Community-sourced Jewish Cultural Heritage Valorisation Handbook

extract

1 Introduction

Central and Eastern Europe was home to flourishing Jewish communities before WWII, growing in population, economic output and social contribution, and widening local cultural diversity. Though the tragic turmoil of mid-20th century and emigration of surviving population depleted many of these communities, their roots and heritage are still there to be found.

Mid-sized cities with 20 000 - 200 000 inhabitants, in contrast to the capitals and large regional centres, have limited built cultural heritage and small Jewish communities with preserved religious and cultural features. For these cities, the main challenge is to find ways how to capitalise on a limited amount of visible Jewish cultural heritage, and how to develop it into complex and competitive cultural attractions with potential tourism prospects, taking advantage of intangible heritage.

Through the REDISCOVER project, nine mid-sized cities in the Danube region cooperated to meet this challenge and build competitive advantage through innovative initiatives and networking. The partnership implementing the project was based on cities of similar historical background with Jewish heritage and similar cultural and tourism missions. The project partners were the Municipality of Szeged (Hungary, the Lead Partner), Szeged and Surroundings Tourism Nonprofit Ltd. (Hungary), the Municipality of Galati (Romania), the World Heritage Management City of Regensburg (Germany), the City of Osijek (Croatia), the Institute for Culture, Tourism and Sport Murska Sobota (Slovenia), the Municipality of Timisoara (Romania), the Municipal Museum of Subotica (Serbia), the Municipality of Kotor (Montenegro) and the City of Banja Luka (Bosnia and Herzegovina). In addition, the Municipality of Subotica, the Municipality of Murska Sobota, the Jewish Community of Szeged, the Jewish Community of Timisoara, part of Federation of Jewish Communities of Romania, the Jewish Community of Osijek, the Jewish Community of Montenegro, the Jewish Community of Banja Luka and the Romanian Institute for Research on National Minorities were also involved in the project as thematic partners.

During a three-year period, project partners were engaged in a careful research and inventory of tangible and intangible local Jewish cultural heritage with tourism potential, developed and tested cultural products and services based on the re-discovered heritage, evaluated them, and drew conclusions for the further integration of the pilot results into larger scale national and international networks.

This handbook reviews and evaluates the experience of REDISCOVER project: its activities and results. It provides guidance and advice for city administrations, local decision-makers, communities, tourism service providers and anyone interested in the discovery and making benefit of their own Jewish cultural heritage on how to develop new cultural products and services through the community involvement, how these products and services can be transferred to other locations, and

how the tourism offer and international networking, based on the rediscovered cultural heritage, can be sustained and improved.

2 Community-sourced Jewish cultural heritage Valorisation Model

This Community-sourced Jewish cultural heritage Valorisation Model is the synthesis of the REDISCOVER project, based on its three-year experience. Through the Valorisation Model, the methodology of the REDISCOVER project can be transferred to different environments in Europe, giving the opportunity to European cities and regions to explore and develop their own Jewish cultural heritage into community-sourced tourism products and services.

2.1 Overview of the Model and general outline

The Danube Transnational Programme is a financing instrument of the European Territorial Cooperation providing a framework for the implementation of joint actions and policy exchanges between national, regional and local actors from different Member States. The REDISCOVER project addresses the **Danube Transnational Programme's priority 2**: Environment and culture responsible Danube region and **specific objective 2.2**: Foster sustainable use of natural and cultural heritage and resources.

The main objective of the Project is to improve the integrated cultural heritage management and valorisation capacities of mid-sized cities of Danube Region, along with dedicated cultural and tourism institutions/actors involved, in order to safeguard the tangible and intangible Jewish heritage for upcoming generations, by building on partially undiscovered potential, and developing it into contemporary tourism solutions, while arranging its visibility, accessibility and sustainability.

In order to achieve the main objective, **three specific objectives** has been identified for the project:

SO1 is to involve relevant stakeholders into a participatory process aiming at the recognition of Jewish cultural heritage as an asset and potential attraction.
SO2 is to develop new Jewish cultural heritage-based cultural products/services.
SO3 is to establish a sustainable cooperation network and to promote the solutions' transferability to interested third party cities.

The main project result is the rediscovery of locally available Jewish cultural heritage assets and turning them into jointly developed synergic cultural and tourism products via community-based co-creation process (SO2). As a precondition for that, a wide stakeholder involvement process was organized to mobilise local citizens, to support Jewish cultural heritage value recognition and to stimulate bottom-up initiatives (SO1). From the other side, in order to sustain and to mainstream innovative practices developed and tested in frames of the Project a network of participating cities and heritage organizations was established (SO3).

To reach its objectives the Project progressed through 4 phases: Scoping & Engaging, Developing, Implementing and Sustaining.

| 1. Scoping & Engaging | 2. Developing | 3. Implementing | 4. Sustaining |

The intention was to advance the community engagement (SO1) from minimal involvement before the Project to a stage of shared responsibility (*co-governance*) as a sustainable outcome of the Project through *co-exploring*, *co-creating* and *co-performing*. In the same vein, new cultural products and services were developed (SO2) from a number of individual Jewish cultural heritage assets through the stages of *getting inspired*, *developing ideas*, *testing* and *improving and integrating* into tourism offer. To facilitate the progress with regard to community engagement and product development, the Project network was built (SO3) by *getting together* for the Project implementation, *allying* based on common interests and principles, *trust building* while working together and *expanding* as a follow up of the Project.

