

Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities

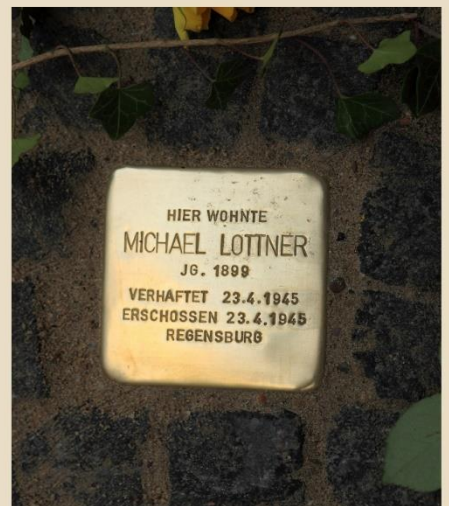
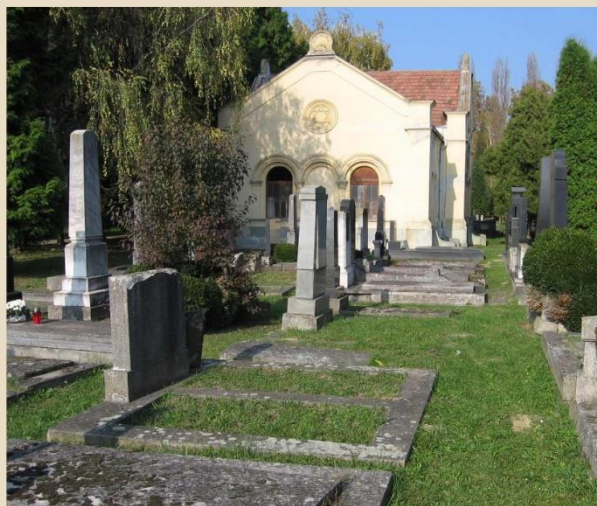


Interreg



EUROPEAN UNION

Danube Transnational Programme





Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities

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

Project	Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region
Code	DTP2-084-2.2
Funds	ERDF, IPA
Document Title	Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities
Nature	Output
Available Languages	English
Date	15.12.2019
Number of Pages	146
Author	Gyula NAGY
Project Partner	Szeged Municipality as Lead Partner



Content

List of abbreviations and used terms	6
1. Introduction to the REDISCOVER project.....	9
1.1. Establishment of Local Stakeholder Groups.....	12
1.2. Transnational Cross-country Walkshop in Timisoara	12
1.3. Creating Local Inventories and Web-based repository	12
1.4. Product Development Workshops.....	13
1.5. Creating Local Portfolios	13
1.6. Joint Product Development Workshop in Osijek.....	14
1.7. Creating Draft Study	14
1.8. Comprehensive joint tourism service and attraction portfolio of partner cities	14
1.9. Joint Thematic Routes Development Workshop in Banja Luka	14
1.10. Preparing Action Plan.....	15
1.11. Creating Joint Visibility Strategy	15
1.13. Testing of selected tourism products/services	15
1.14. Preparing Community-sourced JCH Valorisation Handbook	15
1.15. Strategic Stakeholder Workshops and final conference	16
1.16. Summary of the work of the project partners	16
2. Aims of the Joint Project Portfolio	18
2.1. What is the purpose of the Joint Project portfolio?.....	18
2.2. How to read and how to treat the Joint Project Portfolio?.....	19
3. Introduction of the Project Partner Cities.....	22
3.1. General description of the project area	22
3.2. Tourism trends in the REDISCOVER area	25
3.2.1. Tourism industry and its trends highlighting the Project Area	25
3.2.2. Arrival trends in tourism.....	25
3.2.3. Tourism consumption, occupancy and seasonality	27
3.2.4. Overnights	30
3.2.5. Employment in tourism.....	31
4.1. Common Jewish Cultural Heritage in the REDISCOVER area.....	35
4.1.1. Jewish Cultural Heritage Tangible elements of JCH in REDISCOVER cities.....	35
4.1.2. Intangible elements of JCH in REDISCOVER cities	37
.....	39
5.1. Banja Luka.....	44

5.1.1. Brief outlook on the JCH in Banja Luka	44
5.1.2. JCH items from the Web-based Repository of Banja Luka	45
5.1.3. Product and service development activities of Banja Luka	46
5.1.4. The top five proposed offers in Banja Luka.....	46
5.2. Galati	48
5.2.1. Brief outlook on the JCH in Galati	49
5.2.2. JCH items from the Web-based Repository of Galati	49
5.2.2. Product and service development activities of Galati	50
5.2.3. The top five proposed touristic offers in Galati	51
5.3. Kotor	54
5.3.1. Brief outlook on the JCH in Kotor	54
5.3.2. JCH items from the Web-based Repository of Kotor	54
5.3.2. Product and service development activities of Kotor.....	55
5.3.3. The top five proposed touristic offers in Kotor and its region.....	56
5.4. Murska Sobota.....	58
5.4.1. Brief outlook on the JCH in Murska Sobota	59
5.4.2. JCH items from the Web-based Repository of Murska Sobota.....	60
5.4.2. Product and service development activities of Murska Sobota	61
5.4.3. The top five proposed touristic offers in Murska Sobota and its region	62
5.5. Osijek	65
5.5.1. Brief outlook on the JCH in Osijek.....	65
5.5.2. JCH items from the Web-based Repository of Osijek	66
5.5.2. Product and service development activities of Osijek.....	67
5.5.3. The top five proposed touristic offers in Osijek	68
5.6. Regensburg	71
5.6.1. Brief outlook on the JCH in Galati	71
5.6.2. JCH items from the Web-based Repository of Regensburg	72
5.6.3. The top five proposed touristic offers in Regensburg	74
5.7. Szeged	77
5.7.1. Brief outlook on the JCH in Szeged	77
5.7.2. JCH items from the Web-based Repository of Szeged	78
5.7.3. The top five proposed touristic offers in Szeged	80
5.8. Subotica.....	83
5.8.1. Brief outlook on the JCH in Subotica.....	83
5.8.2. JCH items from the Web-based Repository of Subotica.....	84

5.8.3. The top five proposed touristic offers in Subotica	85
5.9. Timisoara	88
5.9.1. Brief outlook on the JCH in Timisoara	88
5.9.2. JCH items from the Web-based Repository of Timisoara	88
5.9.3. The top five proposed touristic offers in Timisoara	90
What is needed?.....	93
6. Joint Thematic Routes	95
6.1. Gastronomy	98
Highlighted Joint Thematic Route Idea in the cluster of Gastronomy (example for the action plan foundation).....	99
6.2. Built heritage.....	102
Highlighted Joint Thematic Route Idea in the cluster of Built environment (example for the action plan foundation)	108
6.3. Events, rituals, programs, festivals	111
Highlighted Joint Thematic Route Idea in the cluster of Events, programs, festivals (example for the action plan foundation).....	113
6.4. Pilgrimage	116
Highlighted Joint Thematic Route Idea in the cluster of pilgrimage (example for the action plan foundation).....	117
6.5. Storytelling, oral history	120
Highlighted Joint Thematic Route Idea in the cluster of Storytelling (example for the action plan foundation).....	121
6.6. Summary of the Joint Thematic Routes	125
7. Visibility requirements.....	127
7.1. Message of the JTRs	128
7.2. Target groups	130
7.3. Accessibility and availability	132
7.4. Marketing and advertisement tools of the JTTs.....	133
7.5. REDISCOVER as a brand	135
8. Summary.....	137



List of abbreviations and used terms

Action Plan: is the short name of the document Transnational JCH Thematic Initiatives Action Plan, which is the Output 4.3. The ~ is prepared on potential JCH thematic routes elaborating on the process of developing them into viable business cases, and integrating them into larger scale national/European thematic networks

Category: is a compilation of the collected tangible and intangible Jewish cultural heritage elements. Categories are bases for the *clusters*; five categories were identified in which all the web-based repository elements were integrated.

Clusters: the thematic compilation of tangible and/or intangible Jewish cultural heritage elements, products, services and networks for creating synergy. The ~ are based on *categories*. Clusters are made from several separate parts and elements using the possibilities and capabilities of the project partners. During the Osijek partner meeting five clusters were defined for the Joint Project Portfolio (gastronomy, built heritage, events and festivals, pilgrimage, oral history and storytelling)

DS: Draft Study is prepared providing information about networks which contributes to product and service development

Handbook: is the short name of the Community-sourced JCH Valorisation Handbook (Output 5.2). The ~ is prepared to form the basis of joint follow-up activities, and to disseminate experience to other cities interested in discovery and exploitation of their own Jewish Cultural Heritage

JCH: Jewish Cultural Heritage

JPP: Joint Project Portfolio is the short name for the Output 4.2, the Comprehensive Joint Tourism Service and Attraction Portfolio of Partner Cities. The ~ aims to sum up the results of the Local Portfolios and the Product Development Workshops and to offer Joint Thematic Routes

JTR: Joint Thematic Route is a thematic compilation of touristic attractions based on intangible and tangible Jewish cultural elements

JVS: the short name of the Joint Visibility Strategy (Output 5.1). The ~ tailors locally and jointly applicable visibility methods and surfaces for potential local/joint JCH tourism products and thematic routes

LoP: Local Portfolio: a project output of each project partner describing the most important touristic features and tangible and intangible Jewish cultural elements of the city

LP – Lead Partner: the lead beneficiary of the project, the organiser and co-ordinator of processes

LSGs: Local Stakeholder Groups which were initially involved in the initiative phase of the project. Local Stakeholder Groups are important participants in the co-creation process of the local knowledge.

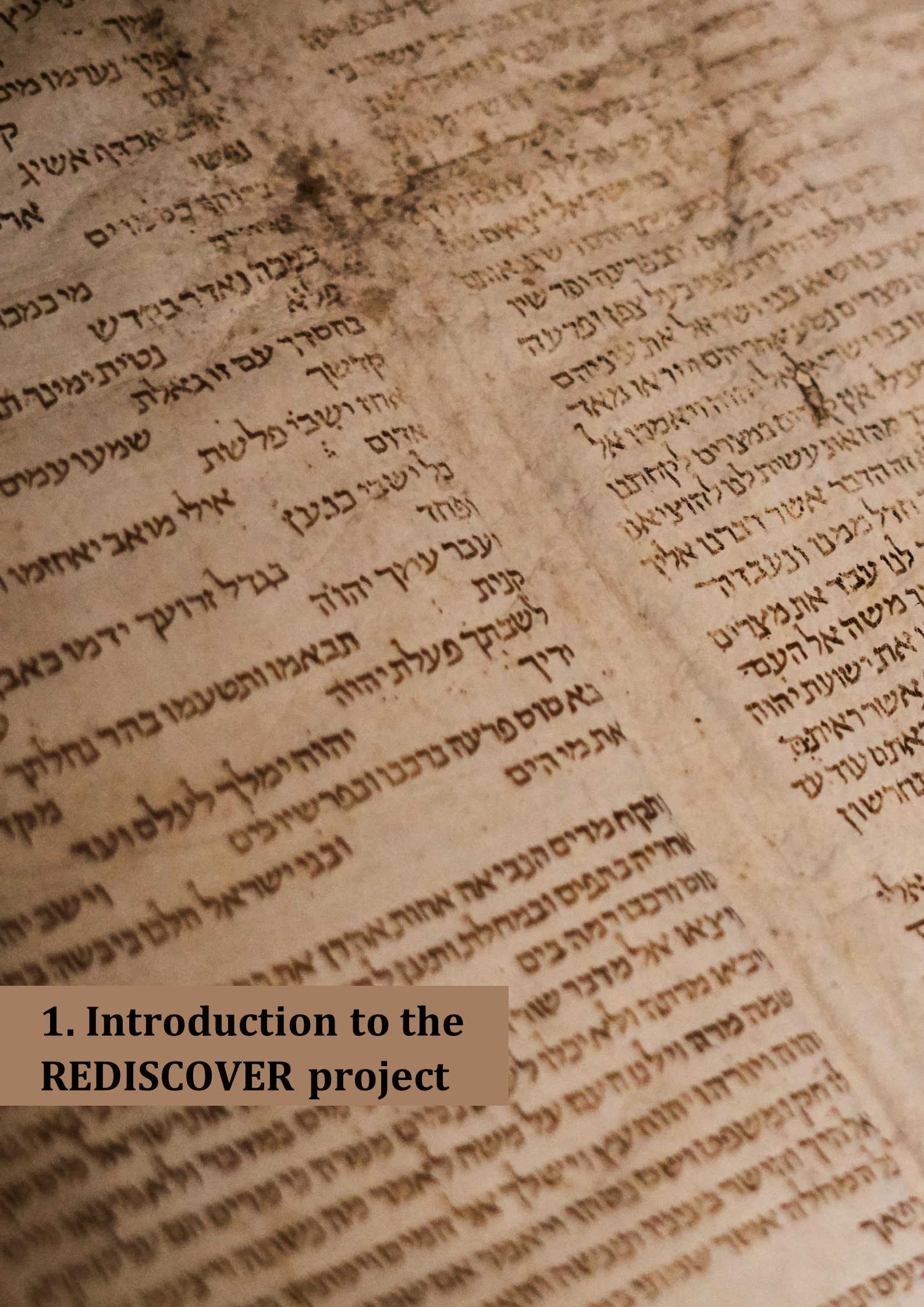
PDW: Product Development Workshop. In the REDISCOVER project three types of ~s were created to foster the co-creation of touristic products and services. The three types are: Inventory workshops, Capacity building workshops, Match-making workshops.

PP – Project Partner: cities who are participating in the REDISCOVER project

PPM: Project Partner Meeting organised by a project partner in every half a year to enhance co-operation between partners and to report the results

Synergy: the creation of a whole that is greater than the simple sum of its parts, in this sense the created or rediscovered touristic attractions, services, products connected to Jewish Cultural Heritage

WBR: Web-based Repository is a collection of the intangible and tangible Jewish cultural elements and the networks available in the project partner cities created by the project partner cities



1. Introduction to the REDISCOVER project

1. Introduction to the REDISCOVER project

The main aim of REDISCOVER is to explore, revitalize and promote the tangible and intangible heritage of Jewish communities and to create competitive cultural and tourism products – with the possibility of including them in transnational networks. The project partners aim to create jointly presented, synergic tourism tools and services which are accessible to the wide audience as well. Therefore the European Union co-funded project – REDISCOVER – is carried out in the Danube Region with the participation of the following organizations: Municipality of Szeged (Lead Beneficiary), Tourism Nonprofit Ltd. of Szeged and Surroundings, Municipality of Banja Luka (Bosnia), Municipality of Galati (Romania), Municipality of Kotor (Montenegro), Institute of Culture, Tourism and Sport of Murska Sobota (Slovenia), Municipality of Osijek (Croatia), Municipality of Regensburg (Germany), Municipal Museum Subotica (Serbia).

