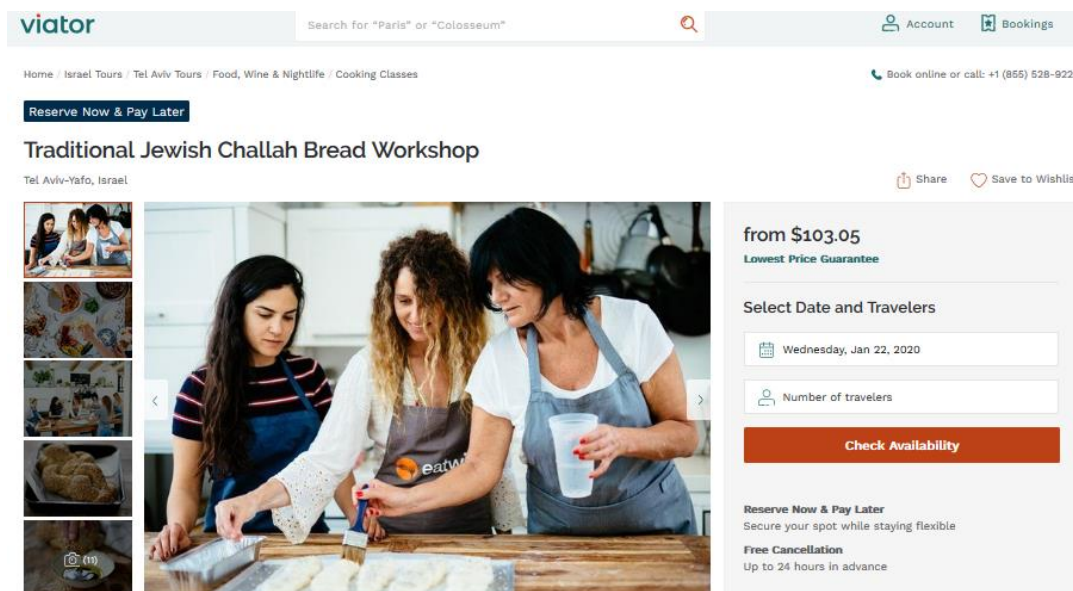
discover forgotten pieces of local life. Research in the local past could shed light on local recipes which could be raised into attractions or even symbols of a locality. Ajvar, barely known in Hungary, is more and more connected to the village of Deszk, near Szeged, through its Ajvar Festival. Even though only a small minority of the village dwellers are Serb by ethnicity, this culinary peculiarity raised into one of the symbols of the village.

If we can add stories to these experiences, interesting traditions, we have a winning case, and we have already created a specialty from a natural, familiar food or drink. Together with local restaurants or pastry shops, we can organize cultural evenings or days with tastings and dinners. By inviting famous or less famous but authentic individuals and asking them to perform, we can authenticate the food or drink presented.

Traditional local restaurants or wineries with a long history can be involved, or we can organize these events based on a cake, a dish or a local drink.

The main motivation of the visitor is to taste the food or drinks typical of the area, to try the national cuisine and to get acquainted with the catering traditions. Organizing gastronomic workshops and mini-courses can enhance this experience: visitors can also learn how to make famous specialties; for example, there are numerous culinary mini-courses for tourists in Israel.

Example: Traditional Jewish Challah Bread Workshop for an authentic gastronomic experience.

Gastronomy has a wide range of applications in tourism:
- tourism can be based on drinks or dishes
- cafés, wineries or restaurants, breweries can also be attractive by themselves
- we can also entice those interested with mini-courses and workshop

3.2.3. Fairs and exhibitions

Thematic or handicraft fairs are often not about the purchase itself, but admiring and learning about diversity, conversations with vendors and exhibitors. Like festivals, the advantage of these events is that the interested audience stops to talk and ask questions. Thus, you will be able to reach and address these interested people more easily later through the online platforms, and get important, direct feedback and reviews that can help with further communication. There are also national and regional fairs, and in many cases, it may even be worth thinking in the international arena.

Example: Bridge fair in Szeged, where you can find various crafts and gastronomic products.

(photo: napok.4t.hu, szegedma.hu)

Fairs not only provide chance for the craftsmen to sell their products and for the tourist to buy a souvenir. Fairs are a perfect milieu to get to know strange, unknown objects and the use of them. We can observe the reawakening and popularisation of certain parts of peasant material culture. Their spreading is connected to craft fairs where the forgotten heritage could be reintroduced and experienced.

Beside high culture and history exhibitions, interactive exhibitions aiming at a different method of learning, can be tools and contexts to get acquainted with the culture of a particular group. Jewish everyday life with its objects, visual and other sensual particularities provides fascinating material to invite the visitor into a terra incognita. Playful, gamified and exploratory exhibitions could generate massive interest compared to an exhibition using a classic narrative and presentation technique.

