

WP 3 – Community focused survey

Act. 3.2 – Implementation of Cross-country “Walkshop”

D3.2.1 – Guidelines for the preparation and implementation of Walkshop including a draft methodology surveying the tangible and intangible Jewish Cultural Heritage identifying standardised, comparable categories and appraisal system

1. Foreword

In the following sections we present a general Guideline for the preparation and implementation of a Walkshop, including a draft methodology surveying the tangible and intangible Jewish Cultural Heritage, identifying standardised, comparable categories and appraisal system. We acknowledge the fact that the partners’ Jewish cultural heritage is varied; therefore, when creating the Walkshop guide we focused on the general heritage elements, both tangible and intangible, that can be found in each partner city. Each partner can adapt the guideline to include in a future walkshop the heritage elements that are specific or unique to their city.

The transnational Walkshop’s aim is to inspire the discovery of the true potential of the Jewish cultural heritage. An innovative approach to learning and good practice exchange, the walkshop will combine an interactive workshop session with a study tour of the host city’s Jewish cultural heritage.

When creating the draft of the methodology, we took into account the fact that for most, if not for all, of the partners, it is not possible to follow the rules, regulations and legislation generally applied when surveying cultural heritage and identifying standardised, comparable categories and appraisal system. The legislation may differ in each partner country and we simply do not have the financial and human resources necessary to undertake a heritage survey and appraisal system according to the technical specifications stipulated by law. The budget for external expertise is not sufficient to hire a researcher for such a long, expensive and time-consuming task. Therefore, we decided to simplify as much as possible the draft methodology, so that each partner’s project team can fulfill this task, even though they are not specialists in the field of heritage survey and appraisal.

A detailed finalized methodology will be prepared by the partners based on the present guidelines and on the findings resulting from the implementation of the Walkshop. The methodology will be applicable in each partner city and will define the methods and processes, as well as the standard categories and appraisal system for the classification of local Jewish cultural heritage items.

2. Draft methodology for the survey of tangible and intangible Jewish cultural heritage

2.1 Identifying the main sources of information for starting the process of the Jewish cultural heritage

It establishes general objectives for the Jewish cultural heritage survey process in partner cities, in line with the overall project objective, namely the use of the potential of Jewish cultural heritage and the development of visible, accessible and sustainable solutions in the field of tourism.

It constitutes the first important stage of the inventory process, identifying the main sources of information on Jewish cultural heritage in each partner city.

It determines and creates the conditions for the uninterrupted and correct unfolding of the survey process, as well as its completion in the established time.

Workshops will be organized in each partner city to identify local stakeholders who may be involved in the Jewish cultural heritage survey process.

Involvement of local stakeholders is very important, so that the diversity, authenticity and value of the preserved culture is not lost, and can be saved for future generations.

During partner workshops the following topics will be addressed:

- Opportunities / sources of Jewish cultural heritage identification;
- Identification of categories with tourist potential that make up the tangible and intangible Jewish cultural heritage;
- Identification of their tourism potential;
- Outstanding personalities from the Jewish communities in partner cities.

During workshops, local stakeholder participants will fill in questionnaires related to the survey of Jewish cultural heritage and will be able to make proposals on the possibilities of promoting Jewish cultural heritage.

Another source of information to identify Jewish cultural heritage is interviewing members of Jewish communities from partner cities.

If the answers of the stakeholders are not conclusive, it is necessary to identify and consult additional sources of information on Jewish cultural heritage, namely:

- Online environment;
- Study of the main archives existing at various cultural institutions and public institutions;
- Books;
- Films with the outstanding personalities of the Jewish communities in the partner cities, who have contributed to the development of partner cities (doctors, architects, industrialists);
- Visits to antique shops with Jewish objects;

- Participation in the various events organized by the Jewish communities in the partner cities, where crafts, traditional dances, celebrations for the community can be identified;
- Study of various materials (community collections of private members) made available by the community;
- Culinary art;
- Exhibition spaces with Jewish elements (photo albums);
- Stories of members of the Jewish community about Jewish cultural heritage;
- A priority interest in the identification and survey of intangible heritage must be the mother tongue, folklore, beliefs, customs and behaviors of traditional culture, symbols that form the identity of a human community;
- Presentation of a day in the life of a member of the Jewish community;
- Identifying events or initiatives of the community that have tourism potential;
- Art (traditional music, painting, photography, film);
- Exhibition spaces with Jewish exhibits.

The condition that must be fulfilled is that they are authentic, unalterable, representative, so that they can constitute values of the European and world Jewish cultural heritage that must be preserved and promoted.