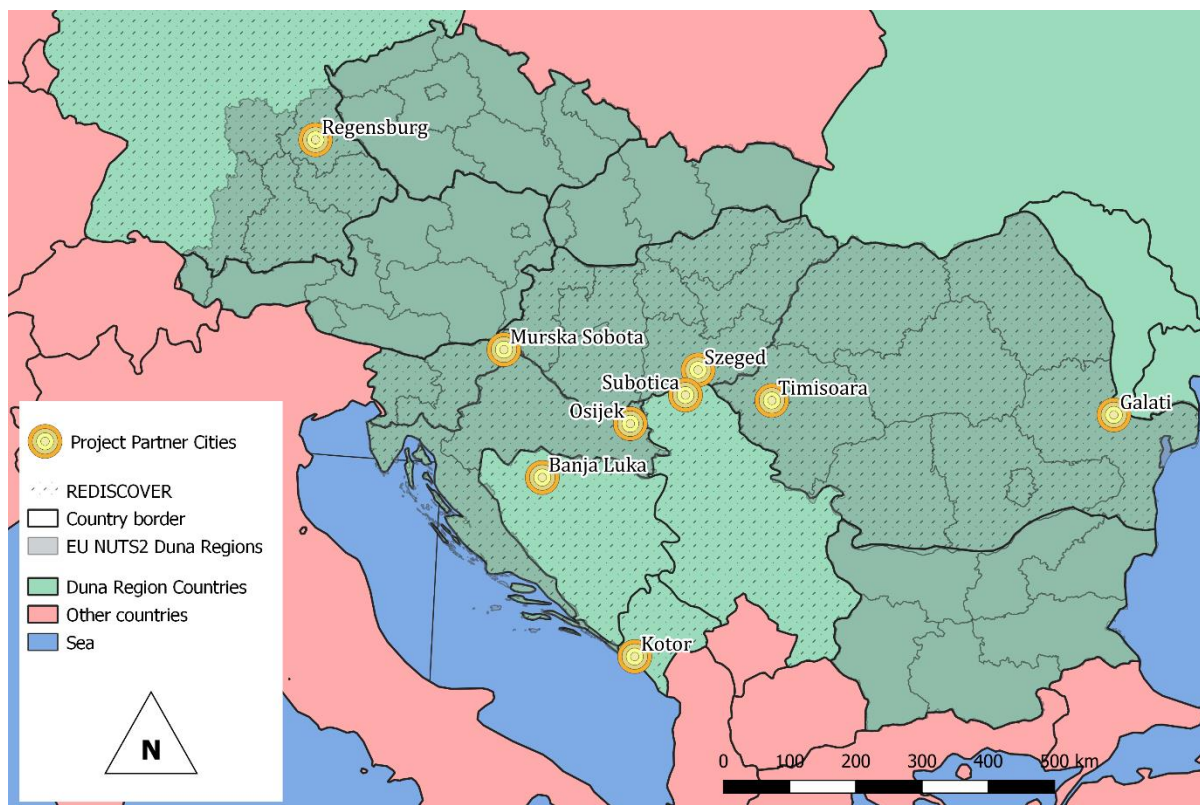


Fig. 1. Partner Cities around Europe

The partnership involves settlements with similar historical backgrounds and Jewish cultural heritage, to fulfil a cultural and touristic mission. In addition to the above-mentioned local authorities, the following thematic partners are involved in the project: Municipality of Subotica, Municipality of Murska Sobota, Jewish Community of Szeged, Jewish Community of Timisoara, Jewish Community of Romania, Jewish Community of Osijek, Jewish Community of Montenegro, Jewish Community of Banja Luka and National Minorities Research Institute of Romania.

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

The Project Participants address to rediscover the fading and fragmented Jewish cultural heritage using the most well-known elements of the Jewish cultural heritage (synagogues, cemeteries, memorials etc.) and turn them into creative tourist attractions for the mainstream tourists, and the visitors with specific interest. The project also proposes to integrate elements of yet unknown cultural heritage which will be rediscovered during the project, such as art, events, personal history of prominent Jewish personalities. The EU project REDISCOVER offers a great opportunity to intensify the existing activities for the mediation of Jewish Cultural Heritage together with local stakeholders and above all the Jewish community. The result of the project is to better communicate the Jewish cultural heritage, to make it accessible and thus to create economic opportunities for the tourism sector.

The objectives of REDISCOVER are in line with several EU priorities such as supporting culture sector and cultural heritage, foster cooperation with third countries, job creation and economic growth in cultural sectors, increasing quality of life, promoting social inclusion and supporting cultural diversity. Three specific objectives (SO) were set at the beginning of the project to achieve the above mentioned.

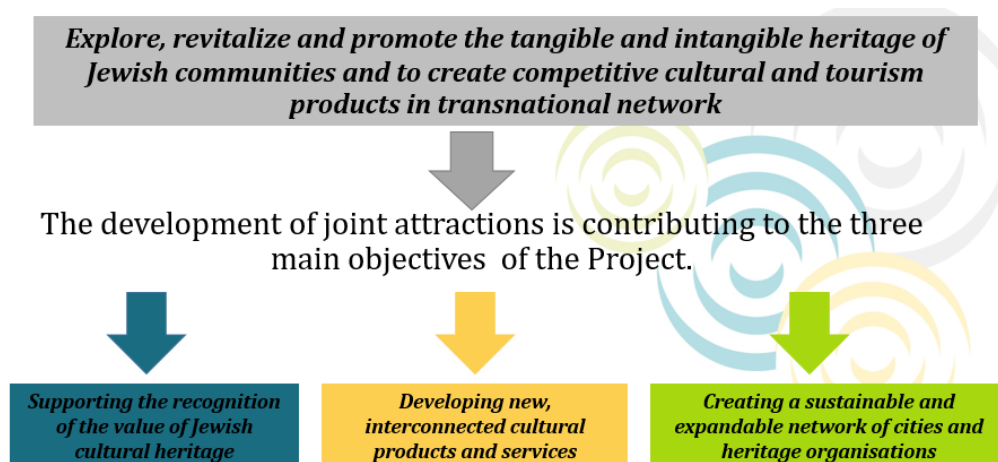


Fig. 2. Specific Objectives of the REDISCOVER project and their connection to the main goal.

The project highlights *the role of ICTs as a crucial tool in presenting and exploiting tangible and intangible heritage* and increasing visibility and accessibility. ICT helps to effectively disseminate information and results, helps to reach younger generations, provides tool for efficient and affordable transnational communication tool and offers new possibilities for the development of tourism products. The project *emphasises the power of storytelling* which can contribute to discovery of hidden, unknown or forgotten heritage elements, creating unique experiences, thus, personal stories, oral histories are excellent elements of tourism product development.

To achieve these aims, the following activities were and will be implemented during the project (Fig.3).

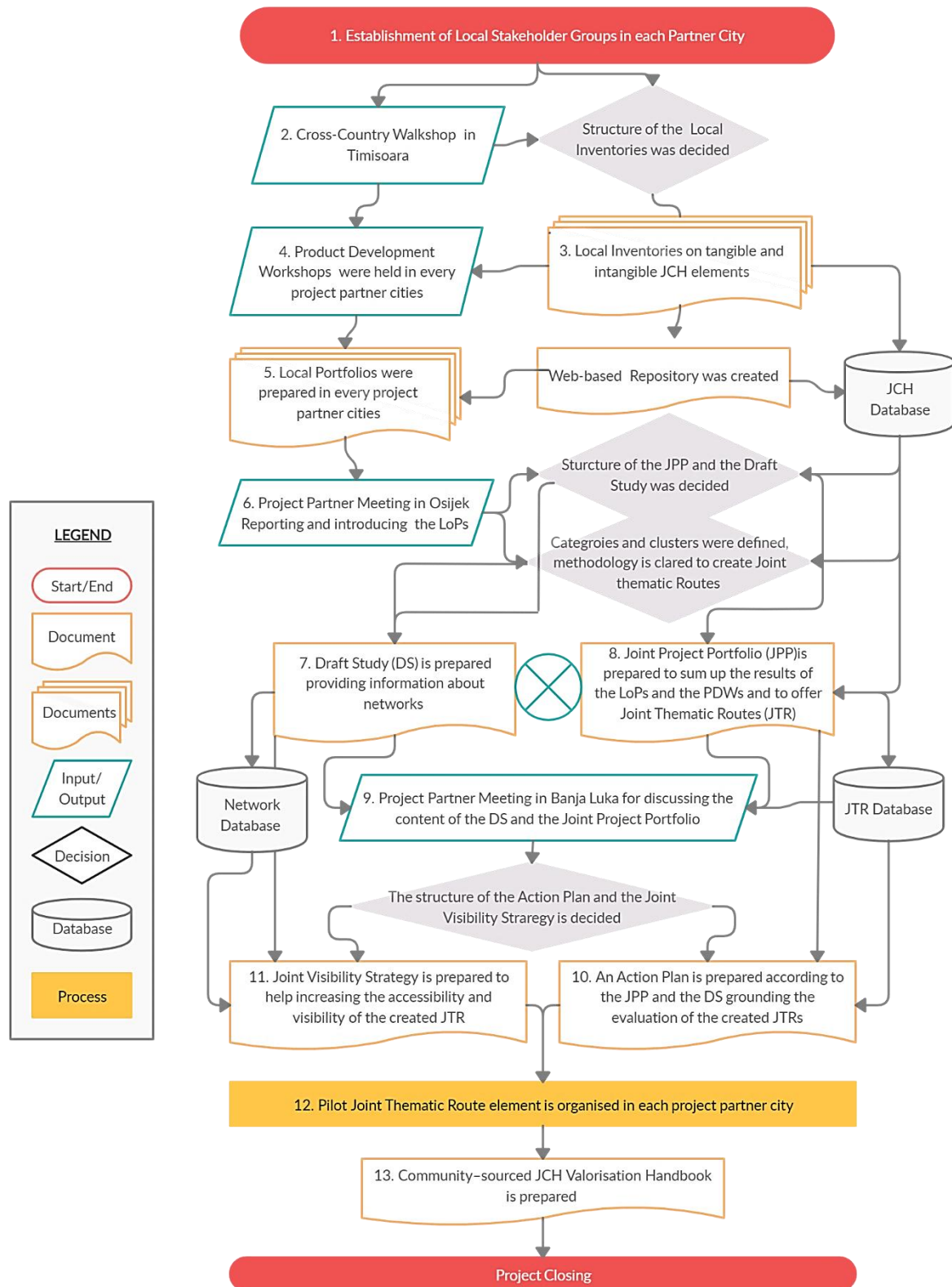


Fig. 3. The process of the REDISCOVER project with the major decisions and outputs

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

1.1. Establishment of Local Stakeholder Groups

Firstly, ***the partners had to establish Local Stakeholder Groups (LSGs). These LSGs are the intended drivers of collection, channelling, dissemination and multiplication of existing knowledge and experiences and new ideas.*** The partnership applies a collective development process to all stages of planning and implementation to ensure that the actions are adapted to local and regional needs and priorities. During the establishment of LSGs the target groups were religious and cultural seniors, tourism service providers, social innovators, institution managers, potential oral/family/local history providers of communities and other interested individuals from the partner cities. ***The LSGs have a crucial role in the community-sourced nature of heritage exploration, recognition and exploitation.***

The process of creating the LSGs was the following:

1. Each partner city assembled an initial list of local stakeholders
2. The Jewish community of Szeged prepared detailed joint methodology guidelines for stakeholder mobilization/engagement and a Stakeholder Involvement Workshop was organized in Szeged. Joint requirements and targets were also set and guidance materials were provided.
3. In accordance with the above-mentioned methodology, each project partner organized meetings to discuss the methods to be used during the survey of tangible and intangible Jewish heritage elements and to collect input for the Cross-country Walkshop. Key members of LSGs were selected to appear in Personal History files, social media posts presenting their visions, ambitions and initiatives.

1.2. Transnational Cross-country Walkshop in Timisoara

After setting up the LSGs, the event ***Transnational Cross-country Walkshop in Timisoara*** was organised in order to inspire an open-minded discovery of the potentials in relation to the Jewish heritage of the partner cities. At the “Walkshop”, the outlining methodology of the WBR was set.

1.3. Creating Local Inventories and Web-based repository

Using the ideas of the “Walkshop” a comprehensive, searchable and shareworthy web-based repository of Jewish cultural heritage was established with the help of the LSGs. The WBR creates a comprehensive classification of heritage components that is widely adaptable across other cities in the Danube Region. Thus, the repository could serve as an inspiration for those cities to discover and recognize the potentials of their Jewish heritage.

The city level local inventories were developed first with the help of the LSGs, using a common methodology. The city-level inventories, repositories are prepared according to standardized aspects decided on the consensus of the project partners. The main categories include: ***(1) tangible elements:*** Synagogues, museums; cemeteries, graves; Beth Hamidras, Mikves; Houses, Palaces; Schools and social buildings; Industrial and

commercial sites; Memorials, Stolpersteins and **(2) intangible elements:** Songs, music, dance; Literature; Gastronomy; cuisine; Arts, crafts, scientists; Oral history, family stories; Famous and prominent persons; Rituals, customs, traditions. A comprehensive Web-Based Repository also contains existing domestic or European thematic networks and thematic routes, domestic, regional or international tourism information and sales services. The Repository forms the basis of the Joint Project Portfolio of joint tourism service and attraction.

1.4. Product Development Workshops

Parallel the WBR was prepared, partner cities organised **three types of product development workshops (PDWs)** on the bases of the WBR. In one hand, to help the collection and the categorisation of the collected Jewish Cultural Elements. On the other hand, to gain knowledge about the product and service development processes.

1. **Inventory workshops (IWS)**, focused on the overview and discussion of local Jewish heritage inventory, presentation of inspiring case studies from other partner cities and brainstorming of potential local and joint tourism products;
2. **Capacity building workshops (CBWS)** were organised for local tourism development partners to develop the skills and the knowledge of participants about tourism product development. The trainings focused on cooperation skills, product development methods, business planning and project management methods. These workshops contributed to SO2 and SO3;
3. **Match-making workshops (MMWS)** were organised with the involvement of Local Stakeholder Groups, tourism service providers, and other related institutions. The aim was to identify integrated tourism initiatives and cooperation opportunities among selected stakeholders and to present case studies from other partner cities.

1.5. Creating Local Portfolios

Based on the repository of local Jewish cultural heritage and the product development workshops **Local Portfolios (LoP) were created including the tangible and intangible local Jewish cultural heritage (JCH)**. The LoP contains a city profile with the most important facts about the locality and its tourism industry, also highlight case studies and project ideas on local and project level and contain ideas about proposed or existing products and services connected to JCH and can involve possible locations and partners outside the project. **Local portfolios are used during the project as information databanks** and they are **sources for sales networks and tourism product and service development**.



1.6. Joint Product Development Workshop in Osijek

Project partner cities presented and discussed local portfolios and case studies at the workshop, ***cross-referencing initiatives to identify synergies between local initiatives, and to be inspired by each other's ideas***. The Osijek meeting outlined the foundations of the methodology used in the Joint Project Portfolio and the basics of the Draft Study.