Each Project phase was based on the methodological approach, which involved, first, the development of common methodological tools on the Project level, then the tools were used to carry out activities on the project partner cities' and/or network level, and, finally, the activities resulted in common outputs, which served as resources for the subsequent phases.

3   Engaging with a topic and in the process
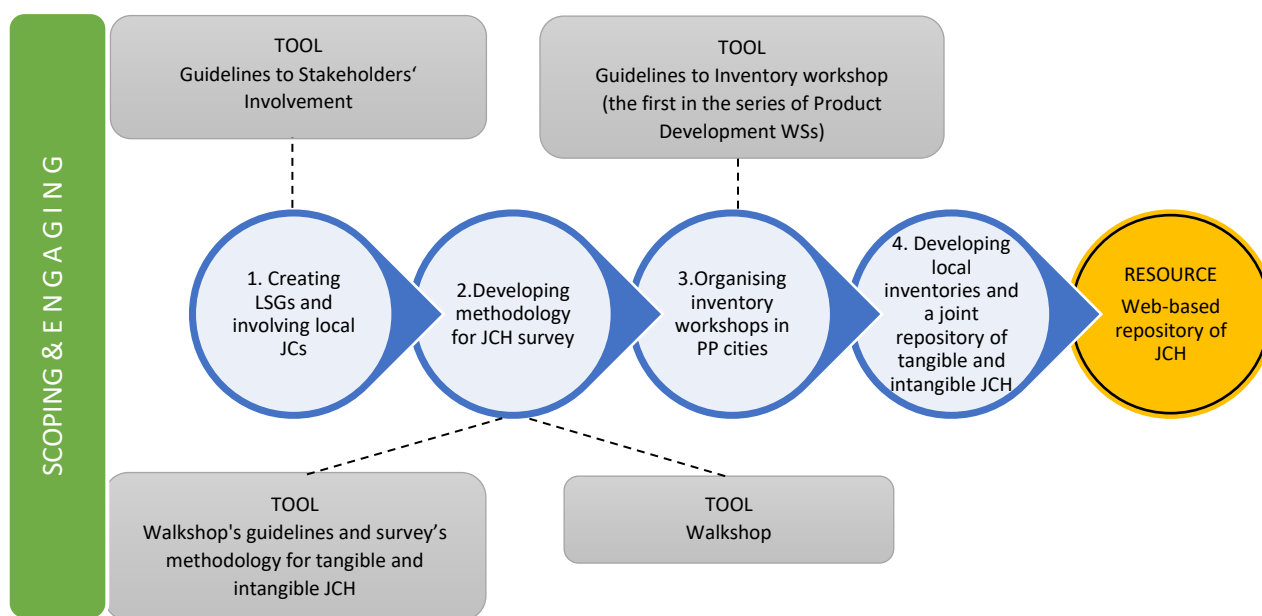
3.1   Creating local stakeholder groups and involving local Jewish communities

As the first step towards establishing the community engagement throughout the project, the **Guidelines to Stakeholder Involvement** – REDISCOVER were developed. It acknowledged that applying proposed tools and working methods in practice may require adapting them to the partners'

context, considering different working cultures and a variety of approaches to participation across the countries involved.

Setting up Local Stakeholder Groups was one of the key milestones of stakeholder involvement. It was initiated at the network-level **Stakeholder Involvement Workshop,** where a coherent framework to be later applied for the local level similar meetings in each partner city was created.

Project stakeholders are all those with an interest or role in the project or who are impacted by the project. Local stakeholder groups varied according to local circumstances, but most often they included local and/or regional/national Jewish communities, destination management organizations and tourist businesses, science and education institutions, local and/or regional governments. Local museums, other Jewish establishments, heritage institutions, interested civil society organizations and media representatives were involved also upon availability.


Initial **local stakeholder meetings** in partner cities played a role in shaping the project by deciding on the theme of Personal History Files, a series of video recordings to be posted on social media, and laying the foundations of the local repositories of Jewish cultural heritage by discussing methodological aspects.

3.2   Developing methodology for Jewish cultural heritage survey

To inspire the discovery of the true potential of the Jewish cultural heritage, an interactive workshop session combined with a study tour called **"Walkshop"** was organised for the project partners in Timisoara city (Romania). The goal of the Walkshop was to highlight the host city's Jewish cultural heritage and to stimulate the partners sharing their ideas, insights and experiences.

As a preparatory step for the Walkshop, **a general Guidelines** were produced. The guidelines suggested **criteria for the selection of Jewish cultural heritage elements** to be showcased in during the walkshop, focusing on mainly the most common heritage elements, both tangible and intangible.

The **Walkshop in Timisoara** was a working tool for the project partners to test the methodology proposed in the draft guidelines as well as different practical aspects of Timisoara's Jewish heritage circuit, such as attractions' appeal to participants, scheduling, transportation challenges.
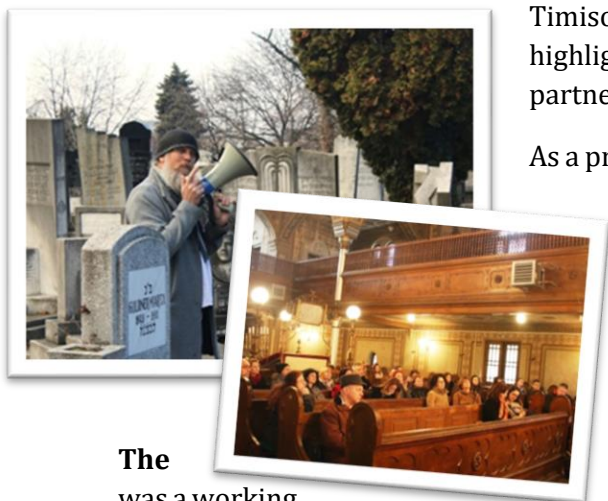
3.3 Organising inventory workshops in partner cities