2.2 Identification of Jewish cultural heritage categories with touristic potential

The Jewish cultural heritage survey methodology was based on the tourism criterion, the tourism potential of each element of Jewish cultural heritage. The questionnaires, together with other information obtained as a result of working meetings with local stakeholders, the Jewish community as well as the analysis of the additional sources of information presented above (chapter 2.1), are centralized by the project implementation teams established in each partner city and a Jewish cultural heritage database will be created containing:

- items classified by predefined categories of Jewish cultural heritage;
- tourism potential appraisal system;

From the database created, together with the local stakeholders involved, elements classified according to their pre-defined patrimony categories will be identified, depending on their tourism potential:

- **Tangible cultural heritage:** synagogues, cemeteries, buildings designed by Jewish architects, Jewish-owned buildings, buildings owned by outstanding personalities from the Jewish community, Jewish-specific restorations, antique objects belonging to the Jewish community, museums, exhibition spaces with Jewish elements. Heritage items vary according to the Jewish heritage of each partner city.
- **Intangible cultural heritage:** outstanding personalities, culinary arts, crafts, traditions, holidays, events taking place in the Jewish communities of the partner cities, presentation of a day in the life of a member of the Jewish community, art (traditional music, paintings, photographers, films), stories from members of the

Jewish community about Jewish cultural heritage, elements that can also be extracted from Personal History Files.

All information obtained as a result of the survey process will be centralized into a single material. Its conclusions will be presented in tabular form, with a view to a comparative presentation as useful as possible, as well as for the ease of making any further additions in accordance with the annexes to this draft methodology (Annex 1).

Taking into account the presentation of the results obtained, i.e. the use of the same characteristics for all elements of the Jewish material and non-material patrimony, the data can be easily analyzed and compared.

2.3 Creating the database on the elements of Jewish cultural heritage with tourism potential

Annex 1

	Heritage Objective		Location	It can be visited outside / inside	Presentation of interest from a touristic point of view
	Tangible	Intangible			

3. The Walkshop

3.1. Preparation of the Walkshop

The host city's goal in organizing the walkshop is to highlight its Jewish cultural heritage and to create an environment where all partners are inspired by each other's ideas and initiatives, gain insight, exchange and cross-reference their experiences. In order to reach this aim, careful preparation of the event by the host is essential.

As the Jewish-related heritage of the partner cities currently has limited visibility, even among the locals, let alone at an international level, it's vital to remember, when preparing the walkshop, that it will lead to the discovery of the above-mentioned heritage's touristic potential. Therefore, the host city, after collecting inputs from the Local Stakeholders Group, will make a selection of the most

important elements of its Jewish cultural heritage, both tangible and intangible, that will be included in the study tour.

The selection of the Jewish cultural heritage elements will take into account the following:

- Touristic potential;
- Accesibility of the tangible elements (for instance, in the case of synagogues and cemeteries, whether they can be visited or not; wheteher they can be visited on the inside or not; another important aspect is to make sure that the tangible elements selected can be visited regardless of the weather conditions);
- Localization of the tangible elements and the distance between them (it is preferable to select elements that are within walking distance, otherwise transportation may be a problem; if there are tangible heritage elements situated in opposite parts of the city, it would be advisable to organize more than one tour, for example one per neighbourhood/district/other territorial delimitation of the city);
- Capitalization potential of the intangible heritage elements (wherever possible, highlighting those elements that are specific to the city or region, for instance traditions, crafts, religious practices, music, literature, arts, etc);
- Connecting the Jewish heritage's tangible and intangible elements: for instance, a visit at a synagogue will include not only a presentation of its architectural style, but it will highlight aspects of the religious life of the community; likewise, a tour of the buildings designed by Jewish architects or built for Jewish families will also provide opportunities to discuss the local personalities, community history, etc)
- Providing visibility to the local Jewish community and to the fact that, although much reduced after the tragedies of the 20th century, it is still a viable and vibrant part of the city life.

When preparing the Walkshop, the host city will ensure that the study tour will be accompanied by knowledgeable guides that will provide detailed, interesting and lively commentary on the Jewish cultural heritage, as well as answer questions from the participants.

After the selection of the Jewish cultural heritage elements, the host city will draft the programme of the study visit. It is advisable for the host city to establish, with input from the Local Stakeholders Group, a list of topics to be discussed with the participants, in order to encourage the exchange of good practices and to gain insight into other cities' ideas and initiatives that bring visibility to Jewish cultural heritage.

The host city should ensure accesibility to the study tour to all participants, therefore it is reccommended to enquire whether there are persons with disabilities or with special requirements. If so, adequate measures must be taken by the host to make sure that all participants are able to take part in the tour.

3.2. Implementation of the Walkshop

Study Tour

3.2.1. Tangible elements of the Jewish Cultural heritage

The flourishing Jewish community that inhabited the region before the Second World War left behind a vast tangible cultural heritage that showcases some of the finest examples of various architectural styles of the past centuries. The following common categories should be included in the study tour:

Synagogues and cemeteries

Synagogues are among the most important elements of tangible Jewish cultural heritage. The synagogues in some of the partner cities were designed by the same famous architect, that also designed palatial residential buildings for Jewish families. If the host city has more than one synagogue, and if each is built in a different style, this fact should be highlighted during the tour. Even if some of the synagogues are not currently open to visitors due to rehabilitation works or for other reasons, they should not be excluded from the tour. Even an outside view of the building is enough to appreciate the architectural style and details. The synagogues that can be visited inside will provide a great opportunity to discuss the various aspects of Jewish religious life. Few non-Jewish people are aware of the different branches of Judaism that exist. While visiting the synagogues, a very interesting topic of discussion and exchange will be the religious life and the various denominations or movements that were or still are practiced in the same local community, showcasing the Jewish holidays and their symbolism and signification, as well as the traditions that accompany them. This is an example on how to combine tangible and intangible heritage elements.