1.7. Creating Draft Study

The Osijek PPM is followed by the project activity of preparation of the Draft Study and the Joint Project Portfolio. The ***Draft Study (DS) is prepared parallel to the Joint Project Portfolio. It highlights the existing and potential connections and networks*** of the Jewish cultural heritage to existing domestic or European thematic routes, sales and information networks. The DS provides detailed insight to the connections and potential networks each and every Project Partner collected. The highlighted and proposed joint thematic routes named in the Project Portfolio are described and connected to the networks visually. The aim of the draft study is to ***found the development of joint touristic attractions***. The DS emphasises the possibilities ***of jointly presented thematic routes*** of the JCH. The DS collects potential partners and stakeholders as well, which helps with the involvement of localities and networks with different historic, economic background. It also enables the creation of touristic solutions, tools, services applicable for various other contexts, supporting transferability. ***The DS gives proposed content to the following Transnational JCH Thematic Initiatives Action Plan.***

1.8. Comprehensive joint tourism service and attraction portfolio of partner cities

The Comprehensive joint tourism service and attraction portfolio of partner cities, abbreviated as Joint Project Portfolio (JPP), aims to sum up the results of the WBR, the LoPs and the PDWs and to offer Joint Thematic Routes (JTR) for the participating Project Partner cities. The joint project portfolio is ***a compilation of the categorised, comparable local portfolios of potential Jewish heritage-related tourism products, services and attractions*** from all Project Partner cities, and identifies clusters, synergies and complimentary effects among Project Partners. The document gives a ***comprehensive insight to the recent tourism industry trends in the project partner cities***, enlisted all the collected JCH elements and identifies five main clusters of tourism services and products, proposed joint thematic routes. ***The portfolio gives directions and brief proposed content for the following Joint Visibility Strategy (JVS).*** The Project Portfolio is the ***foundation of the following activity and output, the Transnational JCH Thematic Initiatives Action Plan.***

1.9. Joint Thematic Routes Development Workshop in Banja Luka

The aim of the workshop is to select the most appropriate and viable JTRs. ***Based on potential thematic routes identified in the project Portfolio and detailed in the DS the***



structure of the Thematic Initiatives Action Plan and the Joint Visibility Strategy will be prepared.

1.10. Preparing Action Plan

Based on the Banja Luka PPM, where the potential JCH thematic routes will be identified and selected the Action Plan is created. ***The Action Plan describes the process of developing these JTRs into viable business cases, and integrating into larger scale national/European thematic networks.*** The Action Plan describes each route with preliminary business plans, partnership, stakeholders, and development, implementation action plans step-by-step.

1.11. Creating Joint Visibility Strategy

The Joint Visibility Strategy is prepared parallel to the Action Plan ***to support the development and introduction of new tourism products and services.*** The Joint Visibility Strategy contains ***locally and jointly applicable visibility methods and surfaces*** for potential local or joint JCH tourism products and thematic routes. The Strategy defines ***criteria and process of integration into international online/offline tourism information and sales services and networks.*** With the help of the Visibility Strategy pilot products, services, routes will be organised and later evaluated in the JVS.

1.13. Testing of selected tourism products/services

Each PP city ***tests local or joint tourism products/services*** selected by their PPs, and prepared through the moderated joint planning process of ***online thematic teams.*** ***These will be the Pilots of the REDISCOVER project.*** The project pilots are based on the JPP, the DS, the JVS and the Action plan. This phase represents the preparation and implementation of tourism products/services selected by PP cities.

1.14. Preparing Community-sourced JCH Valorisation Handbook

The Community-sourced JCH Valorisation Handbook ***is forming the basis of joint follow-up activities of partner cities, and of disseminating the experience to other cities interested in the discovery and sustainable exploitation of their JCH.*** The Handbook helps to replicate the initiative in further cities of the Danube Region. The results of the project can contribute to the achievement of the broader aims of European cultural policy, for example through the mapping of strategies, policies, initiatives, organisations, individuals, networks and fostering joint transnational initiatives, highlighting the shared cultural elements and promoting diversity at the same time.



1.15. Strategic Stakeholder Workshops and final conference

During the Strategic Workshops Project level conclusions will be made, PP city level conclusion reports are to be discussed. Each PP city organises a strategic workshop for a presentation and evaluation on the local experience and findings of product development and implementation processes. **Final Conference is organised to evaluate local and/or joint outputs, to exchange and disseminate knowledge** created, and to elaborate joint development strategy.

1.16. Summary of the work of the project partners

Every above-listed project activity is connected to reach the final goal of the project to foster a sustainable and co-created exploration and management of the hidden and existing Jewish Cultural Heritage in the project partner cities (Fig.4). The communication and cooperation between project partners strengthen the transnational and cross-border nature of the initiatives and accomplish a shared learning process.

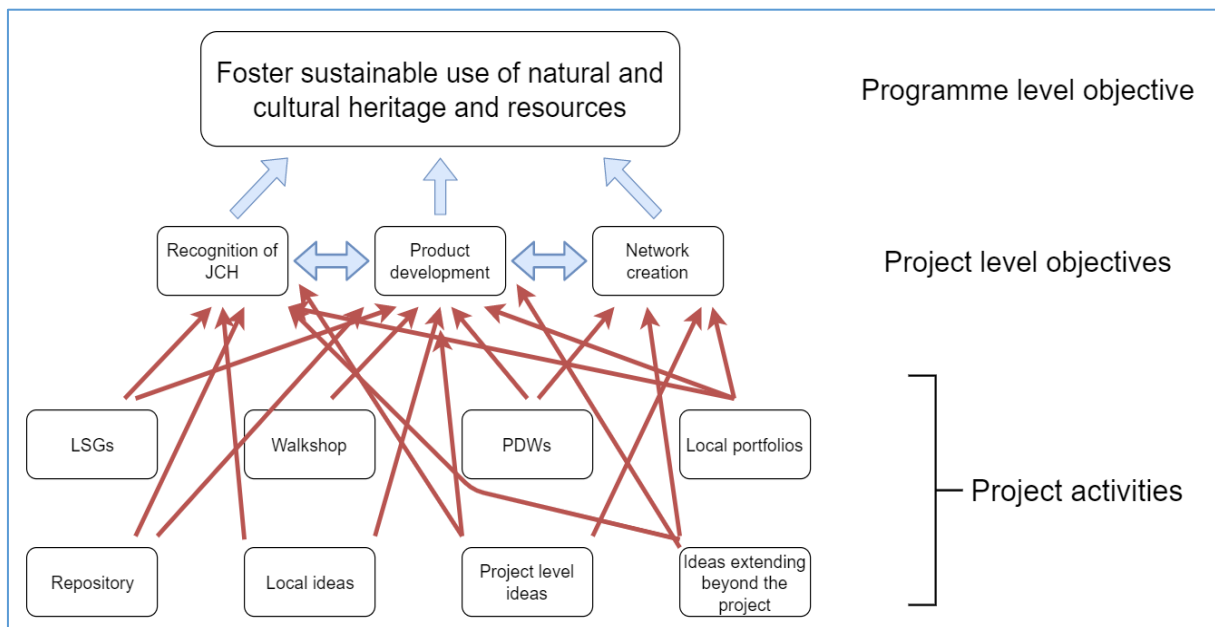


Fig. 4.: The process of the REDISCOVER project with the major decisions and outputs

2. Aims of the Joint Project Portfolio





2. Aims of the Joint Project Portfolio

Since the partner cities have different backgrounds, historical pathways, heritage portfolios, the activities and ideas can vary from town to town. Different product and service development ideas were defined during the previous phases of the project, therefore ***there is a need for creating a Joint Project Portfolio, which includes the main activities and offers a standardised method for creating Joint Thematic Routes between PPs.*** REDISCOVER aims to answer these challenges through the ***enhancement of cooperation between various actors, using a co-creation logic.*** The involvement of different stakeholders increases governmental and coordination capacities for the preservation, recognition and utilization of tangible and intangible Jewish cultural elements. The network building aspirations and ***stressing the similarities between project partners can serve as tool for the development of regional identity.*** In this regard product ideas focusing on multiple locations – within and outside of the project have crucial roles.

In the Application Form (AF) of the project, this activity was designed to fulfil the requirement to develop a comprehensive joint tourism portfolio showcasing services and products connected to local JCH elements. The portfolio creates common bases for joint product and service development. The JPP is a collection and compilation of the strengths and capabilities of the project partners. The JPP is created in order to:

1. To integrate the knowledge which was created by the **Local Stakeholder Groups**
2. To integrate the results of the web-based **repository** of the Project Partners
3. To integrate the **knowledge** of the several Project Meetings, workshops and Walkshop **generated mutually** by the Project Partners
4. To integrate the results and collection of the **Local Portfolios (LoPs)**

2.1. What is the purpose of the Joint Project portfolio?

1. The JPP is a document which is **informative**, colourful and vivid, tempting **for all kind of users** to read it
2. It was created on the purpose to give a **helping hand** to readers to understand the process of **creating a new and complex thematic route**
3. The aim of the JPP was to **highlight the synergies** and the cooperation and summarize **the work done by the PPs** during the project so far in one document
4. The JPP integrates the LoPs' knowledge and **only contains the most relevant information for readers and users**

2.2. How to read and how to treat the Joint Project Portfolio?

During the REDISCOVER project nine outputs are delivered and created. Out of the nine outputs four are documents tailored to rediscover and join potential touristic JCH-related products and services among partner cities. In order to create a more understandable set of documents a Draft Study was created as a deliverable to complete the content of the JPP. These documents (Fig.5.) are interlinked and completing each other.

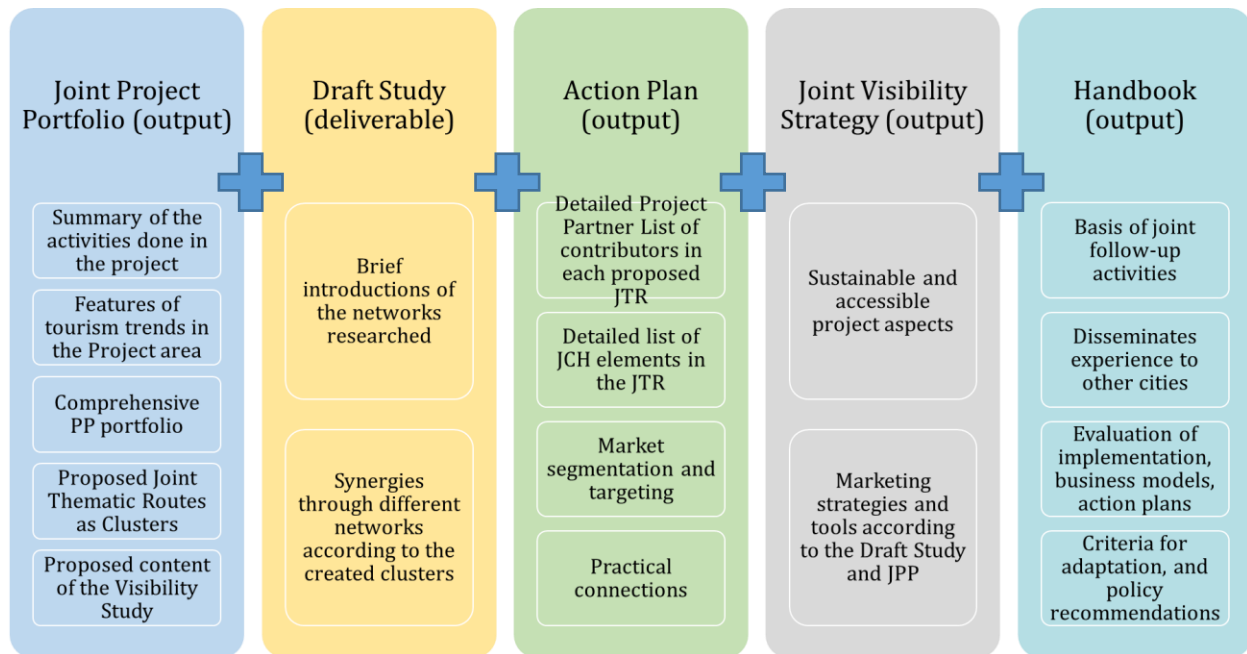


Fig. 5.: The set of output of the REDISCOVER project completed with the Draft Study

The main focus of the JPP document is the establishment, the structure and the organisational framework for **creating Joint Thematic Routes**. To do so the given situation is analysed and assessed in case of each and every PP city. **LoPs and Local Inventories as well as the Web-based Repository can be considered as annexes to the JPP**. The JPP is complete with the **Draft Study, which details the most important networks** and connection. The JPP is giving proposal of possible **co-operation themes** which are developed into theme “clusters” using the JCH elements and categories. In this sense **cluster is including the synergy of all members, all kind of attraction, tangible and intangible elements, networks, sales networks, information providers** etc. The JPP and the DS will be the base for the Action Plan, the Joint Visibility Strategy and the implemented Pilots (Fig.6.).

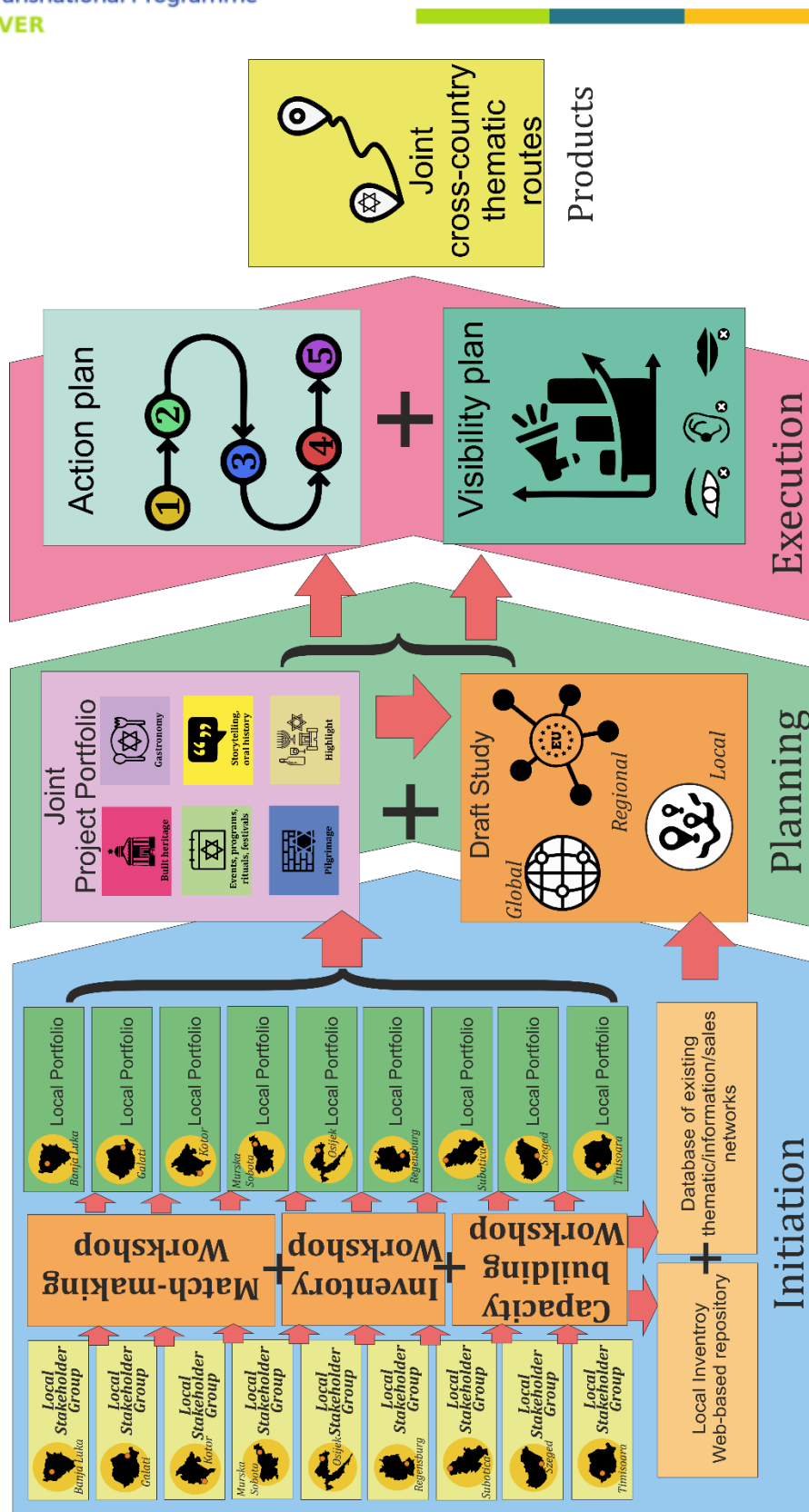


Fig.6. The structure, the synergies and the connections of the REDISCOVER project outputs

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.