3.2.4. Guided tours and thematic tours

We should not underestimate the classic guided tours: tourists often like to rely on the organization and knowledge of others. The advantage of these excursions and guided tours is that the tourists do not want to miss any important sights, but it is also common that detailed guides, often based solely on historical facts, can

easily become boring, and thus the attention becomes superficial. If you use the tools of storytelling, a charismatic and interesting lecturer or guide will easily keep visitors engaged, thus making the visit memorable, and then reaching out to many people with the power of word of mouth marketing and online reviews. Today, we have a number of web-based platforms available with the help of which locals can guide you through their city.

Guided tours can be organized by any cultural institution, independent or city-related organization, or the city itself. Nowadays, an increasingly popular option for younger generations is to visit locals; furthermore, separate platforms and websites have been created to provide a truly unique, authentic experience.

Example: Rockhoppers' Budapest Jewish Tour
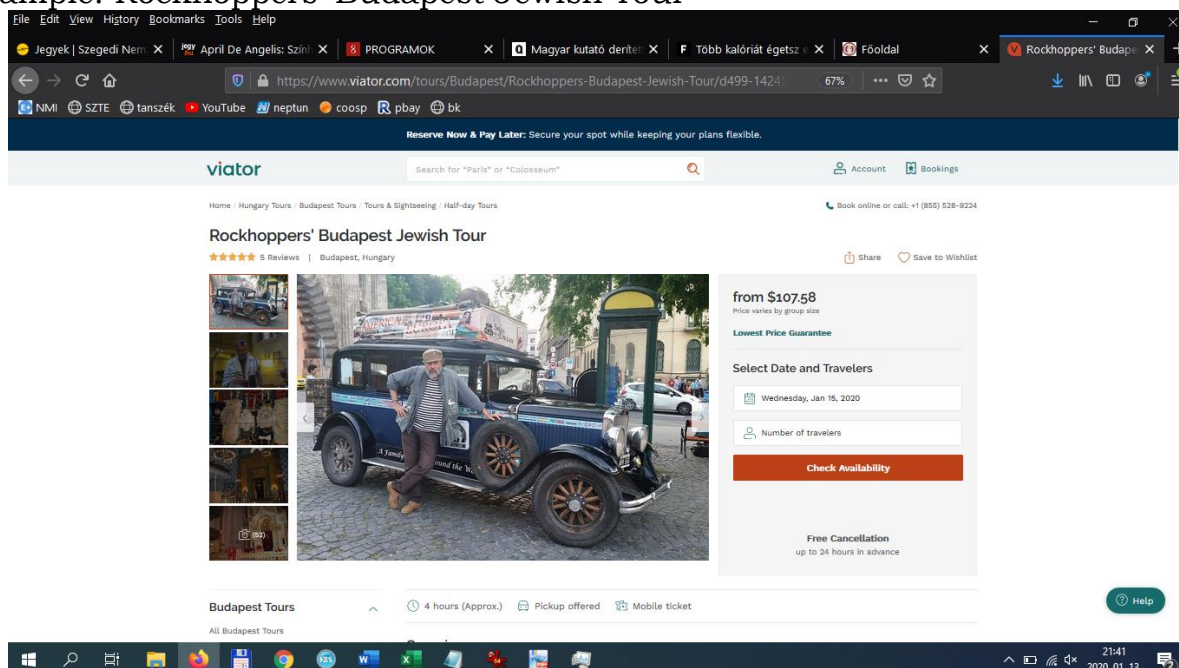
Sightseeing tours are one of the few truly start-up parts of tourism. They need minimal or no financial investment while they could harvest the fruits of the creative mind. Such new-style guided tours raise niche interest, but in a open society these niche interests can generate reasonable interests locally. In Szeged we can find several fascinating examples: sightseeing combined with wine tasting, spirit tasting, accompanied by a professional photographer, supplemented with craft activities, focusing on theatre history and performances, carried out in the form of a discovery or solving mysteries, narrowing down to certain districts and its culture, putting the university into the centre, visiting the romantic sites around St. Valentine's day, searching the literary sites, the churches, the outlaws, the witches, the symbols, the cafes, the cemeteries and naturally the Jewish heritage.

Example: Sightseeing tour around outlaws and witches or focusing on the cast iron heritage (gates and balconies) of Szeged.

BOSZORKÁNYOK, BETYÁROK, BOTRÁNYOK SZEGEDEN

SZEGED SZÉPSÉGEI (KOVÁCSOLTVAS KAPUK, ERKÉLYEK)

(szegedtoruisma.hu)

Beyond classical guided tours, organizing thematic tours is a tool to showcase, in detail, everything we find valuable in our environment. During the thematic tour, we can guide those interested through the cultural heritage of our city, including its historic buildings, its most important historical sites, and we can make stops in old cafés or restaurants as well.

These thematic tours are suitable for a much smaller number of groups than the classic guided tour, as our goal is to get information to all participants. While aids, multilingual materials that can be listened to are frequently used in guided tours, the range of thematic tours can be very limited from the guide's point of view, and from the point of view of credibility and personality, using these tools would deprive the storyteller of his or her charm. Along with travel agencies and city tourism organizations, even in the case of thematic tours it is becoming increasingly popular for locals to guide visitors along the sights.

