2. Gastronomy





2. Gastronomy

For several decades, *gastronomy was considered as an additional service* in tourism industry, which nowadays, becomes increasingly important in the creation of travel experience. As a result, gastronomy tourism was established as an *independent branch of contemporary tourism industry* as part of cultural tourism. Gastronomic tourism can be interpreted as a tourism product, in which the visitor's key motivation is *to experience the culinary specialities of the visited area; to try local, national and regional cuisine, and to get familiar with the destination's traditions and hospitality*. Trough gastronomy, visitors can more intensively experience local culture. It can be the main motivation for travelling.

Gastronomic tourism includes several types of activities *from consuming to meals to preparing them*. Gastronomy can be experienced in many ways, including in restaurants, gastronomic thematic trips, fairs, gastronomic museums, gastronomic festivals or other gastronomic events showing traditions of a particular region, area or community.

Gastronomy stands fairly close to festival tourism, as gastronomic events and festivals are becoming more and more widespread all over the world. These events are often built around a type of drink, food or another type of local gastronomic product.

The purpose of *a gastronomy festival is to promote a particular food, that has a special traditional preparation. The visitors can not only consume them, but they can acquire the preparation techniques of the food.* Furthermore, local residents can earn extra income by selling these products moreover, involve local cultural performances, as well, such as dances, plays, concerts etc.

According to the results of Osijek Partner Meeting, the local portfolios (LP) and the collected Joint Thematic Tour ideas three major gastronomy-related products were identified, alongside eight smaller ideas which were briefly described with the synergies in the Joint Project Portfolio. Project partners are free to choose which ideas are the most suitable for them, and they are free to co-operate with each other.

The three major products are:

- 1) Order your Kosher food!
- 2) Small tasting and culinary workshop
- 3) Jewish Cookbook with stories and recipes





Jewish Heritage Europe

Web portal to a wide range of news, information and resources concerning Jewish monuments and heritage sites all over Europe. JHE fosters communication and information exchange regarding restoration, funding, best-practices, advisory, services and more.





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.Israel based non-profit organization provides and inovative and comprehensive digital platform to promote Jewish cultural travel and help users discover and experience Jewish heritage around the world.



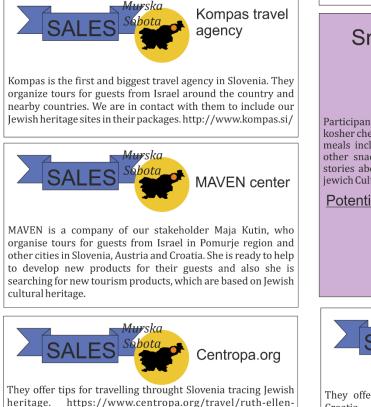




gruber/jewish-itinerary-slovenia

European Jewish Heritage Tours

European Jewish Heritage Tours organizes customized trips where Jews have made their mark over the centuries, and where they are guaranteed a safe and friendly welcome. offer private Jewish-oriented tours. Founded in 1998, they create customized private jewish, kosher and non-kosher tours and events for private individuals and institutions.





11 Destinations from 8 Countries have joined forces to use the boundless potential of the Danube and offer tourists the opportunity to explore the Danube region in a gentle and adventurous way. The Danube sets the course and paves the way for an expedition with a variety of soft mobility offers. Explore the European lifeline from different perspectives.

Small tastings of Jewish gastroproducts, culinary workshops

Participants can taste and make kosher-like food guided by a kosher chef. Participants can learn how to cook few easy Jewish meals including apetizers, soups, main dishes, desserts and other snacks. During the event participants can hear local stories about Jewish personalities and learn more about the jewich Cultural heritage of the region and the world.

Potential stakeholders: Jewish community Private restaurant owners ASPs. tourist boards.

tour agencies, culinary association, schools, tour guide associations



They offer tours in Hungary, Germany, Slovenia, Romania, Croatia.

https://www.jewishtravelagency.com/product/jewishslovenia



Gastronomy of Slavonia

Spend your unforgettable vacation tasting a variety of Slavonian specialties, homemade spices and spices of special taste and appearance. You can visit Slavonia and not to try its culinary symbol,

Uniline Travel Company - uniline.hr



STO- Slovenian **Tourist Board**

Slovenian Tourist Board (STB), the central national agency for the promotion of tourism, one of the most successful and promising industries in the Slovenian economy.



This international travel site promotes lesser-known Jewish Heritage sites all accross Europe and has an open call for outer projects to enrich the information provided by their website.