3. General introduction of the REDISCOVER project area

3. Introduction of the Project Partner Cities

3.1. General description of the project area

Physical geographical features

- Climate, weather: continental climate, with Mediterranean elements in some cities
- Terrain: variable (some are completely flat - e.g. Szeged; others are in hilly or mountainous - e.g. Banja Luka)
- hydrography: a significant watercourse flows through almost every settlement (Banja Luka - Vrbas, Szeged - Tisza, Regensburg, Galati - Danube, Maribor, Osijek - Drava)

Socio-geographical features

Historical background

- Roman relics can be found in several places (Regensburg, Maribor, Osijek)
- Historical past offers other potential common topics for tourism development. Some of the cities participating in the REDISCOVER project belonged to several empires or political-territorial formations throughout their history. Cities like Maribor, Osijek, Subotica, Szeged or Timisoara share the experiences from Turkish/Ottoman, Austro-Hungarian imperial, and socialist eras. It is an interesting issue how different periods are mirrored by Jewish heritage (e.g. in architecture or arts).

Demography

- The cities are among the most populous settlements in their countries and regions, but population decline can be observed in several places (e.g. Szeged, Osijek)
- Relatively significant social diversity can be observed in several places (e.g. Timisoara)
- South Slavic settlements are typically located in the meeting zones of different cultures (e.g. German, Hungarian, South Slavic). There are



The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

different religious communities in each city (Catholic, Protestant, Romanian Orthodox, Serbian Orthodox, Montenegrin Orthodox, Jewish).

- European Union countries are home to a combined population of 510 million people, and partner and neighbouring countries add an extra population of 50 million in a relatively small geographic area. The European Union population is mature and ageing, with a median age over 40, and the population is slightly growing with 0.1%. And this means great potential for project countries to exploit their unexplored and unused JCH using the inbound and outbound tourism growth. The project area experienced different population change in the recent decade, Germany, Montenegro and Slovenia is experiencing a population growth, whilst the others are affected by population loss, which details the EU average (Fig 9.). ***In this sense, countries with population growth the internal interest for domestic cultural attractions may rise.***

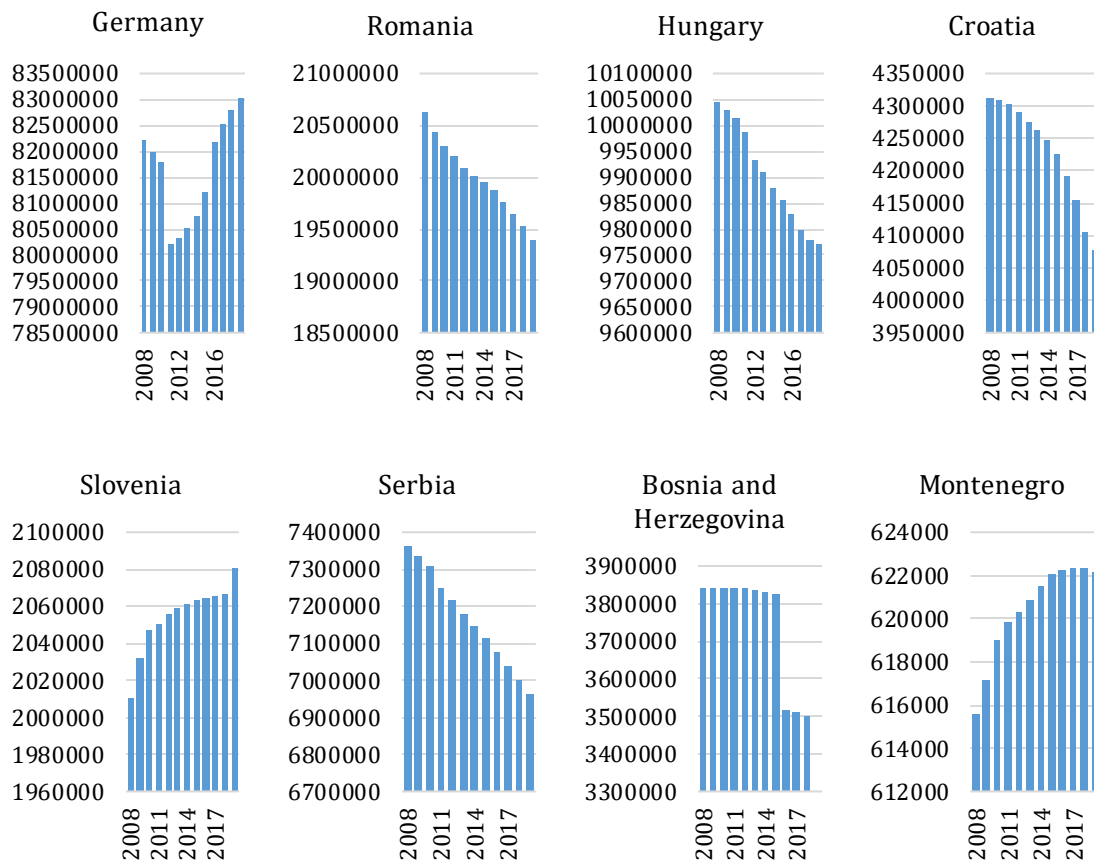


Fig. 9. Population change in the 2008-2019 period of the project countries. Source: Eurostat

The most numerous country in the European Union is Germany with 82 million inhabitants. This country is the largest project partner in the REDISCOVER project. All other countries are considered as medium or small-sized countries. The project partners fall within two groups: EU destinations, European but outside EU (extra-EU) destinations. The countries are divided into subgroups according to geographical location within the mentioned groups. In accordance with the subcategories, the project partners are in three

UNWTO regions: in the Western (Germany), in the Central/East European (Hungary, Romania) and in the South/Mediterranean Europe (Bosnia Herzegovina, Croatia, Serbia, Slovenia, Montenegro). ***Except Germany (which is advanced), all other countries are considered as emerging economies according to the IMF classification, which gives great opportunity for tourism development. Emerging economy destinations are generally expected to grow faster than advanced economy destinations, given their higher development potential.***

With a combined Gross Domestic Product, the EU economy is the second largest in the world, in Western Europe account for the largest share of EU GDP. ***Overall, the income level in the European Union is one of the highest in the world. This gives the potential for increasing tourism expenditure.***

Economy

- The cities fulfil function of regional economic centres in their regions. They are mostly university towns, so there is a high proportion of highly educated people from the local population and many young people live in these settlements. Services, IT and technology sectors play an important role in their economies.

Features of settlement networks

- The partner cities are mostly not only important centres within their region, but they are also among the largest settlements nationwide. Regensburg is perhaps the exception, though it is the 4th largest settlement in Bavaria. Osijek is the seat of Osijek-Baranja County. Szeged is the capital of Csongrád County, the most populated region in the South-Alföld and the 3rd most populated in Hungary.

Built environment

- The cities have long-lasting history, and thus the built environment reflects the centuries-long development and evolution of the settlements.
- A lot of cities suffered from major damages. For example, Szeged was flooded in 1879, Banja Luka was almost completely destroyed by an earthquake in 1969. A lot of built environments were demolished during the world wars, or earlier, therefore a lot of cultural element are missing.
- Art Nouveau buildings can be found in several cities. For example, there is such a thematic tour in Szeged, Subotica, Osijek as well, which could be the basis for cooperation.

Transport links

- Typically, cities are located along highways and main railroads, and their junctions. Water transport is more important in the cities along the Danube. There are significant differences in air travel, as some cities are in close proximity to major regional airports, while others do not have high-capacity civil airports (e.g. Szeged).
- Transport links are important not only because it makes it easier and faster for tourists to get to a particular city, but because certain elements, such as waterways or bicycles (e.g. Euro Velo), can create favourable conditions for active tourism. E.g. The Osijek bike

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.

route is also part of the Pecs - Osijek - Antunovac cycling route established within the tourism project linking Croatia and Hungary.

- Several cities have been gateways throughout history. For example, Timisoara in the Euroregion of the Danube-Körös-Maros-Tisza, known as the "Gate of the West and municipalities in the east (from Prague via Poland to Kiev) ". Galati is also said to be the gateway to the EU for post-Soviet countries. These gateway cities are typically destinations for international tourism

3.2. Tourism trends in the REDISCOVER area

3.2.1. Tourism industry and its trends highlighting the Project Area

During the last decade, tourism industry has peaked and has become a key driver of socio-economic progress through the generation of jobs, export-related income and infrastructure development for many destinations around the world. Tourism is estimated to account for 10% of the world's gross domestic product (of which 3% direct, 5% indirect and 2% induced contribution) and one in ten jobs globally. Tourism also contributes significantly to the balance of payments in overall exports of goods and services. ***Tourism has a significant multiplier effect, creating employment in related sectors such as agriculture, construction, maintenance, retail, handicrafts or financial services. A new form of tourism evolved and mass tourism is extended with various forms of tourism, like cultural tourism, which can be a framework for rediscovering and exploiting the existing Jewish cultural heritage in the project partner cities.*** Since the project partners are EU members or partner countries, in this chapter, according to statistical data, EU tourism trends and partner city tendencies will be analysed to highlight the context and the possible touristic development pathways.

3.2.2. Arrival trends in tourism

By UNWTO region, Europe accounts for the largest share of international tourist arrivals, and Europe is also the largest region in terms of international tourism receipts. Europe at large (both EU and extra-EU) remains the most visited region in the world. By EU UNWTO subregion, Southern and Mediterranean Europe had the largest visitor number, and made the largest income, also recorded growth in tourist arrivals, such as Central and Eastern Europe, which experienced the largest growth. Western Europe recorded flat growth in both arrivals and receipts. Extra-EU destinations are reported robust results, except Ukraine and the Russian Federation. Percentage change compared to corresponding period of the previous year in nights spent at tourist accommodation establishments show growth in a big picture for the project countries (Bosnia and Herzegovina is not included due to missing data). Almost all countries experienced growing domestic arrivals and nights spent, while the number of the foreign night spent vary. Hungary is an exception, where the numbers are hectic and there is no proper trend in the 2019 year for the nights spent. ***Montenegro experienced an enormous growth, which is a product of improved tourism infrastructure, as well as growing air connectivity between it and key European source markets.*** The growth has statistical



reason, due to lower base the take off the tourism industry seems larger. Montenegro was amongst the top growth-destinations in 2018 as well, and this momentum has continued due the 2019 year.

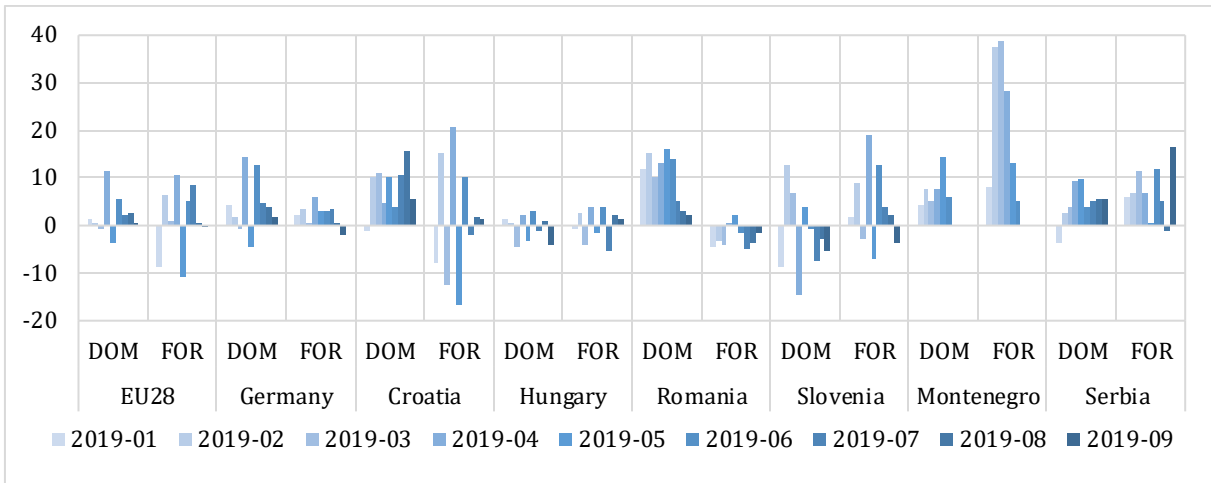
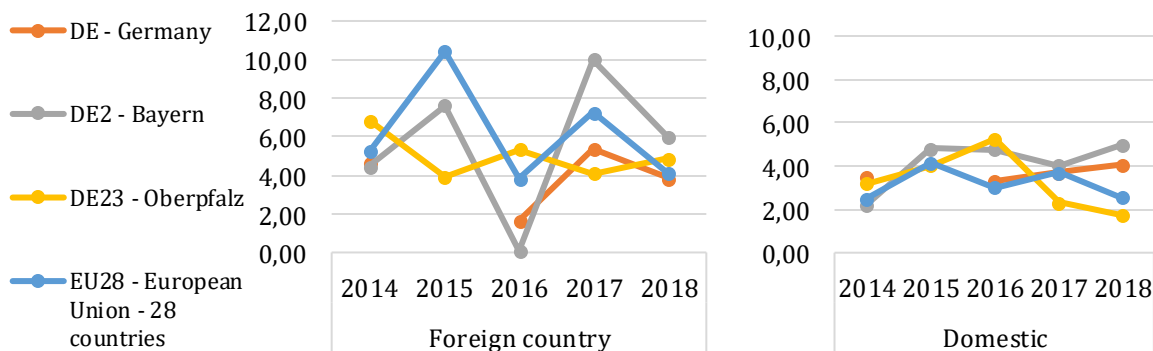


Fig. 10. Monthly percentage change in nights spent at tourist accommodation establishments by residents/non-residents. Source: Eurostat