Following the common methodology for surveying the tangible and intangible Jewish cultural heritage agreed by the project partners during the Walkshop, and the Guidelines for Product Development Workshops, **Inventory Workshops** were organized in each partner city.
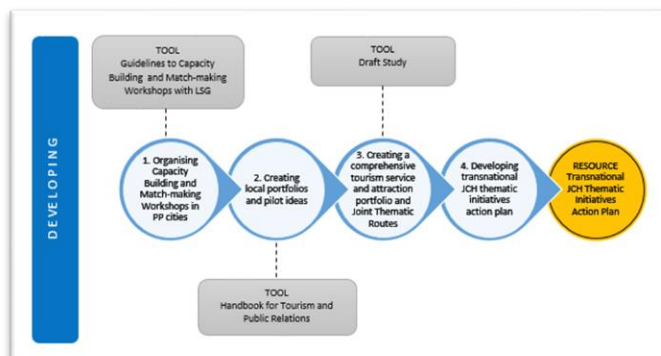
The aim of inventory workshops was to find and identify (=rediscover) the existing Jewish cultural heritage in each partner city and define potential local and joint cultural tourism products. As a result, the local Jewish heritage inventories of partner cities were developed, which are actual written documents in the form of Excel tables, containing the highlighted (marked) heritage elements with the highest tourism potential.

3.4 Developing local inventories and a joint repository of tangible and intangible Jewish cultural heritage

Local inventories were based on a common template, so they could efficiently be integrated into a **joint project-level web-based repository**. The repository is an Excel file where each Jewish cultural heritage elements' group is presented in a separate worksheet, in total comprising 254 tangible and 470 intangible Jewish cultural heritage element items.

4   Developing Jewish cultural heritage-based products and services

4.1   Organising capacity building and match-making workshops in partner cities

The participatory co-creation process took the form of a series of product development workshops. The **Guidelines for the Preparation and Implementation of the Series of Product Development Workshops** suggested three types of workshops – Inventory, Capacity Building and Match-making – to be organized in each partner city. The overall objective of the workshops was to promote and connect local cultural initiatives, to develop competences of the actors involved, to identify and spread best practices, to develop creative initiatives valorising untapped heritage potential, and to enable effective cultural cooperation and the exchange of knowledge both on partner city and the project partnership level.
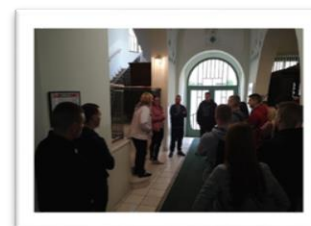
The aim of the **Capacity Building Workshops** was to develop heritage management and cooperation skills of the participants, and train them on the methodology of the cultural tourism product development and business planning. **Match-Making Workshops,** however, were to use the knowledge collected during the inventory and capacity building workshops and to utilize the collected Jewish cultural heritage inventory elements.

4.2   Creating local portfolios and pilot ideas

Based on the local Jewish cultural heritage inventories and the product development workshops, each partner city developed their **Local Portfolios of Potential Tourism Products** related to Jewish cultural heritage. A typical local portfolio contains the summary of the Product Development Workshops' process, city profile with a focus on Jewish cultural heritage and tourism industry, a review of available Jewish cultural heritage-based tourism services and products and ideas for their development as well as proposals for such projects' implementation. Local portfolios were further

used as the major reference document for all Jewish cultural heritage-based tourism products and services development initiatives. Shortlisted pilot ideas were further developed and implemented in the next phase of the project.

4.3   Creating a comprehensive tourism service and attraction portfolio and joint thematic routes

Following the development of local portfolios, the **Joint Product Development Workshop** was organized in Osijek in September 2019. The meeting marked a new step in the development of the joint Jewish cultural heritage-based tourism initiatives on the project level. Based on the Workshop's discussions and agreements two major documents were developed aiming at the creation of the synergy between individual products on both local and regional/international level through the setting up of a comprehensive thematic framework.

The Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities provided with a reasoning how all Jewish cultural heritage elements identified in local portfolios could be arranged into 6 categories and subsequently reorganized into 5 clusters aiming at building both local and the project level cooperation networks.

The **Draft Study** provided additional useful information on local/regional/international cultural/heritage tourism information services and sales networks as well as local/European/global thematic Jewish and other cultural networks routes.

The concept presented in the Comprehensive Joint Tourism Service and Attraction Portfolio and the Draft Study was finally approved by the project partners during the **Thematic Routes Workshop** in Banja Luka in February 2020. Due to COVID-19 outbreak the themes and the pilot ideas were modified.
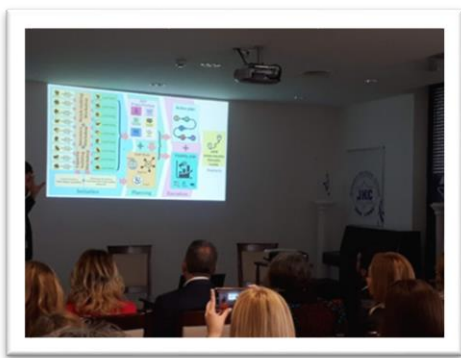
A framework which eventually settled to be further developed through the Action Plan features **5 Joint Thematic Routes** corresponding to 4 categories and clusters:

1. Gastronomy
2. Guided Tours (Built Heritage)
3. Recreated Jewish Cultural Heritage (Built Heritage)
4. Jewish Festival Events (Events, Programs, Rituals, Festivals)
5. Virtual Museum and Exhibition (Storytelling, Oral History).