Guided and thematic tours can be and can be used for:
- classic, organized by cities or travel agencies
- with local, civilian guides booked on modern online platforms
- introducing specific points of interest groups and categories
- presenting cultural heritage
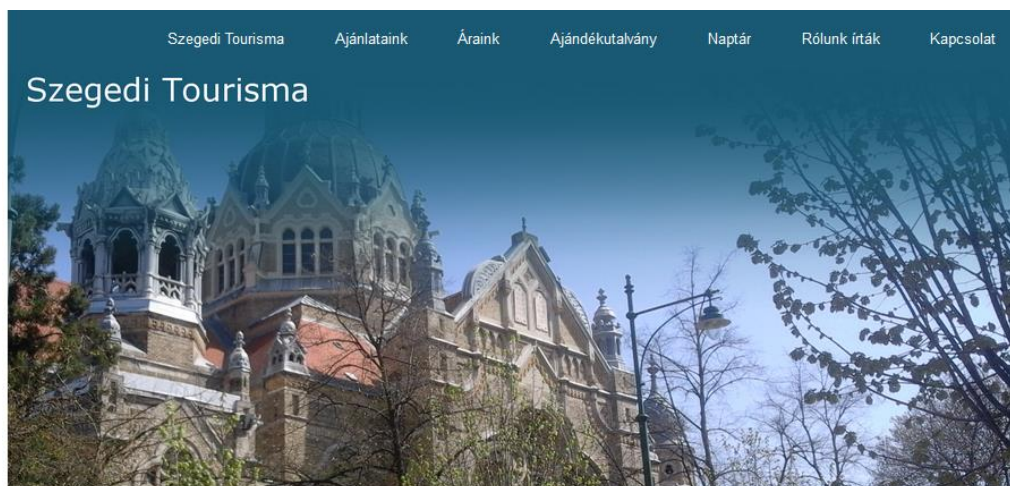
Example:
Thematic tour about the Jewish heritage of Szeged

Zsidó emlékek nyomában

Tartson velünk egy kétórás sétára a szegedi zsidó emlékek nyomában. Utunk során megcsodáljuk a világ negyedik legnagyobb zsinagógáját, a zsidó közösségi házat, a régi zsinagógát és néhány, a közösség tagjaihoz köthető épületet. Eltűnődünk azon, hogy a házak, amelyekbe belépünk,

Facebook:

Conclusion

Present guide provides an overview of the background knowledge, strategic fundamentals and good practices needed to better accomplish the aims of the Rediscover project. It starts with providing an overview of the concept of cultural heritage in tourism development. It showcases and groups the possible raw materials of heritage-based tourism product development. These raw materials are the areas and the building blocks of future development. The guide connects public relations to tourism as the fundamental tool to achieve visibility for the newly created tourist attraction. We stress the importance of story telling as an engaging method of communication. The soft approach of public relations could be a path to reach the local public, otherwise missed by tourism marketing. In the third part, the guide provides a classified presentation of the classic, online and offline tools to introduce tourist attractions for tourists and locals. As the below chart points out, online and offline marketing strategies work best with each other in a complementary way:
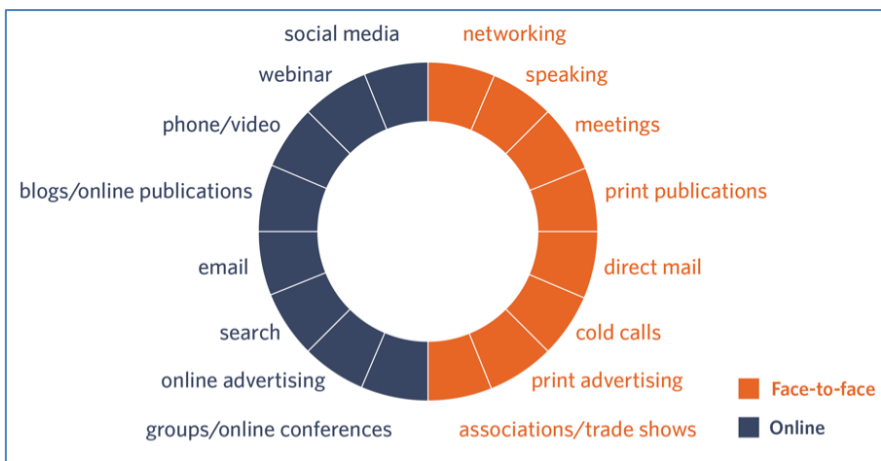
Finally, we should note that Rediscover connects rather diverse locations in CEE. The tools listed here could not be applicable in every location. This is certainly influenced by the strength of the local Jewish community, the previous experiences and shared memory of the local population, the availability of the so-called raw materials for the touristic development. However, we should not forget tourism is by far the most successful and peaceful system to interpret strange, unknown or simply forgotten elements of culture to other people.