Extra-EU destinations earned comparatively less Euros per capita from international arrivals, averaging 160 Euro per capita in 2016. In 2016, travel for holidays, recreation and other forms of leisure accounted for about 47% of international tourist arrivals in extra-EU destinations. ***These destinations are characterised by a much larger share of travel for other purposes, such as VFR (visiting friends and relatives) and religious travel, than other world regions*** (41% in 2016 against a world average of 29%). Travel for business and professional purposes accounted for 12% of arrivals. ***This feature can be exploited through JCH tourism service development.***



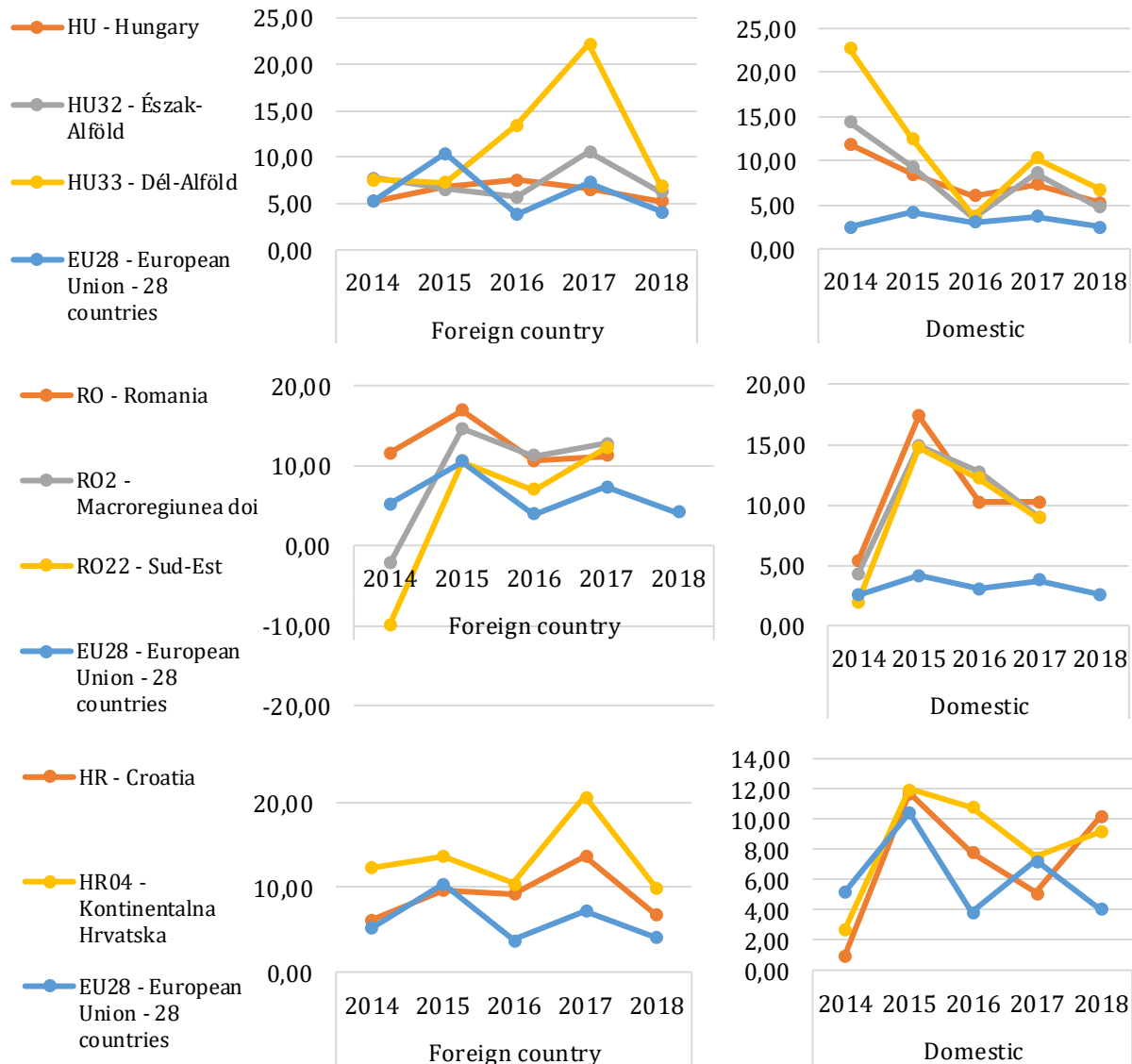


Fig. 11. Arrivals at tourist accommodation establishments by NUTS 2 regions Percentage change on previous period. Source: Eurostat

By contrast, all Balkan countries posted solid growth in both arrivals and receipts in 2016. Arrivals to *Bosnia and Herzegovina grew 15% while receipts grew 9%. In Serbia, arrivals grew 13% and receipts 10%. Montenegro reported 7% growth in arrivals and 3% growth in receipts.* The EU countries are generating the largest number of nights overall, where Germany with 22% of all nights spent by EU residents is the largest. *The share of international nights is bigger in comparatively smaller countries* almost all nights are spent on outbound tourism for example in Slovenia (78%). In larger countries such as Romania (13%) the share of international nights is lower.

3.2.3. Tourism consumption, occupancy and seasonality

The total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination shows that there are large differences in tourism expenditures within the EU. Unfortunately, only the EU member project partners'



data is available. According to the expenditure figures, **in the EU, tourists tend to spend around 70 Euro per day in case of touristic visit.** In the case of Germany, this amount is significantly higher, around 90-100 Euro/day. In the case of the emerging countries the average expenditure hardly reaches 50 Euro/day, but increasing during the last decade. Tourists are spending approximately 30-40% of their expenditure on travel costs and accommodation. **There is a tendency for spending more on restaurants, on other expenditures, on services, on durables and on valuable goods.** This means that tourism development based on gastronomy and arts and crafts can find a growing market niche. **Exploiting the JCH intangible elements like gastronomy and cuisine culture, or participation in different events and festivals may have legitimate basis.**

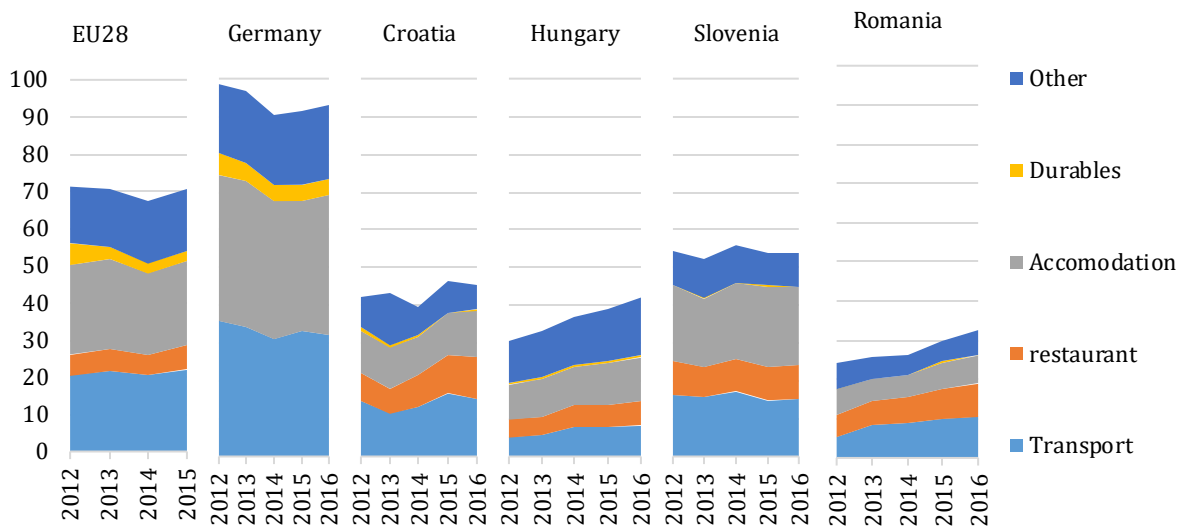


Fig. 12. The total consumption expenditure made by a visitor or on behalf of a visitor for and during his/her trip and stay at destination in the EU member project countries. Source: Eurostat

The occupancy of EU hotels and similar accommodation averaged 46% in 2016. For most of the countries with data available, by size of accommodation establishment, occupancy was generally higher parallel with the size of hotels. For the EU hotels and similar accommodation establishments with 250 or more rooms had the highest occupancy rate, followed by those with 100-249 rooms, those with 25-99, and those with less than 25. The average bedroom occupancy may vary in the different parts of the EU and it seems different also in the Project area. The partner countries where data was available on bedroom occupancy percentage the net occupancy rate was below the EU28 average (except Germany). On the NUTS1 and NUTS2 level, where the project cities are located, performed way worse than their country, some of the regions are 20% below the EU28 average. **This means that the project area accommodations are not always efficiently utilized and probably dependent on seasonality and the availability of touristic attractions.** This challenge the region to provide better and season-independent touristic attractions, in which exploitation of the JCH can be productive.



Fortunately, all the examined regions experiencing a robust growth in terms of net occupancy of bedrooms in hotels and similar accommodation in the period of 2012-2018.



Fig. 13. Net occupancy rate of bed-places and bedrooms in hotels and similar accommodation. Source: Eurostat



3.2.4. Overnights

Visitors from intra-EU spent an average 4 nights per establishment, from extra-EU markets 3.6 nights and from interregional markets 3.3 nights. However, length of stay in the destination is likely to have been longer, as visitors might have travelled around and used more than one establishment on their trip. Three out of four trips were domestic, the rest is international. Domestic trips tend to be shorter duration. Average length of stay is 4 nights per domestic trip and 8 nights per international trip, with an average of 5 nights per trip overall. In the examined project countries, participation in tourism for personal purposes increased in the decade. Participation trends may vary in case of different length of stay. **The number of stay in case of length four nights or over grows with flatter rate, but the but the fluctuations are much more moderate in a larger time.**

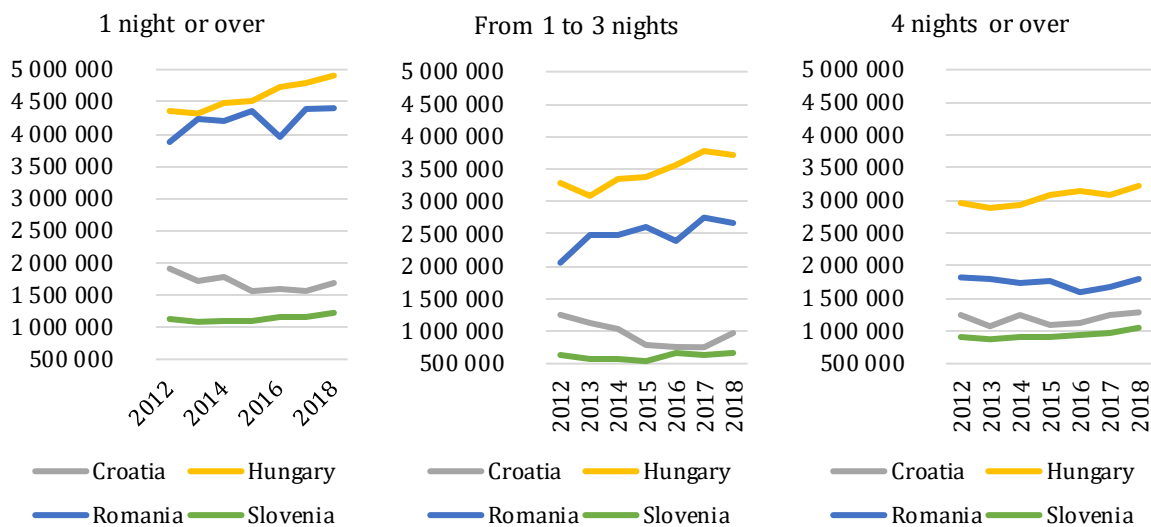


Fig. 14. Participation in tourism for personal purposes (number of tourists). Source: Eurostat

In the recent decades' tourism industry peaked and has become a key driver of socio-economic progress through the generation of jobs, export income and infrastructure development for many destinations around the world. Tourism is estimated to account for 10% of the world's gross domestic product (of which 3% direct, 5% indirect and 2% induced contribution) and one in ten jobs globally. Tourism also contributes significantly to the balance of payments in overall exports of goods and services. **Tourism has a significant multiplier effect, creating employment in related sectors such as agriculture, construction, maintenance, retail, handicrafts or financial services.**

In the last decade new form of tourism evolved and mass tourism is extended with various forms of tourism, like cultural tourism, which can be a framework for rediscovering and exploiting the existing Jewish cultural heritage (JCH) in the project partner cities. Since the project partners are EU members or partner countries, in this chapter, according to statistical data, EU tourism trends and partner city tendencies will be analysed to highlight the context and the possible touristic development pathways.



3.2.5. Employment in tourism

In the EU economy, tourism is a crucial economic engine and job creator, around 2,5 million enterprises are connected to the tourism industry, and most of them are SMEs (Small and Medium Enterprise). SMEs are key beneficiaries of the EU economic subsidy policy, while they are much more able to cushion the effects of crises and promote local employment growth and local embeddedness in the regional or world economy. Tourism industry is a multiplier where not only full-time entrepreneurs, but often the families also contributes to the business in part-time. Thus tourism has high seasonality, however, the seasonal fluctuation of employment is most noticeable only among the employees, and the number of self-employed persons are seeming to be more stable even among part-time workers.

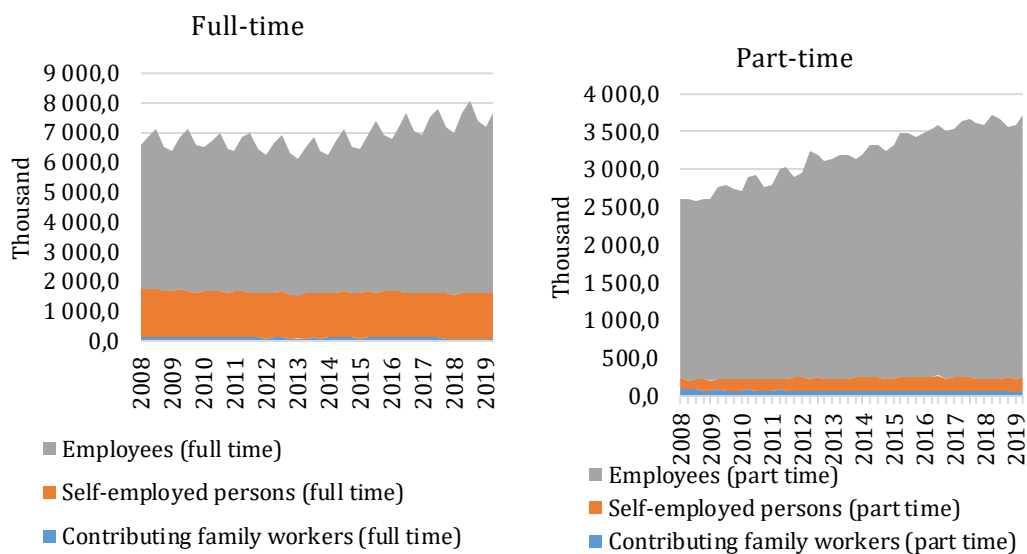


Fig. 15. Employees, self-employment and contributors in the accommodation and food service activities in the EU28. Source: Eurostat

Approximately 90.000 people worked as full-time contributing workers, 1,5 million as full-time self-employees and 5,7 million as full-time employees. In the part-time sector around 60.000 people worked as contributing workers, 180.000 as self-employees, and 3,5 million as employees in the accommodation and food service activities. There is a growing trend in both the part-time employment and the full-time employment in the internal EU labour market. The extra-EU market is more exposed to the fluctuation of tourist arrivals. ***It is considered, that one job in the core tourism industry of accommodation creates about one and a half additional (indirect) jobs in the tourism-related economy, which is potentially good for the local economies.*** Tourism is one of the most dynamic and resilient economic sectors with significantly higher share of women, young employees, which helps to ***reduce youth unemployment and women unemployment.*** This is especially important in emerging economies, countries like extra-EU countries, Serbia, Bosnia and Herzegovina or Montenegro.