The Comprehensive Joint Tourism Service and Attraction Portfolio and the Draft Study provided the foundation for a detailed planning and implementation of pilot actions during the subsequent Implementation phase.

4.4 Developing transnational Jewish Cultural Heritage Thematic Initiatives Action Plan

Transnational Jewish Cultural Heritage Initiatives Action Plan aimed to create viable business cases out of the thematic routes and to integrate them into larger-scale national and European thematic networks. The Action Plan specifies the nature of the actions to be implemented to achieve the goals of the project. It describes a step-by-step feasible process of the pilots: timeframe, stakeholders involved, availability and the use of Jewish cultural heritage elements and sources. The Action Plan consists of the following elements: cluster information, partner cities involved, pilot projects, Jewish cultural heritage elements used, synergies and a draft collection of actions. The Action Plan is more than a manual for the partners on how to implement the pilot projects. It also provides with easily adaptable models which could be applied in other cities by any interested tourism development actors. Therefore, it ensures the pilots' and developed outputs' replicability in diverse local circumstances.
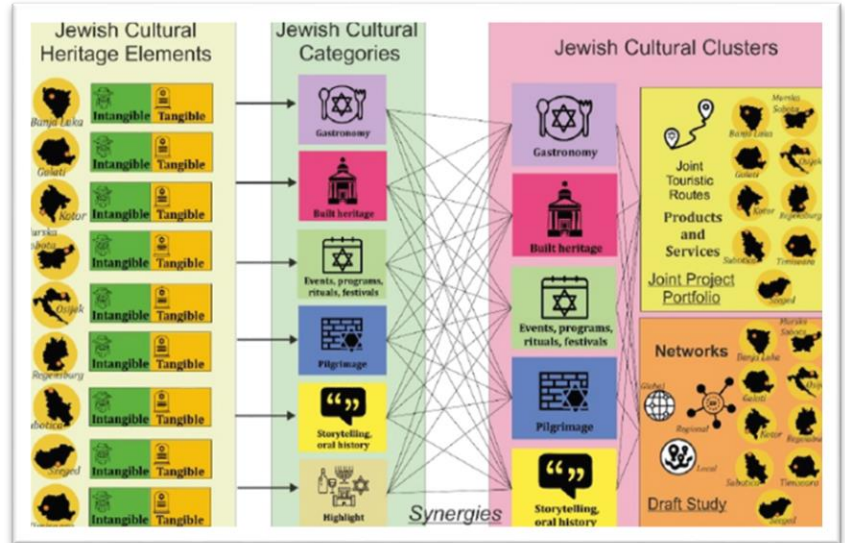
5 Implementing local pilots
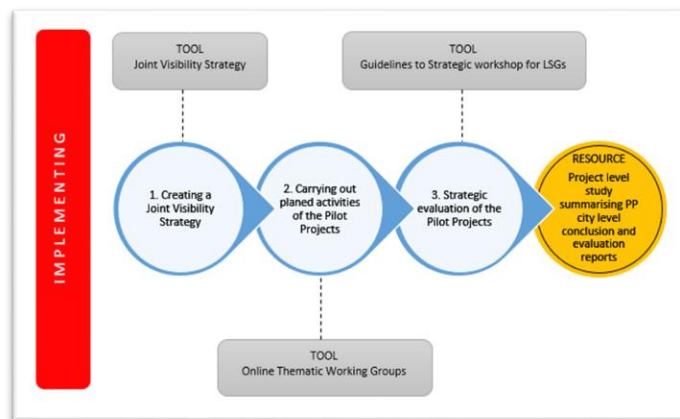
5.1 Creating a joint visibility strategy

The **Joint Visibility Strategy** was prepared parallel to the Action Plan to support the development and introduction of new tourism products and services. The Joint Visibility Strategy features locally and jointly applicable visibility methods and surfaces for potential local / joint Jewish Cultural

Heritage tourism products and thematic routes, while at the same time defining criteria and the process of integration into international online/offline tourism information and sales services. The elaboration process of the Joint Visibility Strategy started with the preparation of an initial collection of marketing methods and visibility surfaces, applicable for cultural heritage tourism. Then detailed guidelines were prepared for the implementation of Stakeholder Visibility Workshops, on how to involve local stakeholder groups into the process of selecting visibility actions to be applied for the marketing of local and joint Jewish cultural heritage tourism products. In the course of the workshops, participants discussed applicable solutions, offered good practice examples and identified potential visibility measures. The Joint Visibility Strategy is based on the collected findings of the Stakeholder Visibility Workshops.

The Joint Visibility Strategy applies the same visibility framework to specify objectives, key messages, target groups, communication activities, responsible person and timetable for each pilot project. In addition, the Joint Visibility Strategy comes up with the **projects' brand name and slogan.** Finally, the Joint Visibility Strategy prepares for marketing and visibility measures of the Joint Thematic Routes – defines their competitive advantages, proposes marketing methods and visibility measures and sets joint branding strategies.