An international NGO, accredited to the UN, represented at UNESCO and at the Council of Europe in Strasbourg, bringing together Jews of any origin to serve the communities in which they live, in accordance to thair fundamental moto and values of B'nai B'rith: Charity, Brotherly love, Harmony. The objectives are to encourage friendship and inter-communal dialogue through social and cultural programs, to initiate and develop community projects, to strengthen the links of B'nai B'rith in the region and across Europe.





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The location is near Subotica City Hall and can be served ice cream / cakes / pastry both inside and out. Good old recipes with modern twists and trend tastes.



Serbian adventures

Serbian Adventures is a booking portal for sightseeing tours, cruising and excursions in Serbia. The website is created with the aim to present all tours in Serbia in one place. Organizers of the tours from our offer are mostly local travel agencies or enthusiasts such as hikers or adventurists.



Romania Tour Store - The Romania Tour Store is an active supporter of the sustainable development of local communities in the regions of Bucovina, Transylvania or Maramures. Talk to the locals, actively integrate in their way of life, tables in their homes, visit to colorful markets, learn about different local customs, all of which are part of their travel programs



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The objective of the company is the promotion of tourism and the tourism industry in Regensburg. This includes marketing, location and regional and national advertising as well as the promotion, coordination and organization of cooperation in this area with other organizations. The company operates the tourist information in Regensburg.



The association was founded on September 19, 1949 for the Lower Bavaria and Upper Palatinate region in Regensburg. It is a registered association and currently has more than 400 members, for the most part the local authorities, i.e. counties and municipalities as well as tourism associations. In addition, there are commercial companies such as hotels and holiday resorts as supporting members. The main task of the association is to promote and maintain tourism in Lower Bavaria and the Upper Palatinate area.



Centre for Sustainable **Tourism Initiatives**

A non-government, non-profit organization working on the development of the tourism products in Montenegro, engaging the principles of responsible and sustainable tourism

Cookbook with kosher recipes

A project-level e-cookbook should be prepared with special recipes including main dishes and desserts, and specialities for an "average Sabbath" a Pesach or a Hanukah. Subotica would like to prepare an own cookbook.

Iewish e-cookbook

Potential stakeholders(example)

Jewish community Regensburg Tourismus GmbH



The Jewish Comunity in Galati Galati County Directorate for Culture, Cults and National Cultural Heritage Galati Galtour Dunarea Group Galati, My City Association Mila 80 Association Touristic agencies Galati "Lower Danube"Cultural Center

כשר

Regensburg



Web portal to a wide range of news, infor concerning lewish monuments and he Europe. JHE fosters communication and i regarding restoration, funding, bestservices and more.



Haver Srbija is a non-profit, non-gover organization that promotes a diverse an Serbia. It was established in January 2 organisation is to introduce Serbian so history and traditions of the lewish pe realizing educational activities, open seminars, exhibitions, programs and train



Heritage Regens Secreta Europe

The Organization connects with more that their territory a site inscribed on the UN List, with a total population of over 164 main objectives of the Organization implementation of the World Herit encourage co-operation and the exchange expertise on matters of conservation and heritage; to develop a sense of solidarit cities.



Project agency for interregional cooperation cities. The danube office in Ulm is a project supporting transnationale cooperation b In line with local and EU projects amo exchange in the danube region.



With about 500 different youth hostels t accommodations and state-of-the asssociation has 2.4 Million members. T card to book rooms in 500 hostels in Gern worldwide. These hostels mostly also off for groups and classes.

Jewish Heritage Szeged Europe mation and resources pritage sites all over nformation exchange practices, advisory,
Haver Srbija
nmental, educational d inclusive society in 013. The goal of the ociety to the culture, ople by creating and discussions, lectures, ing.
ation of World Cities burg Regional riat Northwest- and North America
In 300 cities having on IESCO World Heritage 4 million people. The n are to favor the age Convention; to ge of information and management of urban ty among its member
Rat der Donaustädte rg
ation between danube ct management agency between danube cities. ong othersthey enable
tsches endherbergswerk
the organisation offers e-art facilities.This the members receive a many and 4.000 hostels fer tours and programs







3. Built Heritage

Cultural tourism has many definitions derived from several aspects. Cultural tourism is recognised as a form of tourism, where *different forms of culture* are the key factors to *attract and motivate people to travel*. It can be motivated by study tours, performing arts, cultural tours, festivals and events *to have contact with the unique social and cultural fabric*, heritage and character of different places.