There is a growing importance in the subsector of travel agency, tour operator and other reservation service and related activities, which also an emerging activity within the tourism industry. Since 2008 with a seasonal fluctuation approximately an extra 100.000 person is being employed within the tourism industry. ***Creating new touristic attractions, and exploiting JCH can create new jobs in the local economy and can generate expanding labour market.***

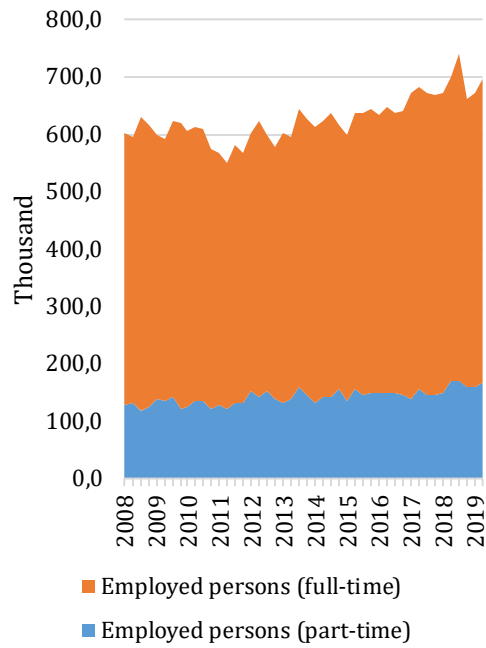


Fig. 16. Employment trends in travel agency, tour operator and other reservation service and related activities. Source: Eurostat

Tourism industry in the Project Partner Countries

Trends	Possibilities
<ul style="list-style-type: none"> • 1. In the last decade a new form of tourism evolved and mass tourism is extended with various forms of tourism, like cultural tourism • 2. European Union countries are home for a combined population of 510 million people, and in several cases the population is growing • 3. According to the IMF classification, the project countries and cities are emerging economies which gives great opportunity in tourism development. • 4. The income level in the European Union is one of the highest in the world, and it is constantly growing • 5. Europe accounts for the largest share of international tourist arrivals, the most visited region in the world • 6. Montenegro experienced an enormous growth which is a product of improved tourism infrastructure, as well as growing air connectivity between it and key European source markets • 7. Extra-EU destinations are characterised by a much larger share of travel for other purposes, such as VFR (visiting friends and relatives) and religious travel, than other world regions • 8. Receipts of tourism and income grew in the last decade. The growth is moderate in the western countries, but in contrast to the extra-EU countries, such as the Balkans, reported above 10% growth in receipts. • 9. The share of international nights is bigger in comparatively smaller countries • • 10. The project area accommodations are not always efficiently utilized and probably dependent on seasonality and the availability of touristic attractions • 11. The number of stays in case of length of four nights or over grows at a flatter rate, but the fluctuations are much more moderate in a longer time period • 12. In the EU economy, tourism is a crucial economic engine and job creator 	<ul style="list-style-type: none"> • 1. This can be a framework for rediscovering and exploiting the existing Jewish cultural heritage (JCH) in the project partner cities • 2. In countries with population growth the internal interest for domestic cultural attractions may rise • 3. Emerging economy destinations are generally expected to grow faster than advanced economy destinations • 4. This gives the potential for increasing tourism expenditure • 5. The primacy helps the diversification of touristic attractions, specially cultural tourism, which is a frame for utilizing the JCH in the project partner countries, and cities. • 6. In Montenegro and all countries experiencing growth, an expanding market gap should be used for selling newly developed touristic services and products related to JCH • 7. JCH related religious tourism, pilgrimage has strong base in the mentioned extra-EU countries, such as Montenegro, Serbia or Bosnia and Hercegovina • 8. Growing income will result in reformation of tourism and the transition in the structure of expenditure by time. This will let other type of expenditure grow, such as spending on food, arts and crafts which are highly related to JCH based tourism • 9. Neighbouring countries have high potential to visit, which will be increased when thematic routes are established, which is a project outcome in the REDISCOVER project. • 10. This challenges the region to provide better and season-independent touristic attractions, in which exploitation of the JCH can be productive • 11. Cities and regions should offer various programmes and diverse touristic attractions, services to gain the interest of tourists, who stay longer, since longer stays are more stable income for the region. REDISCOVER helps in the diversification of tourism products • 12. Creating new touristic attractions, and exploiting JCH can create new jobs in the local economy and can generate expanding labour market.



4. Common Jewish Cultural Heritage in the REDISCOVER area

4.1. Common Jewish Cultural Heritage in the REDISCOVER area

Jews in the region made a large impact on the project partner cities, not only to the built environment, but also to the social and economic development of their cities, especially during industrial capitalism. A lot of Jews were high-skilled professionals (e.g. bankers, craftsmen, doctors, lawyers) and owners of major businesses. The memory of these people is kept alive through old industrial buildings, crafts or oral history, which elements can be integrated into thematic tourism products about economic development. Engaging with Jewish history, the issue of holocaust cannot be neglected. In 1933, more than nine million Jewish people lived in Europe. Most of them resided in regions that were occupied by the German army during the Second World War, by 1945 two thirds of European Jewry were systematically murdered, many of them in concentration camps. This genocide strongly affected the countries of REDISCOVER cities.

Against the attempt to exterminate them, many Jewish people participated in resistance movements. Regarding REDISCOVER countries, data on Jewish resistance to Holocaust is rare but it is estimated that in Yugoslavia 1,500 Jewish partisans died fighting for the liberation of the country. In conclusion, the WW2 brought substantial damage to the Jewish population of the cities and regions covered by the project, and in some of them the Jewish community has not been revived after the war (e.g. Maribor). In such places, the management of Jewish heritage might be a considerable challenge.

4.1.1. Jewish Cultural Heritage Tangible elements of JCH in REDISCOVER cities

Amongst the different types of tangible heritage located in REDISCOVER cities, **houses and palaces are the most prominent** with a total sum of almost 100 elements. Related to this segment, at least two issues should be emphasised. First, **tangible and intangible elements of JCH are strongly interrelated**, for example many buildings belonging to the former category (tangible) were owned by famous Jewish people who have their own stories or artistic products belonging to the latter one (intangible). Second, **a considerable part of these buildings not only have significant architectural heritage, but are historically important as well**. Therefore, with the renovation and maintenance of these buildings and by concurrently organising exhibitions that present the lives of prominent Jewish persons and families, it is possible to attract both architecture fans and tourists who are interested in the history of the Jewish people and culture.

The category of **industrial buildings, schools and social buildings** compile another sizeable group of JCH in the project partner cities. **Functional change** of industrial buildings and their role in the regeneration of former industrial area is a widely-discussed topic. The **conservation of these buildings** is important in the protection of municipal landscapes, and they can foster cultural consumption (e.g. they can host conferences, exhibitions, art performances, or can be premises of cafés and shops). **These buildings can also be used to preserve cultural heritage** as residents and tourist can explore former industrial and commercial activities and the history of places. Such buildings are the manifestations of JCH, and they can be included into thematic routes focusing on

Jewish heritage, architectural heritage or former industrial establishments (see e.g.: European Route of Industrial Heritage¹).

Synagogues and museums are considered as focal points of JCH in their respective cities. Synagogues ('houses of prayer/assembly') are both symbolic and material: they are institutions and **buildings of great religious importance, attracting many visitors**, including tourist searching for Jewish cultural experience or those strolling in the streets of Jewish quarters and just stopping by. **Synagogues and museums are key elements of JCH in every local portfolio: this category is one of the biggest ones regarding all relevant municipalities.** Over the centuries, some synagogues were converted to temples of other religions, after the expulsion of Jews from some cities. Although this is a negative experience in the collective memory of Jewry but it can be turned to opportunity: if symbols of various religions do not overwrite but supplement each other and the building enshrines all of them, this manifestation of cultural diversity might be attractive for some consumer groups in the tourism market. However, special attention should be paid to those buildings that are not in active use nowadays and/or located in cities without sizeable Jewish community because their maintenance is a considerable challenge.

Amongst all groups, that of **cemeteries and graves contains the second largest number of tangible elements.** Connecting these cemeteries to other Jewish burial sites and further tangible elements of Jewish heritage, as well as to other, non-specifically-Jewish attractions should be considered. Such an initiative is the **European Cemeteries Route (ECR)**, founded by the Association of Significant Cemeteries of Europe (ASCE). **The network involves 21 European countries, and 78 cemeteries in 63 cities², but none of them are Jewish, so there is a need for such a cooperation to utilize and preserve the tangible JCH.**








The group of **memorials and stolpersteins** is not the most sizeable amongst JCH elements, however, they are considerable attractions. Their locations are symbolic places, places of memory; therefore, their maintenance and promotion are crucial to preserve local JCH. **Stolpersteins** (stumbling stones or blocks) are small blocks laid into the pavement in front of the last voluntarily chosen places of residence of the victims of the Nazis. The names of victims and their fate are engraved into a brass plate on the top of each Stolperstein³. Thus, their significance is manifold: they contribute to the formulation of a memorial landscape in the respective city by reminding pedestrians – both residents and tourists – in their everyday lives to the victims of Holocaust, and they link historical past to public and private spaces in the present. Their potential should be enhanced and broadened, involving local inhabitants in their maintenance and touristic use if possible.

¹ <https://www.erih.net/>

² <https://rm.coe.int/4-cemeteries-eng/168094d261>

³ <https://www.stolpersteine-berlin.de/en/node/1>

Table 1. Tangible elements of JCH in REDISCOVER cities

		Banja Luka (BIH)	Regensburg (D)	Subotica (SRB)	Murska Sobota (SLO)	Timisoara (RO)	Osijek (HR)	Galati (RO)	Szeged (HU)	Kotor (MNE)	Total
 T1	Synagogues, museums	3	10	2	5	3	4	0	15	1	43
 T2	Cemeteries, graves	2	20	3	5	1	2	0	19	0	52
 T3	Beth Ha-Midrash, Mikve	0	2	0	0	1	0	1	2	0	6
 T4	Houses, palaces	1	6	1	27	6	7	0	34	1	83
 T5	Schools, social buildings	2	2	1	1	1	1	0	3	1	12
 T6	Industrial, commercial buildings	1	2	10	1	1	4	1	7	0	27
 T7	Memorials, stolpersteins	1	8	7	2	1	3	0	9	0	31
	Total	10	50	24	41	14	21	2	89	3	

4.1.2. Intangible elements of JCH in REDISCOVER cities

The most numerous intangible elements of JCH in REDISCOVER are connected to **storytelling: there are numerous pieces of oral history and stories of famous, prominent persons in the project cities**. Introduction of famous persons and families may be occurred through permanent exhibitions, merging with other heritage elements (e.g. with music). Stories of Jewish persons and families offer insight into the lives of the project cities in various historical periods and thus, they are connected to major historical events. Also remarkable is the role of Jewish people in the industrial capitalist development of the REDISCOVER cities, as many of them were craftsmen or entrepreneurs. Rabbis and scholars of religion are also important since through their stories insight into the characteristics and development of Jewish religion itself can be gained.

Songs, music, dance is a small but a heterogeneous group within JCH, containing composers, dance groups, chorus, Jewish dances and greater cultural events (e.g. The Days of Jewish Culture, Osijek). These can be well combined with other intangible and tangible JCH elements, for example Jewish music can be played at historical or art exhibitions as audio-effects, or dance groups and choirs can perform in buildings related to JCH.








Most elements can be found within the rituals, customs, traditions, philanthropy category, these are holidays and festivals, including Purim, Hannukah, Pesach, Hebrew New Year, Sabbath, weddings, funerals. It is imperative to integrate these events into the cultural programmes of the respective city, being propagated and connected to other cultural tourism products.

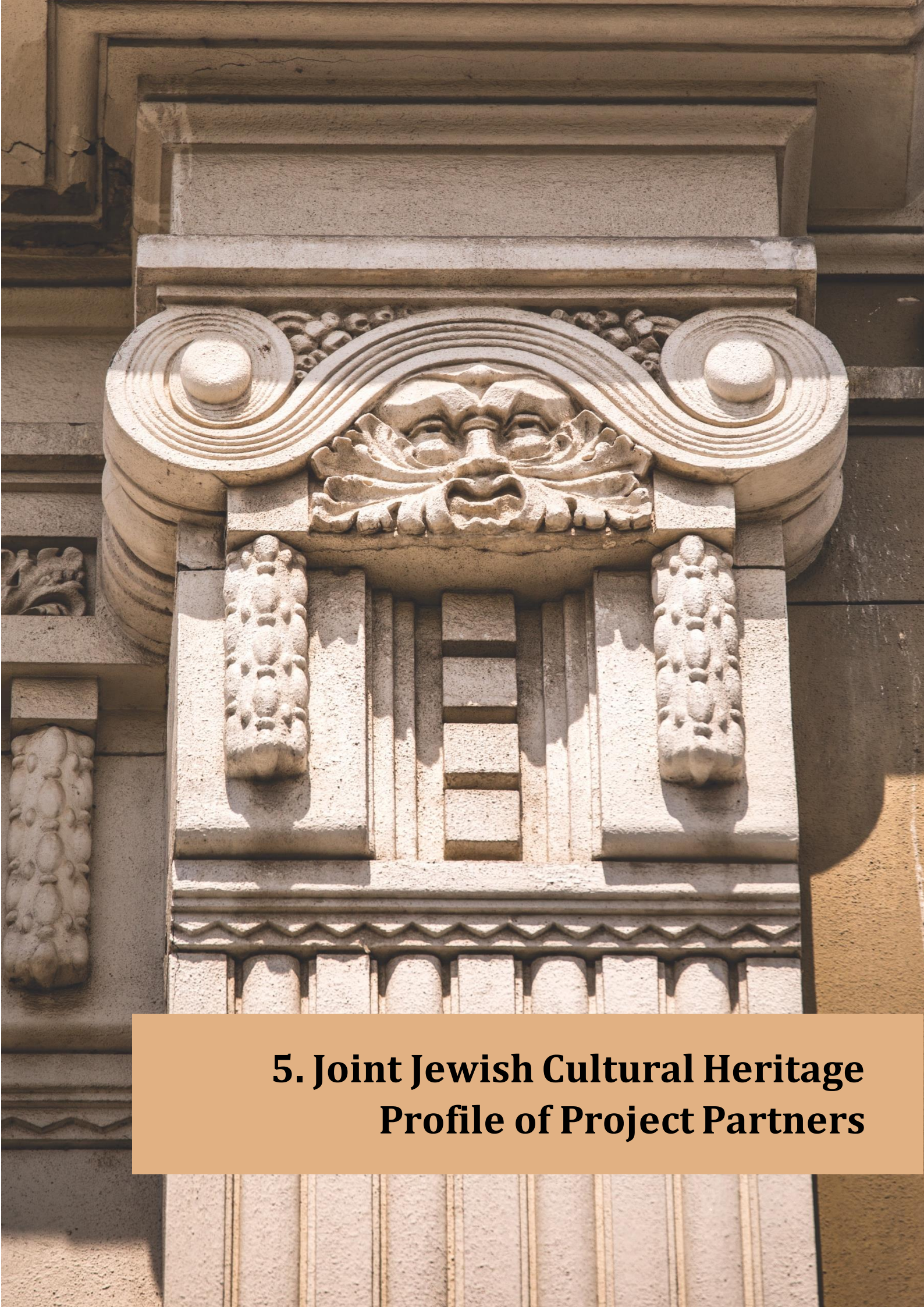
Gastronomy has the lowest number of elements in the examined cities, and according to the REDISCOVER repository, these elements are concentrated in no more than four

places. Amongst these elements, Jewish meals and recipes (especially in Galati) and food brands and catering enterprises related to famous local Jews can also be found. Although this *gastronomic landscape is compelling, it should be further strengthened, and there is a lot of potential to enhance synergy between the project cities. Gastro tourists seek authentic culinary experiences, but tasty food per se is not enough to make gastronomy the driving force of a region's tourism industry*; branding and additional services are also important.