5.2   Online Thematic Working Groups

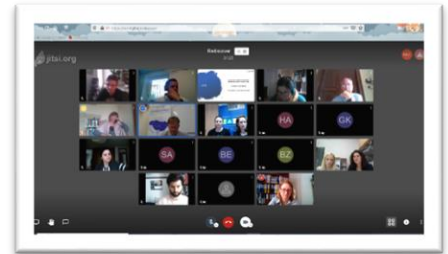In order to co-ordinate preparations for and implementation of the pilots', to provide each other with help and afterwards to evaluate and share the pilots' experience, **Online Thematic Working Groups** were established for each type of tourism products or services hosted by the partner city, responsible for that particular thematic route. Group leaders were chosen during the project meetings based on consensus, considering the tasks, the pilots and the candidates' experience and proficiency in the field.

During the project, there were two General Online Thematic Working Group meetings and a number of Specific Online Thematic Working Group meetings in between, which were focused on each individual thematic route. The sessions, lasting from 45 minutes to 1,5 hours, were documented using print screen function, outlining and limited recording in line with General Data Protection Regulation.

Networking and discussions within Online Thematic Working Group enabled a peer-review process. "Critical friends" technique was used to fine tune the planned activities and to detect caveats, thus contributing to the pilots' viability and sustainability. Online Thematic Working Groups turned to be an especially practical co-working format during COVID-19 pandemics, since many planned activities needed to be rearranged due to social distancing requirements in the same time when possibilities to meet and get help from local partners was very limited. Virtual format used for the meetings along

with social distancing requirements also facilitated the development of virtual products, which on their own right opened new opportunities for audience development.

5.3 Carrying out planned activities of the pilot projects

5.3.1 REDISCOVER Gastronomy

Szeged – Project level cookbook - Adventures in the Jewish Gastronomy of the Danube Region: The cookbook published in care of the Szeged and Surroundings Tourism Nonprofit Ltd. represents the Jewish gastronomy of partner cities and provides an opportunity to promote Jewish cultural values in the area covered by the project. It can be used for home cooking, serve as a basis for culinary workshops or inspiration for the menu of local restaurants.

Regensburg – Local cookbook - "Jüdische Küche erzählt" (Jewish cuisine uncovered): The municipality of Regensburg decided to create a cookbook to collect local Jewish recipes and to share storytelling about the recipes and the people who transmitted them. The pilot, on one hand, focuses on emotional features, personal stories, which are highly effective to convey intangible culture; and on the other hand, it fits the culinary art trend.

Subotica – Portfolio about Mrs. Rosenfeld Mártonné's recipe book from 1923: Housewives, recipes, the traditional way of running Jewish cuisine and the kosher regulations that govern it represent an unexplored part of the cultural identity of the city. The Municipal Museum of Subotica undertook to create a reprint of the authentic Jewish cookbook with a new design.

Galati – Mini e-cookbook and streamed cooking workshop: The pilot was implemented as part of the Rediscover Jewish Cultural Festival, which was dedicated to the four pillars of the Jewish cultural heritage, gastronomy, built patrimony, cultural events and oral history. Both the cookbook and the workshop offer not only a wide range of recipes, but also interesting information about the Jewish history, traditions, and rituals.

Kotor – Gastro event Introducing citizens and tourists to Jewish traditional cuisine: A gastronomic event hosting Jewish representatives of Montenegro and presenting Jewish cuisine was organised and broadcasted by the National TV of Montenegro on December 20, 2020. The pilot had the role of disseminating knowledge in general about Jewish cuisine and kosher rules, also allowing for the viewers to learn more about the local Jewish life.

5.3.2 REDISCOVER Guided Tours

Szeged – Mobile Application: Szeged Municipality wanted to create a novel, multifaceted mobile application for self-guided visits to explore the rich tangible and intangible Jewish cultural heritage elements of the city, as well as to expand the already-existing touristic city portfolio. The complex Jewish Heritage Szeged mobile app is available in four languages (English, Hungarian, Romanian, and Serbian), on iOS and Android platforms, and contains three main modules. Part I is an augmented reality tour of the Jewish Cemetery of Szeged, part II is an AR tour of the New Synagogue of Szeged, and part III is a virtual city map of Jewish cultural heritage.
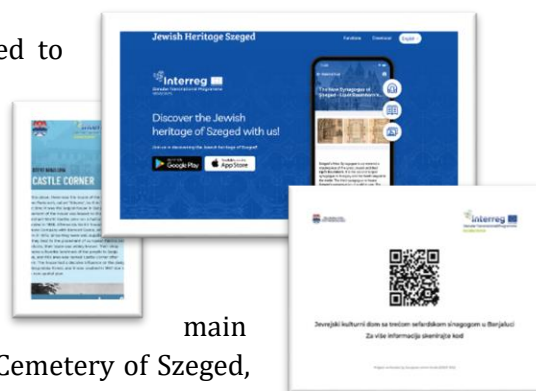
Banja Luka – ICT Solutions for recreation of destroyed Jewish Heritage: The City of Banja Luka created ICT solutions to recreate Jewish cultural heritage. Among these are QR codes that provide information on how the synagogues in Banja Luka looked like. The boards with QR codes are placed in the Jewish Cultural Centre and in the digital board in the city centre. QR codes provide information about the history of four synagogues that used to exist in Banja Luka and about the Jewish Community of that time. The mobile application shows the exact locations of the synagogues. The virtual walk informs about Jewish stores and houses that used to be in the city centre, as well as the stories of their owners.
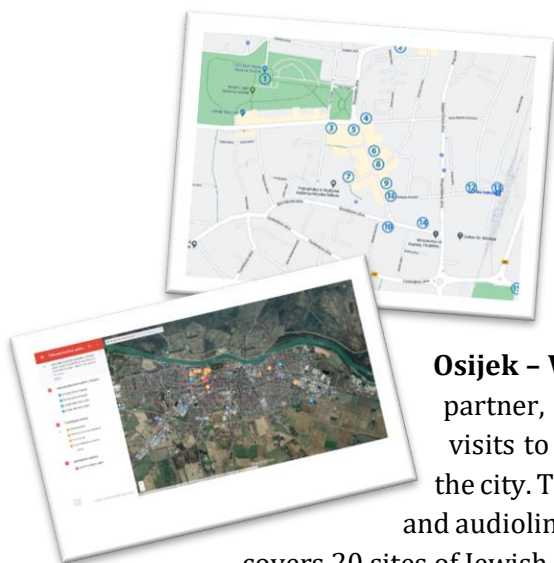
Murska Sobota – The Jewish path of Murska Sobota: The pilot resulted in the production of a guidebook. It includes 15 locations of Jewish legacy in Murska Sobota. For each location there is a short description, pictorial material and interesting stories about the place or people who lived there. The path is made in a "puzzle" way, so that it can be adjusted to the wishes of the group or an individual tourist.