The literature identifies several activities which are connected to cultural tourism, but cultural heritage plays important role in these. *Cultural heritage includes two main categories; tangible (material) and intangible (intellectual) heritage*. The latter is made, accumulated and owned by a group of people that enclosed intellectual properties and values such as identity, while tangible heritage mainly accommodates memories and values of the built environment. *Built heritage is an important part* of the cultural heritage of towns and cities and heritage is *applied as an honorific label to sites, buildings* and other cultural objects by experts.

Cities are often mentioned as tourist destinations, furthermore, they also include attractions combined with the *special atmosphere* that *motivate the tourist's decisions on travel.* Squares and other public spaces within cities can be mentioned as cultural junctions, where the built heritage and the cultural events occur.

The built heritage attractions could be used in heritage tourism and city tourism as well. Moreover, some elements of built heritage could be connected to pilgrimage tourism and thematic routes too.

According to the Osijek Partner Meeting, the local portfolios (LP) and the collected Joint Thematic Tour ideas, three major built heritage-related products were identified, alongside 37 smaller ideas which were briefly described with the synergies in the Joint Project Portfolio. Project partners are free to choose which ideas are the most suitable for them, and they are free to cooperate with each other. The three major products are:

- 1) Remembering Baumhorn
- 2) Demolished and perished
- 3) REDISCOVER Cemetery Route





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Jewish Heritage Europe

Heritage sites all accross Europe and has an open call for outer projects to enrich the information provided by their website.





European Cemeteries Route

The European Cemeteries Route offers the visitors the possibility to literally walk through the local history, to learn about important personalities Traveling through this route enables visitors to discover the local, national and European Cultural Heritage. It helps to raise awareness of the importance of cemeteries in their multicultural dimension.

AEPJ

The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) supports the preservation, appreciation and promotion of Jewish culture and Jewish heritage in Europe. The Association also strives to encourage Jewish sites to be open to the general public. These goals are notably achieved through its two leading programmes - the European Days of Jewish Culture and the European Routes of Jewish Heritage. Architectural Modernism in European Synagogues From Art Nouveau to Modernism

https://www.jewisheritage.org/web/europeanroutes/modernis,



Private Tours Croatia Ltd. is a travel agency located in Split, Croatia. Through creativity, tailor made tours giving the tourists the opportunity to increase their cultural awareness of the people and the places they visit, while at the same time having enough time for themselves. Jewish Heritage of Croatia - a tour / package offered by the company https://www.private-tourscroatia.com



Secret Dalmatia introduces remote locations in Croatia and its region to presents the famous jewels. Custom-designing creative leisure programs tailored completely to tourists interests. Croatia, Slovenia, Montenegro and other countries in the region are revealed.

https://www.secretdalmatia.com/signature-tours/jewishheritage-of-the-balkans



Travel on the roof specializing in the custom-made, private trips for Jewish travellers to Croatia, Slovenia, Bosnia and Herzegovina, Serbia and Montenegro with the head office in Zagreb, Croatia, and offices in Split, Ljubljana and Belgrade. SOUTHERN ASHKENAZI FRONTIER - a tour offered by tour agency

https://travelontheroof.com/southern-ashkenazi-frontier



Asociatia Mila80 - Galati - brings together people interested in local heritage, community history, local social developments and the specific customs of Galati. Organize Guided Pedestrian Tours of Galati. Ex: Tour "Inheritance of local minorities" "Balcescu - the story of the street between the vinevards"; "Temple of the Craftsmen Society.



Tours in Romania, escorted only by professional tour guides; Fun memorable stories and memories. https://booktoursromania.com/



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An incoming travel agency in Montenegro whichenhace the service on the domestic market in the field of tourism industry.Adress:Bul. Sv. Petra Cetinjskog br. 79, Podgorica. Interested in transformation of Jewish heritage to a unique tourism product.



Travel agency in Bosnia and Hercegovina, An exploration of the Balkans' complex and fascinating history, its stunning natural beauty, glorious art and architecture, delightful people and rich Jewish heritage.



Independent tourism medium, channel of direct communication and sales in tourism sector



Romanian Jewish Tours

Explores Jewish tangible heritage (synagogues and cemeteries) in different areas of Romania (Transylvania, Moldavia, Bucharest)http://www.romaniajewishtours.com/

Demolished and perished

Destroyed Jewish Heritage is demolished by the past, and wi e rebuilt by the future (technology). Former buildings a ecreated in the virtual space using mobile applications and VI D models are created from the old synagogues, trading house tc. Some of the rebuilt synagogues, cultural centres are no nly existing but have long historical roots. These sites will be sited and examined during a walk. The program virtual onnects the PP cities which have destroyed Jewish heritage. oint application can be developed by the PP cities to highligh he lost Jewish historical tangible elements.