REDISCOVER cities have great potential in *literature* since there are a lot of JCH elements belonging to this group. These include *books focusing on the history of places or local Jewish communities*, and poems, entertaining literature, and oeuvres of writers that all can be objects of literary tourism. These *literary places are twofold, showing exceptional qualities related to the writer/writings, and general qualities, including supporting and additional facilities that are important for the convenience of visitors*. Local tourism development should focus on both qualities to attract tourists.

Table 2. Intangible elements of JCH in REDISCOVER cities

	Banja Luka (BIH)	Regensburg (D)	Subotica (SRB)	Murska Sobota (SLO)	Timisoara (RO)	Osijek (HR)	Szeged (HU)	Kotor (MNE)	Galati (RO)	Total
 11 Songs, music, dance	1	2	1	0	1	1	4	5	5	20
 12 Literature	0	6	5	8	2	4	2	1	6	34
 13 Gastronomy	0	0	0	0	1	2	8	0	7	18
 14 Arts, crafts, sciences	0	4	3	6	3	5	6	1	4	32
 15 Oral history	3	2	0	3	4	5	4	1	3	25
 17 Famous, prominent persons	0	5	3	2	8	7	21	1	8	55
 18 Rituals, customs, traditions, philanthropy	0	3	1	0	10	1	2	9	6	32
Total	4	22	13	19	29	25	47	18	39	



**5. Joint Jewish Cultural Heritage
Profile of Project Partners**

The creation of the Joint Project Portfolio was a compound activity, which intertwined activities, deliverables and outputs through the Working Packages.

1. The process started with a co-creation of the analysis-methods for the JCH.
2. The strengths and the existing tangible and intangible were collected by the PPs with the contribution of LSGs. As a result, the local inventories of each PP city were created.
3. The Web-based Repository was created on project level integrating the local inventories.
4. Local Inventories and the Web-based Repository were used to create Local Portfolios.

The following chapter summarises the results of the LoPs according to the results of the Osijek PP Meeting.

Based on the LoPs and the WBR, all of the nine cities taking part in the project, possess rich Jewish heritage elements. These heritage items can be used in all aspects of cultural tourism by the project partners. ***Within the local portfolios, cultural heritage is divided into thirteen different tangible and intangible elements, which are categorised into five main categories in this Project Portfolio according to the Osijek PPM.*** In this sense, *category* is a compilation and collection of the collected tangible and intangible Jewish cultural heritage elements. Categories are bases for the clusters. Five categories were identified in which all the web-based repository elements were categorised:

1. ***gastronomy***
2. ***built heritage***
3. ***events, rituals, programs, festivals***
4. ***oral history, storytelling***
5. ***pilgrimage***

An extra category was created to highlight the most important touristic attraction offer of the project partner city, this is the so-called ***highlight of the given city (+1)***. ***The categorisation helps to identify the commodities and similarities of each project partner. The categorisation gives input for creating joint clusters of the identified JCH elements.*** It is important to note, that classification of the subcategories is not clear, other possible groupings could be considered as well, since the topics and the attractions often overlap. The possible connections to other categories is highlighted during the analysis. Most of the subcategories belong to the main category of built heritage.

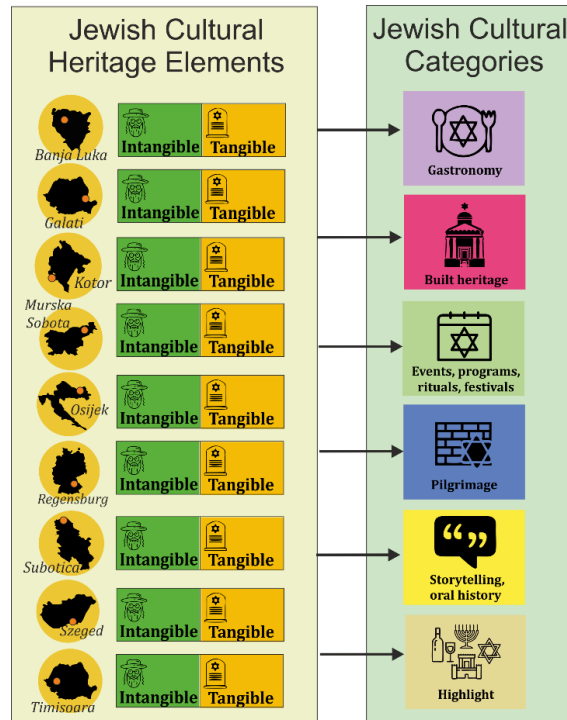


Fig.7. Categorisation of the tangible and intangible elements of each project partner city

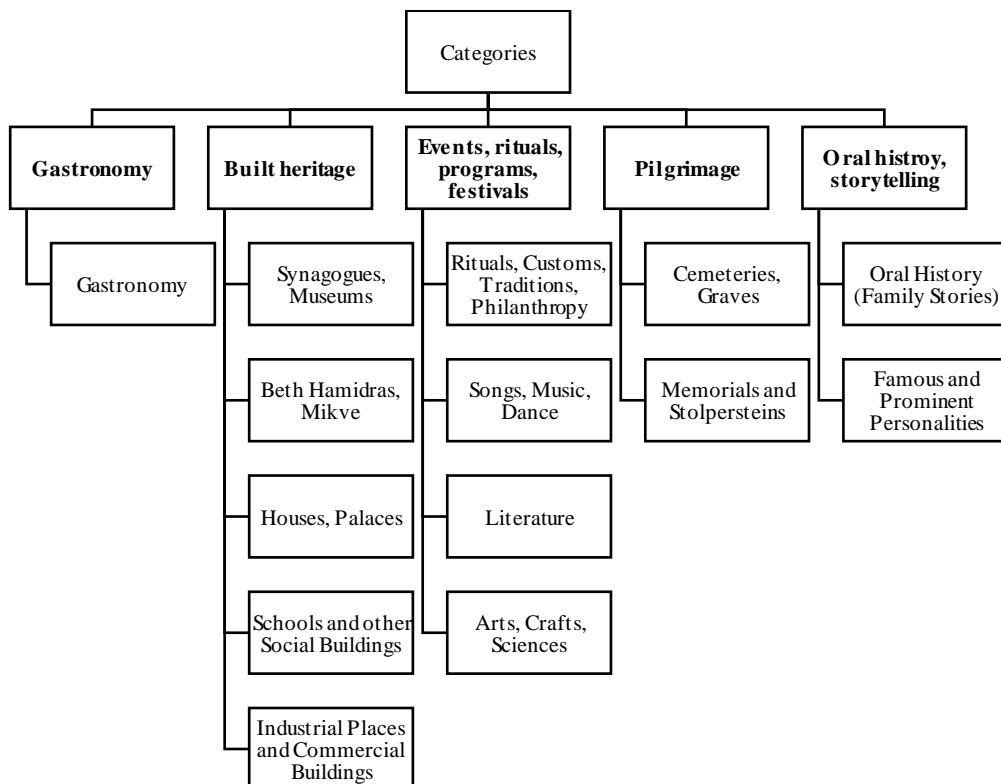
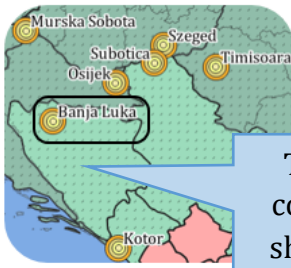


Fig. 8. Tangible and intangible element categorised in the five main categories based on the categories of the WBR

How to read the following chapters?

5.1. Banja Luka

5.1.1. Brief outlook on the JCH in Banja Luka



Municipality of Banja Luka, Srpska Republika Government

Banja Luka is the second largest city in Bosnia and Herzegovina and the de facto capital of its Republika Srpska entity. It is the centre of the densely-forested Bosnian region located in north-western Bosnia. The city lies on the banks of the Vrbas River and is surrounded by former Yugoslav streets and boulevards. Banja Luka plays an important role in the history of Bosnia and Herzegovina. Banja Luka is the administrative centre for the Banja Luka region in the city. The city is the capital of the Banja Luka region.

The subchapter contains a map to show the position of the PP city

Each subchapter starts with a brief geographic introduction and a summary of tourism trends of the PP

The subchapter continues with a brief history of the Jewish community of the PP city and the recent situation completed with a detailed JCH element list from the WBR including the tangible and intangible JCH elements.

The Jewish history in the city has long roots dating back to the 16th century, at the time there were permanently settled Jewish merchants and doctors in the city, but the Jewish community was almost completely destroyed during the World War II.

Table 5.1. Tangible JCH elements in Banja Luka

Tangible elements in Banja Luka	
T1	Synagogues, museums
T2	Cemeteries, graves
T3	Beth Ha-Midrash, Mikve
T4	Houses, palaces
T5	Schools, social buildings
T6	Industrial, commercial buildings
T7	Memorials, Stolpersteins

5.1.2. Product and service development activities of Banja Luka

During the *inventory workshop* the participants discussed that the tangible Jewish cultural heritage in Banja Luka was destroyed either before the World War II or afterwards. The most important elements of destroyed JCH are 4 synagogues, Jewish cemetery, and houses of the famous Jewish families. The only JCH element that exists is the Jewish Cultural Center built in 2014.

The subchapter carries on with the brief summary of the PDWs and the most important conclusions related to the JCH of the PP city. It identifies the most important tasks and the development ideas as well.




The participants agreed that, despite the destroyed heritage elements, the places of the destroyed buildings with QR codes (e.g. on the places where the synagogues were located) on boards with photos. The participants agreed upon that these approaches have a crucial role in the utilization of Jewish cultural heritage.

Table 5.2. Intangible JCH elements in Banja Luka

Intangible elements in Banja Luka	
I1	Songs, music, dances
I2	Literature
I3	Gastronomy
I4	Arts, crafts, sciences
I5	Oral history
I7	Famous, prominent people
I8	Rituals, customs

The participants agreed that, despite the destroyed heritage elements, the places of the destroyed buildings with QR codes (e.g. on the places where the synagogues were located) on boards with photos. The participants agreed upon that these approaches have a crucial role in the utilization of Jewish cultural heritage.

5.1.3. The top five proposed offers in Banja Luka

 Built heritage	Rebuilding the Jewish Banja Luka Considering that most of the built heritage in Banja Luka is destroyed, IT solutions will be used to revive built heritage. In the city centre, in the Jewish Street, a 3-sided digital info board will be placed, which is interactive and contains maps, photos, animations of how the Jewish Cultural Centre, the three synagogues and houses of prominent Jewish families used to look like. A Jewish Memorial Room will be built in the city centre, which will be placed representing how 1930s Banja Luka looked like, and the locations of JCH will be marked. In the Jewish Cultural Centre a permanent exhibition will be created with holograms of the synagogues that were destroyed. Brochures on tangible JCH will be created. On the locations where synagogues and the house of the prominent Jewish family Poljoka used to QR codes will be placed and a virtual walk. Will be created with the help of a mobile app.
 Gastronomy	Order your Kosher food! There is a chef, who can cook kosher food in Banja Luka and deliver it at the request. This activity should be more advertised and supported. Recipe book of traditional Jewish meals To promote gastro tourism a project-level cookbook should be prepared with special recipes including main dishes and desserts, and specialities for an "average Sabbath", Pesach or Hanukah.
	Jewish Festival in September The Festival of European Days of Jewish culture will be organised in the first week of September. The festival will consist of theatre plays, concerts,

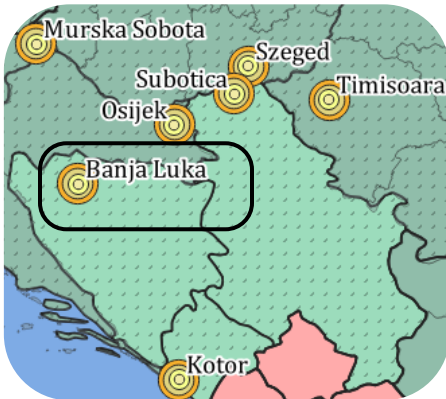
The last part of the chapter introduces the most important categories of the PP city chosen by the PP city and the LSGs. This is considered the top proposed offer to be integrated and developed into joint touristic attraction and be part of Joint Thematic Routes.



**5.1. Banja Luka,
Bosnia and Herzegovina**

5.1. Banja Luka

5.1.1. Brief outlook on the JCH in Banja Luka



Banja Luka is the second largest city in Bosnia and Herzegovina and the de facto capital of its Republika Srpska entity. It is the traditional centre of the densely-forested Bosanska Krajina region located in north-western Bosnia. The city lies on the banks of the Vrbas River and is well known in the countries of the former Yugoslavia for being full of tree-lined avenues, boulevards, gardens, and parks. Banja Luka plays an important role on different levels of Bosnia and Herzegovina's government structures. Banja Luka is the centre of the government for the Municipality of Banja Luka. Several entity and state institutions are seated in the city. The Republika Srpska Government and the National Assembly are based in Banja Luka.