Osijek – Virtual Tour of Jewish Osijek: The City of Osijek and its associated partner, the Jewish community of Osijek created an IT tool for self-guided visits to explore the rich tangible and intangible Jewish cultural heritage of the city. The new tool provides its users a multi-layered content: textual, visual, and audiolingual. The narrative and the text are in Croatian and English. The tour covers 20 sites of Jewish cultural heritage, mainly in the city centre.

Subotica – Jewish Heritage online mobile guide: The platform developed during the pilot is a hybrid application with web HTML / JS / CSS programming, and mobile iOS and Android. It includes 12 Jewish cultural heritage sites of interest and the media content for each site: display text (up to 500 characters), audio files (3000 characters written text /up to 2 minutes of audio mp3 file), and the gallery of 3 photos. The texts are available in five languages: Serbian, Hungarian, English, Hebrew and Chinese.

Subotica – Her story guided tour in Subotica: The idea of the pilot was to create a promotional video that depicts Jewish cultural heritage of Subotica from the perspective of young people to attract different types of tourists. The video was made by a small team of young people organized by a local youth community (Youth Community Space). It depicts a young girl who walks through the town and visits better and less known buildings of Jewish heritage, and is available in three languages.

Subotica – Guided tour of Jewish cemetery: The pilot resulted in the first guide about Subotica`s cemetery ever published for local tourist guides and self-guided tours. The 48-page richly illustrated book presents the Jewish burial customs, symbols, cemetery graves, and a map of the cemetery.

Timisoara – HerStory- Jewish Timisoara, a female perspective: The guided tour is the route which includes the places in Timisoara, where local Jewish women left their mark: from the women's gallery in the Synagogue to the poignant memorials to wives, mothers, and daughters in the Jewish cemetery. It tells the stories of amazing female trailblazers as well as of homemakers, and illustrates the life of Jewish women, blending it with the general history of the city's Jewish community.

Regensburg – Guidebook Jewish Traces in Regensburg: The Municipality of Regensburg published the cultural guidebook "Jewish Traces in Regensburg" as a mainstream publication retracing Jewish sites and history in Regensburg. The guidebook is an introduction to the local Jewish history and life, it is accessible to people with no or little background knowledge, and it gives a good overview of the local tangible and intangible Jewish cultural heritage. Parallel to the pilot, the Municipality of Regensburg also created a city map "Jewish Heritage uncovered - A tour of Regensburg", which is designed to show distinctive Jewish places in Regensburg and to convey their historical and current relevance.

Subotica – Portfolio Jewish Subotica: The book is a summary of information found during the project and comprises both tangible and intangible elements of Jewish cultural heritage in Subotica. It includes topics such as local Jewish cultural, economic, and artistic sites, people, and events. The book is available in Serbian and English, in print and online.

Banja Luka – Thematic guided tour: The first ever guided tour on Jewish cultural heritage of Banja Luka, and additional brochures for all local tourist guides interested in the tour were created as a pilot.

Szeged – Szeged city portfolio on World Jewish Travel website: World Jewish Travel is an Israeli-based non-profit organization, which provides an innovative and comprehensive digital platform to promote Jewish cultural travel, and help users discover and experience Jewish heritage around the world. As a result of the co-operation of the Municipality of Szeged and World Jewish Travel, Szeged appears as a new travel destination on the international travel site with its full city portfolio.


Osijek – Osijek city profile on the World Jewish Travel website: World Jewish Travel is an Israeli-based non-profit organization, which provides an innovative and comprehensive digital platform to promote Jewish cultural travel, and help users discover and experience Jewish heritage around the world. As a result of the co-operation of the city of Osijek and World Jewish Travel, Osijek is the first to become presented on the site from Croatia. The portfolio of Osijek includes Jewish cultural heritage-related places of interest as well as interesting and tragic personal and family stories of past and present members of the Jewish Community of Osijek.

Kotor – Education Workshops: Educational workshops for tourist guides of Kotor were planned to be for the general public and interested tour guides for Montenegro.

5.3.3   REDISCOVER Recreated Jewish Heritage
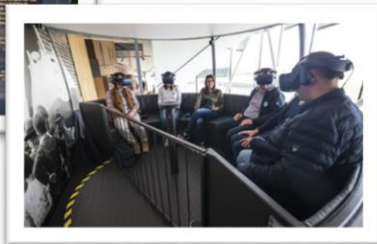
Murska Sobota – Informative cemetery fence in Murska Sobota: The idea of the pilot was to erect a fence at the Jewish cemetery in Murska Sobota with the aim to protect the cemetery, prevent its desecration, symbolically indicate its original size, and visually present the story of the Jewish community in Murska Sobota.