This internatonal travel site promotes lesser-known Jewish Heritage sites all accross Europe and has an open call for outer projects to enrich the information provided by their website.



Romania's tourist guide presents the most beautiful places in Romania: mountain trails, cyclotourism trails, waterfalls, gorges, canyons, towns, traditional villages, fortifications or skiing places. It is a collection of places where the contributors were, walked, climbed or pedal. The photos are original and the story behind each place, the same.



Tours in Croatia presents a premier selection of private tours in all regions of Croatia. Tours offer true immersion into the local life and culture of Croatia and showing the best of Croatia's diversity https://www.tours-in-croatia.com/culture-tours-in-croatia



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INFO

A project of Centropa, a Jewish historical institute based in Vienna, Budapest, Hamburg and Washington DC and you can read about how they kept Jewish memory in Central and Eastern Europe on this link. They conducted 70 interviews in Romania and digitized 1600 old family photos - each of which is annotated by those interviewed. - http://www.romaniansynagogues.org



Travel experts offer exceptional service, while offering an impartial comparison of tours based on personal and past experience.www.tourradar.com



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Visit A City is all about the fun of planning the details of a trip. The Visit A City company helps to organise and own personal trip with own personal travel guide. https://www.visitacity.com/

Jewish Heritage Europe

accommodation bookings and other travel-related content. It also includes interactive travel forums.



Romanian synagogues



TO Kotor-Tourism Organization of Kotor





REDISCOVER cemetery routes

A) The tour presents the differences and similarities between lifferent partner cities' Jewish cemeteries. A walking tour is rganised

3) Along the Danube, the PP cities are digitalizing some of the most mportant tombstones and make them available via internet. The ombstones are most interesting if they are decorated with culptures, poems, symbols. The virtual tour gives information about he story of the families, people, prominent persons or their

C) Participants can visit former Jewish Cemeteries which are no onger existing and with the help of IT virtual reality is created. In a pecific pathway they can walk through tombstones and graves. hey arrive to the grave the picture or the hologram of the peopl ouried there will come alive and tell their stories.

Potential stakeholders: Jewish community



ASPs, tourist boards, tour agencies, tour guide associations Danube region JCH network Cemetery maintenance



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They offer tips for travelling throught Slovenia tracing Jewish heritage. https://www.centropa.org/travel/ruth-ellengruber/jewish-itinerary-slovenia



They offer tours in Hungary, Germany, Slovenia, Romania, Croatia

https://www.jewishtravelagency.com/product/jewish slovenia

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the local authorities , i.e. counties and municipalities as well as

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companies such as hotels and holiday resorts as supporting

members. The main task of the association is to promote and

maintain tourism in Lower Bavaria and the Upper Palatinate



area

Tourismusverband Ostbayern e.V.



http://www.kompas.si/; Kompas is the first and biggest travel agency in Slovenia. They organize tours for guests from Israel around the country and nearby countries. We are in contact with them to include our Jewish heritage sites in their packages.



Centre for

Sustainable





Serbian Adventures is a booking portal for sightseeing tours, cruising and excursions in Serbia. The website is created with the aim to present all tours in Serbia in one place. Organizers of the tours from our offer are mostly local travel agencies or enthusiasts such as hikers or adventurists.





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Serbian adventures

MAVEN is a company of our stakeholder Maja Kutin, who organise tours for guests from Israel in Pomurje region and other cities in Slovenia, Austria and Croatia. She is ready to help to develop new products for their guests and also she is searching for new tourism products, which are based on Jewish



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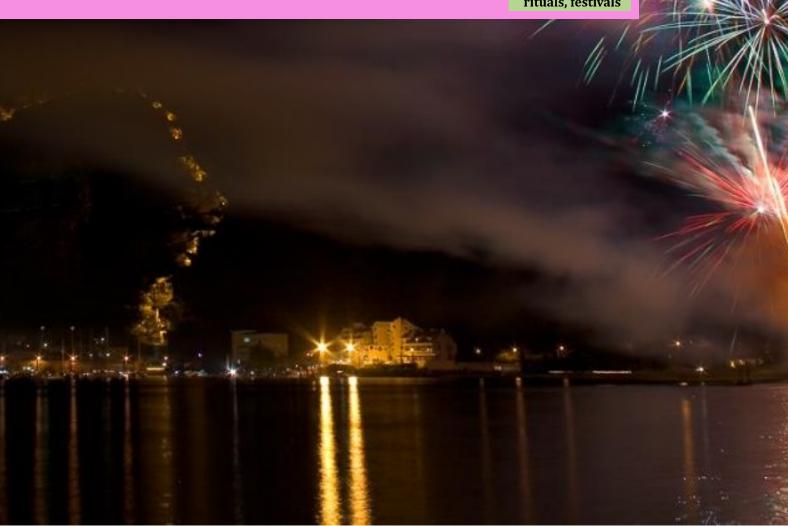