Famous cemeteries all around the world attract a large number of visitors, and Jewish cemeteries still extant in the region have a similar potential. They generally contain some of the oldest tombs in the city, and the visual aspect of the tombs is also very interesting. A visit to the Jewish cemetery/cemeteries must therefore be included in the tour. As with the synagogues, this visit will offer ample opportunity to combine tangible and intangible heritage elements, since the history of the Jewish community is also reflected in the cemeteries. The visit will focus not only on the visual aspects and architectural elements of the tombs, but also on the personalities buried there, on Jewish traditions relating to burial, mourning and the afterlife, etc.

Residential buildings, schools, social institutions, industrial/commercial buildings, memorial sites, former Jewish quarters

Before the Second World War, the Jewish community played a very important part in the cultural and economic development of the partner cities. The elite of each community was well integrated in the local society and their former power and influence is still visible today in the buildings they left behind. Consequently, the workshop will include a tour of the landmark buildings designed or owned by the Jewish population, from the palatial buildings they inhabited to the schools, social institutions, manufactures, industrial and commercial enterprises they established. As before, the tour will not only focus on the architectural design of the buildings and on the economic importance of the enterprises, but also on the social and oral history of the community, thereby providing visibility to this intangible element of the Jewish local heritage. The stories of the outstanding personalities who left their mark on the cultural, economic, social and scientific life of the city will be shared during the tour. It is also very important to include a visit to the memorial sites associated with the Holocaust and to all the other tragedies that besieged the Jewish population during the Second World War. If members of the local community are survivors of those tragedies, or if they had relatives that perished or suffered deprivations and persecutions in those dark times, they should be given the opportunity to tell their stories. Testimonies from survivors or memories from their descendants will constitute a highlight of the tour, offering the opportunity of an unforgettable learning experience for everyone

involved. This will be especially moving and effective if it can be associated with a visit to a memorial site or former Jewish quarter.

3.2.2. Intangible elements of the Jewish Cultural heritage

The tour must not end on a note of tragedy and defeat, since the Jewish community, although it has faced unspeakable horrors, has always found the strength to go on. Although much reduced now and not as visible as they should be, the Jewish communities of the partner cities are still vibrant and active. That is why it is recommended to include in the tour a visit to the headquarters or meeting place of the local Jewish community. There, the members will be able to showcase the various activities they undertake, whether artistic, social or cultural.

Each community has their own categories of intangible heritage, and will choose to highlight the most important ones. According to the specificity of each city, the visit to the community headquarters might include the following elements: traditional crafts display; music; dances; cuisine, etc. Oral history is a vital part of the intangible cultural heritage and consequently the tour should include an opportunity for the members of the community to share their most poignant stories, their memories, traditions and customs. The Jewish inhabitants of the partner cities were of different origins (Ashkenazi or Sephardi), practiced various movements of Judaism and belonged to all social classes, therefore this diversity at the community level must be highlighted when presenting the intangible cultural heritage. The outstanding personalities from the past were discussed when visiting the synagogues, cemeteries and other tangible heritage sites, but the visit to the local community center will give the participants the possibility to engage in a more in-depth learning experience and exchange, as the members of the community will be able to show them personal photographs, objects and various items that will bring the past to life.

If the local museums have objects that were created by Jewish artists or belonged to Jewish collectors, a visit there could be another stop on the tour. Another possibility would be to organize a small exhibition containing valuable objects and items that are related to Jewish life, religion and traditions.

3.3. Partners' contribution to the Walkshop

Before the Walkshop, the host city should contact the partners and enquire if there are certain aspects of local Jewish heritage they're especially interested in and that might be highlighted during the tour. This will offer all participants the occasion to gain insight and cross-reference in each other's Jewish cultural heritage.

During the on-site visits, the partners can contribute with their own good practice experience, and offer ideas and initiatives on the best way to showcase the attractions of the Jewish cultural heritage. The partners can provide valuable insights on the heritage elements' touristic potential and possibly suggest their inclusion in transnational/regional thematic routes.

4. Conclusion

The Walkshop will serve as an extremely valuable tool for the discovery of the true potential of the partner cities' Jewish cultural heritage, whose visibility is currently limited. It will also provide an opportunity for project partners, associated partners and Local Stakeholders Groups to exchange experiences, offer their input and suggestions regarding how best to capitalize on the touristic potential of local attractions. A joint elaboration of the methodological framework for the survey of

tangible and intangible Jewish cultural heritage will be based on the draft methodology and the findings from the Walkshop.