Murska Sobota – 3D Visualisation of the former Jewish Synagogue in Murska Sobota: The synagogue in Murska Sobota was built in 1908 based on the plans of Lipót Baumhorn, the renowned Hungarian architect of Jewish origin. It was demolished in 1954, because of its gradual deterioration and since no active Jewish community existed in the town after World War II. The idea of the pilot was to create a 3D visualisation of the former synagogue in Murska Sobota to rediscover and showcase this lost Jewish cultural heritage treasure.

Osijek – Conservation research (elaborate) of Osijek Upper Town Jewish cemetery: The final aim of the pilot is the reconstruction of the Jewish cemetery and its presentation as a new attraction to visitors and tourists. Since Jewish cemeteries, both in Osijek Upper and Lower Town, are individually protected cultural heritage sites, their conservation research was a necessary step towards their physical reconstruction.

Kotor – Research of the Montenegrin Jews: The publication 'Jews in Kotor following the archival records XV-XX C.' completes the research on the origins of Jews in Kotor, their family histories, as well as the discovery of almost forgotten Jewish intangible cultural heritage in the city.

5.3.4   REDISCOVER Virtual Museum and Exhibition

Timisoara – Virtual Museum of Jewish Timisoara "Rabbi Dr. Ernest Neumann": The Virtual Museum presents the history of Timisoara's Jewish community, showcasing all aspects of Jewish life, from religion to traditions, culture, oral history, and kosher food.
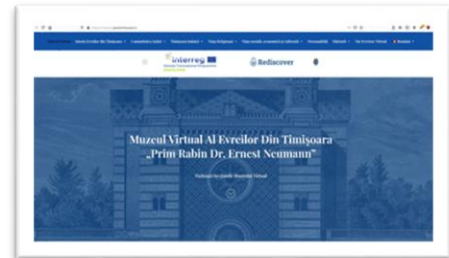
Regensburg – Memorial for the book-burnings in Regensburg: bookfences: The book fences are a graphic and creative installation with meaningful content. It stands on the Neupfarrplatz in Regensburg, the square where the medieval Jewish quarter used to be. The installation offers information through QR codes, which also link the user to a website where one can find all the information about the books, and the Jewish life in Regensburg.
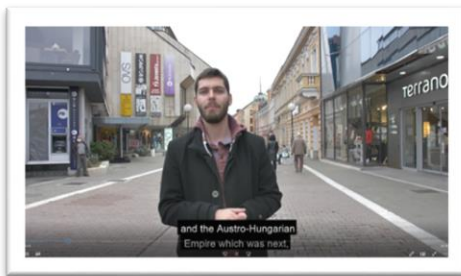
Banja Luka – Personal Stories Virtual Exhibition: Banja Luka created a virtual exhibition of intangible Jewish cultural heritage of the city, with the focus on personal stories of Jewish families and their contribution to the economic and cultural development of the city.

Szeged – Outdoor exhibition of famous local Jewish persons entitled Forgotten Faces: The exhibition "Forgotten Faces: 12+1 legendary figures from the Jewish past of Szeged" was a special cultural event introducing thirteen outstanding personalities, who all had had roots in Szeged. Their personal stories were displayed on weatherproof life-size, two-dimensional statue-shaped-forms (160 cm tall and 90 cm wide) in English and Hungarian.

Osijek – Osijek Exhibition of Dr Hermann Weismann entitled The Story of Non-oblivion (Remembrance): The exhibition of Dr Hermann Weissmann's legacy presents valuable artworks, library, numismatic items, and Jewish traditional ritual objects. It also depicts the state of pre-WWII Osijek society, the respect to and reputation of Osijek Jews enjoyed and the contribution they made to the city development and prosperity.

Subotica – Ordinary life from the eye of the Jew exhibition in the museum: The new exhibition in the Subotica's city Museum is an organized presentation and display of a selection of items from the museum's repository,

complemented with a collection of rediscovered stories of prominent members of the Jewish Community of Subotica.

Kotor
Kotor:
gallery

– Exhibition of Jewish tangible and intangible cultural heritage in The exhibition of Jewish cultural heritage in Kotor was opened in the of the Maritime Museum of Montenegro. Through 23 exhibition panels (100x70cm), different thematic units were presented, which refer to archival testimonies about Jews on the territory of the Municipality of

Kotor from the 15th to the 20th centuries and Jewish cultural heritage in the Municipality of Kotor created during the 19th and 20th centuries.

5.3.5   REDISCOVER Jewish Festival Events

Regensburg – Screen play of a theatre play: The Municipality of Regensburg contracted a young local drama team to create a screenplay and concept of a short theatre play in German with a duration of 40-60 min, entitled *Kamemereyt* (Yiddish for memories/remembrance). The play is dealing with the (local) Jewish history, and is adaptable to any kind of stage (indoor and outdoor) and audience. The premiere is planned in June 2021.

Regensburg – Festival: European Day of Jewish Culture: The municipality of Regensburg decided to join for the first time the European Day of Jewish Culture. The main goal was to make the local Jewish culture (tangible and intangible) visible and accessible through a series of activities. The festival took place on September 13, 2020, as part of the European Day of Jewish Culture.

Szeged – Jewish Festival Events in Szeged – Adventures in Jewish Culture: Celebrities representing contemporary Jewish culture were invited to perform and share their personal reflections related to Jewish customs and culture at a series of altogether six small-scale events between September 17 and November 26, 2020.