4. Events, programs, rituals, festivals







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Nowadays, tourists no longer want to be only passive observers of the chosen destinations; instead they are looking for a more active experience in which they can become parts of the local communities, experience local culture. Experiencing cultural festivals, events and everyday rituals of local communities can be a motivation for tourists. This touristic motivation generates the appearance of *festivals and events tourism* as a branch in tourism industry. Festivals and events tourism covers *attendance at traditional or contemporary celebrations of culture, which can include music, dancing, gastronomy, arts and sports*. Such events can be one-off or may take place at the same time every year, and can last from one day to several days. This type of tourism *requires the systematic planning*, development and marketing of festivals and events. Festivals and events have positive effects on the promotion of the destination and also have economic, socio-cultural and environmental impact on local community.

Festivals play a key role in event tourism, contributing to the *development of tourism in a certain area, helping to connect locals and visitors*, enabling a cultural exchange between them. Festivals are often free to the public, are centred around a specific topic, they *have fixed duration*, and they are regularly (yearly) organised, or in other cases, on a special and unique occasion. The key feature of festivals is that they can include the *traditions, habits, customs and rituals that convey cultural values to participants*. In addition to these, the aim of these festivals is to highlight the manifestation of the community, communicating their culture and present it to the visitors. Furthermore, special events can also be used to increase the attendance of built heritage. The attractiveness of an event is mainly determined by its theme.

Event tourism plays a significant role in local portfolios, this category contains a wide range of different values.

According to the Osijek Partner Meeting, the local portfolios (LP) and the collected Joint Thematic Tour ideas, one major event and festival-related product was identified, alongside 14 smaller ideas which were briefly described with the synergies in the Joint Project Portfolio. Project partners are free to choose which ideas are the most suitable for them, and they are free to co-operate with each other.

The major product is the Jewish Cultural Festival, which is going to be a franchise, and several project partners are devoted to organise a similar festival as Timisoara's Shalom Jerusalem Festival annually.

The major product:

1) Jewish Cultural Festival / Jewish Cultural Days





AEPJ The European Association for the Preservation and Promotion of Jewish Culture and Heritage (AEPJ) supports the preservation, appreciation and promotion of Jewish culture and lewish heritage in Europe. The Association also strives to encourage lewish sites to be open to the general public. These goals are notably achieved through its two leading programmes the European Days of Jewish Culture and the European Routes



In 2019 Timisoara hosted the first edition of the Jewish Festival 'Shalom Jerusalem". Visitors had the opportunity to see, hear, taste, feel, dance to the beat of the city and Maia Morgenstern peformed on stage. Timisoara pridely vocate interculturality with the support of the Timis County Council, Timis APDT and



Organized by the Jewish Municipality of Subotica. The program showcase Jewish creativity, and it is interesting that for the first time it was organised full in the Synagogue. The program is variuos, concerts, lectures, workshops for elementary and high



International festival KotorArt - a festival of national importance for the coulture of Montenegro is one of the greatest and most important festivals in country and region. KotorArt enjoys the patronage of the Municipality of Kotor and the Ministry of Culture of Montenegro, KotorArt gathers an impressive number of international artists and with over 200 programs at numerous venues in Kotor and throughout the Bay, attracts tens of thousands of visitors, which makes it one of the most visited festivals of this type in region.

info: office@kotorart.me, pr@kotorart.me, www.kotorart.me



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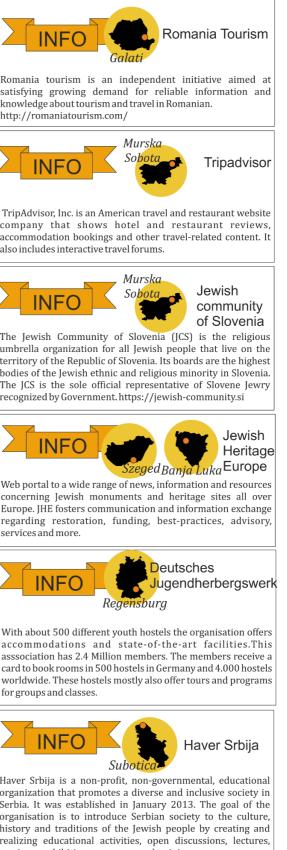


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seminars, exhibitions, programs and training.