

Output Factsheet

Output title: A4.1. Capacity building workshops organised in each PP city (9)

Summary of the output (max. 2500 characters)

The Capacity building workshops were organised in each PP city (9), consisting of skills development and training the stakeholders (20-25 selected local tourism development partners in each city - community members, service providers, institutions) in tourism product development, thus having contributed to project's SO2 and SO3. The workshops included cooperation skills development, product development methodology training and business planning methodology training.

Contribution to the project and Programme objectives (max. 1500 characters)

The Capacity building workshops contributed to project's SO2 and SO3, and to the programme PA2 (Environment and culture responsible Danube region; 2.2 - Foster sustainable use of natural and cultural heritage and resources) by the creation and promotion of the Danube cultural identity, as well as to the sustainable preservation of DR cultural heritage. The local inventories resulting from the inventory WS gathered all the JCH elements of partner cities, which then made the joint repository. The WS also contributed to PA4 Well governed Danube region by establishing a strong cooperation public and private sector in cultural tourism and the participatory model of citizen involvement through establishing and operating Local Stakeholder Groups. SO2 aims to develop new, interconnected cultural products/services, via a co-creation process. The partner cities re-discovered, identified their JCH in cooperation with LSGs. All these steps towards creation of a new thematic tourist route based on JCH contributes to the sustainable tourism development. SO3 targets the establishment of a sustainable and expandable network of DR cities and heritage organisations. A sustainable cooperation network of cities and heritage organisations involved in the process is being established through defining tourism portfolio contents in WS. The output indicator *P07 No. of documented learning interactions in finalised operations* is met with 9 capacity workshops held in PP cities.

Transnational impact (max. 1500 characters)

The transnational impact of individual project partners' WS is indirect, as a preparation and contribution to future joint portfolio, and will become more obvious in the joint product development workshop in Osijek (Sept.24). The Capacity building WS were organised and implemented in all the PP cities, the local stakeholders' capacity and skills upgraded and strengthened through new knowledge acquired.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

This output contributes to PA3 Culture&Tourism - To promote culture and tourism, people to people contacts, particularly to Target 3. Develop new and support existing Cultural Routes

relevant in the Danube Region, since these WS and the local inventories create the foundation for developing a new route. It also contributes to Target 5. To create a 'Blue Book' on Danube cultural identity by collecting, systemizing, preserving and promoting the partly forgotten JCH of the DR. The local inventories, as outputs of Inventory WS, and local tourism portfolios, as partial outputs of Capacity building and Match-making WS, strongly contribute to presenting and promoting the cultural diversity and multiculturalism of background societies of involved DR countries.

Performed testing, if applicable (max. 1000 characters)

N/A

Integration and use of the output by the target group (max. 2000 characters)

The target groups (local public authorities, interest groups including NGOs, SMEs, international organisations, local Jewish communities, general public) will use knowledge acquired during the workshops in order to improve the tourism offer. Definitely it will contribute to cooperation and joint promotion of numerous tourism products/ services identified as new potential products / services in the course of the workshops in all PP cities. Some of the target group members already created provisional partnerships to design and elaborate new JCH-based products / services during the Match-making workshops.

Geographical coverage and transferability (max. 1500 characters)

The project is establishing a strong cooperation between 9 PP cities from 8/14 countries of Danube Region, with potential to expand, and to transfer knowledge created to potentially interested external parties. Both capacity building and match-making workshops took into account other PP cities good practices and examples, compared their respective JCH elements and identified potential common points, shared elements and values. The large potential lies in the fact that there is really powerful transferability option of the main project objective, enabling the easy transfer of project results to all the mid-sized or smaller cities and towns in DR / Europe, providing almost ready-made recipes for new JCH-based tourism products. The comprehensive JCH-based, project-level tourism portfolio will be available on the project web-site, free to be used by any interested 3rd party. Transferability of results is a fundamental ambition. The

Durability (max. 1500 characters)

Durability of this output is rather

Institutional sustainability of the output is supported by thorough preparation and workshop concept and organisation guidelines, to enable a high standard, comparable implementation of the preparatory events, brainstorming and surveys in all PP cities, easing future processing and joint conclusions. Thus, the Repository was developed based on a Joint Methodology for the survey of the JCH, agreed by the PP cities.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

Synergies between several ongoing or recently completed cultural-heritage related projects were noticed within the workshops – several projects dealing with Art Nouveau (Secession) which include a great deal of Jewish cultural heritage as well, this artistic style belonging to the very prosperous and tolerant early 20th ct. period in DR when Jewish communities prospered and strongly integrated into the economic, social and cultural life of their home towns, significantly contributing to their development (Subotica, Szeged, Osijek, Timisoara,

All the PP cities are implementing or implemented cultural-heritage and tourism-related projects, which all aim at valorisation, promotion and commercial touristic usage of cultural heritage. For this line of tourism development, the appropriate level of tourism stakeholder capacities are necessary so most of these projects involve capacity and skill building for product development, destination management, branding and promotion.

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

Not relevant at this stage of the project.