Murska Sobota – Days of Jewish Culture in Murska Sobota on site: Three events promoting Jewish cultural heritage were organised in the period from September 7 to 22 in Murska Sobota within the frame of European Days of Jewish Culture 2020.

Galati – Rediscover Jewish Cultural Festival: Instead of the Jewish cultural festival onsite, an online platform was created, which included the same elements as an onsite festival. The most part of the activities of the festival were organized physically, filmed, recorded and uploaded on the dedicated website (workshops, shows, interviews and storytelling, guided tour).

Kotor – Concert of Jewish music: It consisted of the introductory word about the project and 7 music tracks: the first track of which was the choral "Jewish Song", and the other tracks were instrumental by Jewish composers. The songs were performed by professors and students of the music school "Vida Matjan".

5.4 Strategic evaluation of the pilot projects

The Implementing phase of the project concluded with the strategic evaluation of the pilot projects. To this end, strategic workshops for local stakeholder groups were organised in partner cities. To assist partners in the planning, preparing, implementing, and documenting the workshops, the **Guidelines for the preparation and implementation of Strategic Workshops for LSGs** were developed at the project level.

Based on the inputs gathered during the strategic stakeholder workshops organized in each partner city, **Conclusion Reports** for each of the pilot projects were produced to summarize local experiences and findings of the product development and implementation process, and provide ideas for the promotion, marketisation and sustainability of the piloted community-sourced cultural products and services.

6 Sustaining project products, experiences and networks

The Project concludes with the preparation of the Community-sourced Jewish cultural heritage Valorisation Handbook, which is the major output developed during the **Sustaining** phase. The Handbook reviews the project experience, thus contributing to sustainability of the project achievements.

6.1 Sustaining local community's engagement in the recognition of Jewish cultural heritage value

To bring the rediscovered Jewish cultural heritage, like any other heritage, to life, the **Heritage Cycle** must be activated. While reflecting on the REDISCOVER experience, the Heritage Cycle Model helps to assess which processes of the Heritage Cycle and to what extent were activated.

REDISCOVER project has made a major step in revealing, understanding and re-valuing Jewish cultural heritage of partner cities, as well as in raising awareness of the Jewish community's contribution to the development of their cities. To keep the Heritage Cycle moving, further steps shall be taken to care for the rediscovered Jewish cultural heritage, to enjoy it and to seek its further and

deeper understanding. The development of Jewish cultural heritage-based tourism products and services is helpful in this respect.

6.2   Integrating the pilots' products and services into tourism offer

A **Tourism Product** *is "a combination of tangible and intangible elements, such as natural, cultural and man-made resources, attractions, facilities, services and activities around a specific centre of interest which represents the core of the destination marketing mix and creates an overall visitor experience including emotional aspects for the potential customers. A tourism product is priced and sold through distribution channels and it has a life-cycle"*. Hence, the success and sustainability of a new product or service mostly depend on two aspects. One of these is how appealing visitor-experience it present s, and the other is how effectively it is integrated into the existent tourism offer.

Since tourism happens in destinations, new products/services must be assessed within the context of a particular city-destination. This subchapter of the Valorisation handbook reviews the potential of different types of Jewish cultural heritage-based products/services created during the project.

6.3   The potential for sustainability and development of the project partnership

Networks in tourism are a growing international phenomenon due to their potential to overcome the fragmented nature of tourism supply. Considering this, the project from its outset was very much partnership driven. Networking occurred in four major levels.

Firstly, the project engaged local Jewish communities and initiated interactions between Jewish community members and non-members willing to share Jewish intangible cultural heritage.

Secondly, the project featured some basic elements of clustering, a practice typical to SME's, which want to gain access to resources and markets and to optimise competitive advantage, e.g. through joint product development and visibility measures.

Thirdly, during the project implementation contacts and even practical collaboration with a number of international (Jewish) heritage and tourism networks were initiated. Such alliances contribute to raising destinations' profile, help increasing visibility of tourism products, aiming at reaching out wider audience of potential visitors.

And last but not least, the project involved 9 cities representing 8 countries from the Danube Region. Such a rather wide international network of historical towns with a shared project's experience can further disseminate the project's approach to the project partners' neighbouring regions.

7   Conclusions

The reflection on the project's achievements suggests that REDISCOVER project has activated the process of recognizing the value of the project partners' local Jewish cultural heritage. The major progress was made in raising the awareness of local stakeholders and broader public about their city's Jewish cultural heritage, which often was unknown and hidden. This is the first step towards valuing their historical environment, caring for it and enjoying it, which further generates the desire for even better understanding. Some Jewish cultural heritage-based cultural products and services

piloted during the project have the potential to be developed into sustainable tourism products, especially Jewish gastronomy and festival events. Finally, the partnership established during the project among local stakeholders, as well as project partners, has the potential to grow as the Community of Practice, if the partners continue interacting in the area of Jewish cultural heritage.

Communities are at the centre of heritage preservation. And the REDISCOVER project is based on the approach that stakeholders' involvement is an essential factor for the successful development of sustainable community-based tourism products. When it comes to Jewish cultural heritage in post-Holocaust times, the major challenge for cities with once flourishing Jewish communities is that their descendants are scares and often have very limited resources to preserve and use their patrimony. Therefore, local Jewish cultural heritage can be maintained and passed over to upcoming generations only if it is valued and cared for by the broader community of co-citizens. Rediscovery is the first step to this end. It is not only rewarding but also committing.