The Jewish history in the city has long roots dating back to the 16th century, at the time there were permanently settled Jewish merchants and doctors in the city, but there was no proper Jewish community. There are no written documents on the presence of many Jews in Banja Luka at the transition from the 16th to the 17th century, since trading connections were not well established. The fall of the Venetian power at the beginning of the 19th century led to greater emigration of Jews from the Dalmatian cities to the inland of Bosnia and Croatia. The centre of the Jewish religious life in Bosnia was Sarajevo, which managed to preserve the unity of the Bosnia and Herzegovina's Jewish community. The decree of Sultan Abdul Mejid in 1840, recognized civil rights to Jews and Christians, with the possibility of building religious premises, synagogues and churches, and the opening of primary and secondary schools in existing languages. The emancipation of Jews in Bosnia was in substantial rise of the 1860, after foundation of the Alliance Izraelite Universelle which was active in the Balkans and awakened the Sephardic community in Banja Luka. The Austrian annexation was the basis for the acquisition of the Jewish capital which gradually provided a broad education and further education of talented Jewish youth abroad, who frequently went to Vienna and it has enabled stronger economic, cultural progress of the Jewish community and improvement of general social life of each member. The annexation caused massive arrival of ethnical group of Ashkenazi Jews in Banja Luka. According the census of 1895, from a total number of 8.213 Jews in Bosnia and Herzegovina there were 5.729 Sephardic Jews (70%), and Ashkenazy 2.484 (30%). After the establishment of the Kingdom of SHS the number of Jews in Banja Luka increased, because of the migration of Ashkenazi families from Europe. This brought more dynamism and vibrancy to the Jewish community and to economic trends of the city which was in constant progress. According to the census of the Kingdom of SHS from the 1921 in its territory lived 64.159 Jews.

There are no written traces on the presence of specific location that was continuously inhabited by Jews in Banja Luka in the 17th century, but based on later sites of the built Jewish houses it can be assumed that it was close to the Govedarnica and the market place (Bezistan). Jewish shops were opened in houses or buildings where they lived, the ground floor was usually reserved for grocery store or handicraft workshop. A large number of shops were in Gospodska Street, the most famous street in Banja Luka. Additional residential buildings with business premises were located on the outskirts of the city. The Banja Luka's Jewish culture centre was partially destroyed in 1944 after bombard in the II World War and unfortunately, destroyed in 1969 in an earthquake.

5.1.2. JCH items from the Web-based Repository of Banja Luka

The following tables are representing the tangible and intangible JCH elements of the city of Banja Luka. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs.

Table 5.1. Tangible JCH elements in Banja Luka















Tangible elements in Banja Luka		
 T1	Synagogues, museums	Ashkenazi temple, The first Sephardi Synagogue, The second Sephardi Synagogue
 T2	Cemeteries, graves	Jewish cemetery, Common tomb
 T3	Beth Ha-Midrash, Mikve	<i>no elements</i>
 T4	Houses, palaces	The house of Isak Solomon Poljokan
 T5	Schools, social buildings	<i>no elements</i>
 T6	Industrial, commercial buildings	Jewish stores
 T7	Memorials, stolpersteins	Stolepersteins

Table 5.2. Intangible JCH elements in Banja Luka

Intangible elements in Banja Luka		
 I1	Songs, music, dance	Sephard's songs
 I2	Literature	<i>no elements</i>
 I3	Gastronomy	<i>no elements</i>
 I4	Arts, crafts, sciences	<i>no elements</i>
 I5	Oral history	Story of Mikes Family Story of Levi Family Story of Katan Family Poljokan file
 I7	Famous, prominent persons	<i>no elements</i>
 I8	Rituals, customs, traditions	<i>no elements</i>

5.1.3. Product and service development activities of Banja Luka

During the *inventory workshop* the participants discussed that the tangible Jewish cultural heritage in Banja Luka was destroyed either before the World War II or afterwards. The most important elements of destroyed JCH are 4 synagogues, Jewish cemetery, Jewish shops that were in the very city center and houses of the famous Jewish families. ***The only JCH element that exists is the Jewish Cultural Center built in 2014,*** with a synagogue, a hotel and a conference room. The participants agreed that, despite the destruction of the tangible heritage elements, the places of the destroyed buildings ***can be marked by boards with QR codes (e.g. on the places where the synagogues were) or by large information boards with photos.***


The participants of the *capacity building workshop* participants discussed whether ***to fit the JCH in standard tourist routes along the city or to create special thematic route just for JCH.*** This aspect is important due to ***walkability and accessibility issues.***

The participants suggested several ideas for cultural tourism products to be developed. Having in mind that most of JCH in Banja Luka does not exist anymore, the most challenging task is to ***make them visible.*** Ideas were identified for visibility:

- To model of Banja Luka as it looked like 1930s and to mark the locations of JCH sites
- To place info boards on the place of former JCHs with QR codes for example
- To create a virtual walk through chosen locations of JCH on the Internet
- To place stolpersteins and to create a map with stolperstein locations
- To create a memorial room or a museum of JCH
- To create a mobile application with mapped and described locations
- To use VR and AR techniques to represent the JCH.

5.1.4. The top five proposed offers in Banja Luka

Suggestions of the Banja Luka project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:



Rebuilding the Jewish Banja Luka

Considering that most of the built heritage in Banja Luka is destroyed, IT solutions will be used to revive built heritage. In the city centre, in the Jewish Street, a 3-sided digital info board will be placed, which is interactive and contains maps, photos, animations of how the Jewish Cultural Centre, the three synagogues and houses of prominent Jewish families used to look like.

Built heritage A Jewish Memorial Room will be built in the Jewish Cultural Centre “Arie Livne” in Banja Luka, where a 3D model of how Banja Luka will be placed representing how 1930s Banja Luka looked like, and the locations of JCH will be marked. In the Jewish Cultural Centre a permanent exhibition will be created with holograms of the synagogues that were destroyed. Brochures on tangible JCH will be created.

On the locations where synagogues and the house of the prominent Jewish family Poljoka used to QR codes will be placed and a virtual walk. Will be created with the help of a mobile app.



Gastronomy

Order your Kosher food!

There is a chef, who can cook kosher food in Banja Luka and deliver it at the request. This activity should be more advertised and supported.

Recipe book of traditional Jewish meals

To promote gastro tourism a project-level cookbook should be prepared with special recipes including main dishes and desserts, and specialities for an “average Sabbath”, Pesach or Hanukah.



Events, programs,
rituals, festivals

Jewish Festival in September

The Festival of European Days of Jewish culture will be organised in the first week of September. The festival will consist of theatre plays, concerts, simulation of traditional Jewish wedding, entertaining program for children, and tasting kosher food.



Storytelling,
oral history

Jews in wars

There are stories of the Jewish families that made a significant contribution to the city’s development in different fields, such as trade, industry, health, culture etc. The stories are on family origins, Jewish traditions, events from WWII, the life of Jews during the Civil War in Bosnia and Herzegovina, etc. A permanent exhibition will be created consisting of family stories, pictures, books, old Sephardic songs etc. in the Jewish Memorial Room of the Jewish Cultural Centre.



Highlight

Jewish Cultural Centre “Arie Livne”

The highlight in Banja Luka is the Jewish Cultural Centre “Arie Livne”. It is the first object of this kind built on the Balkans after the World War II and its main objective is to promote the ideas of peace, humanism and social justice. Its integral parts are the little synagogue, hotel accommodation and modern and excellent equipped conference room. This synagogue is the first religious object, which is built after seven decades where Jewish people can pray, and study sacred texts, and which is open for all visitors. Although, the main purpose of the Centre is to preserve Jewish tradition, one of its goals is to gather intellectual elite and artists from the region and beyond, regardless of their ethnic or religious background.

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.

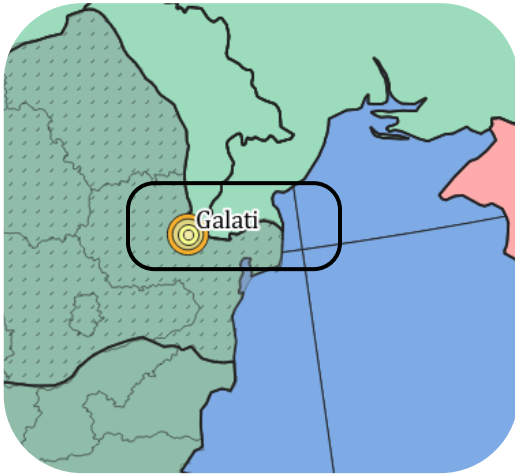
A photograph of a large, multi-story building in Galati, Romania. The building features a prominent curved facade on the left side and a series of arched windows on the upper floors. A large, leafless tree stands in the foreground, partially obscuring the view of the building. The sky is overcast, and the overall scene is captured in a slightly desaturated, historical style. A semi-transparent green box is overlaid on the right side of the image, containing the text "5.2. Galati, Romania".

5.2. Galati, Romania



5.2. Galati

5.2.1. Brief outlook on the JCH in Galati



Galati is the city in the county with the same name, in Moldova, in the South-East Region (Sud-Est), in the south-eastern part of Romania. It is placed on the Danube bank, the most important commercial river trade route in Europe. It is near the southern triple border with the Republic of Moldova and Ukraine. According to the last census of 2011, the population of the city was 249.732, being the 8th city in the country according to its number of inhabitants. The city is typical for urban tourism, with predominance of business tourists and professional activities. In Galati, the pleasure or cultural tourism is poorly

represented. Due to its industrial appearance Tourists have an average stay of about 2 nights. The city is no longer a port for Danube tourism, that, in the early 2000's brought several tourists to the city. The number of tourism-related units is increasing and the diversity of services covers the demands of tourists, but as to the issue of the transport infrastructure Galati is limited in options.

The presence of Jewish people in Galati dates to the 16th century. The first Jewish cemetery was established in 1590-1595. In 1780, the Great Synagogue was built, which also functioned as Jewish Community headquarters. From the second half of the 19th century to the interwar period, Galati underwent a major modernization process regarding town planning and architecture, which also included Jewish objects as well. Wealthy craftsmen supported the rise of some synagogues and prayer houses. There were synagogues for tailors, blacksmiths, porters, coachmen and even a craftsman. In 1941, there were 20 synagogues in Galati. The First Healthcare House and the High School of the Jewish Community was also established in the 19th century. The population of the Jewish community increased during the centuries, in 1920 the Jewish community of Galati represented approximately 20% of the city's population, around 20.000 people. Between 1930 and 1942, the Jewish population dropped to 19.912. Between 1942-1947, there were 13.000 Jewish people in the city. Compared to 1950, when there were 9,000 Jewish people, in 1969, following a massive emigration, there were only 450 Jewish people left in Galati.

5.2.2. JCH items from the Web-based Repository of Galati

The following tables are representing the tangible and intangible JCH elements of the city of Galati. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs.

Table 5.3. Tangible JCH elements in Galati















Tangible elements in Galati		
 T1	Synagogues, museums	The Temple of the Israeli Craftsmen Society
 T2	Cemeteries, graves	Israelite Cemetery
 T3	Beth Ha-Midrash, Mikve	<i>no elements</i>
 T4	Houses, palaces	Max Auschnitt House, Osias Auschnitt House, Ovid S. Crohmălniceanu House, House on Domnească Street
 T5	Schools, social buildings	Israelite High School, Israeli School for Girls, Israeli Hospital
 T6	Industrial, commercial buildings	<i>no elements</i>
 T7	Memorials, stolpersteins	<i>no elements</i>

Table 5.4. Intangible JCH elements in Galati

Intangible elements in Galati		
 I1	Songs, music, dance	Horah dance, Yemenite step (Tza'ad Temani) dance, Hatikvah poem, Zemirot Hymn, Hanukkah music, Passover songs
 I2	Literature	Benjamin Dolingher – writer, playwright, poet, Iancu Feldstein – writer, Edgar Reichmann – writer, Sebastian Reichmann – writer, Oswald Rodan – writer, Iulia Soare - writer
 I3	Gastronomy	Șolent – traditional dish, Chigala – cake, Humântaş – dish, Haroșetul – Pesah speciality, Fish meatballs – dish, Potatoes and eggs salad, egg, potatoes and onion salad, Chicken liver salad
 I4	Arts, crafts, sciences	Lola (Dorothea) Schmierer-Roth – Mural artist, Jules Perahim//Jules/ Iuliș Blumenfeld – Mural Artist, Reuven Rubin/ Rubin Zelicovici – Naïve art, Jeanne Coppel – abstract art
 I5	Oral history	The life story of Devy Abraham, Harel family story
 I7	Famous, prominent persons	Aron Grossman/ Aron Govrin - memoirist Yona Atlas - Actor, playwright, humourist, publicist, activist Camil Baciu/ Camillo Kaufman - Journalist and science fiction writer Conrad Bercovici - Writer and Journalist Lucian Ruga/ Leopold Bittman-Ruga – writer Mirel Brateș / Meyer Weinberg - writer, publicist, television film director Nina Cassian/ Renee Annie Katz - writer, translator, pianist and songwriter Sara/ Sophia Karp - Jiddis language professional actress
 I8	Rituals, Customs, Traditions	Prayers for the deceased, Șabat, Purim, Pesah, Roș Hașana, Hanuka – „Hag ha-orim”

5.2.2. Product and service development activities of Galati

The **inventory workshop aimed to select information** regarding the tangible and intangible heritage of the Jewish cultural patrimony that is found locally, supplementing with additional information of potential local tourist routes, for tourist groups.




At the **capacity building workshop a questionnaire was designed** and made available to the participants. Through it, the project team will conclude which are the

ways of integrating the Jewish cultural heritage from Galați into a tourist portfolio that will reach the attention of as many interested people/tourists as possible. Following the proposals presented by participants, ***ideas were created to achieve the final tourist portfolio and a walking tour was proposed.***

At the ***match-making workshop*** 6 tourism products were presented and ideas for integrating the product into the existing sightseeing tours. 2 out of the 6 presented tourist products, were identified as achievable in the near future (Jewish Festival and Cruise on the Danube - History of the Jews in Galati). The third idea was a treasure hunt. Gastronomy is also considered as a basis of a promising tourism product Last, but not least the idea of exhibitions from photos and objects was also presented.

5.2.3. The top five proposed touristic offers in Galati

Suggestions of the Galati project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

 <p>Built heritage</p>	<p>Treasure hunt – objectives of Jewish cultural heritage</p> <p>The treasure hunt in Galati is a guided tour through stencil steps along the streets of the city. The tour is following traces and footprints marked by templates in the shape of steps on the asphalt towards the targeted heritage objects. Through these tours participants can explore the Jewish built heritage of Galati including houses, palaces and other religious buildings, facilities. The method can be utilized in other project partner cities as well.</p>
 <p>Gastronomy</p>	<p>Cookbook with kosher recipes</p> <p>Galati is one of the richest project partner city in terms of gastronomical heritage. The city listed several specific Jewish foods, meals, confectionery, which can be included in a Galati or Romania (including other cities, like Timisoara) focused cookbook. Galati can contribute to the creation of an online, virtual cookbook on a project level.</p>
 <p>Events, programs, rituals, festivals</p>	<p>Festival promoting Jewish cultural heritage - weekend with cultural-artistic activities</p> <p>Participants will have the opportunity to see, listen, learn, taste, feel, sing and dance at the extraordinary pace of the Jewish community's life. The festival of two days let the participants of all ages find various activities suitable for all tastes. The festival will have workshops for children, for adults. The program will contain cooking workshop about Jewish culinary products, photo exhibition of Jewish buildings from the past and present, story-telling workshop and presentation of traditions, celebrations with guests from the local community. Kiosks will be set with specific souvenirs.</p>



**Storytelling,
oral history**

Exhibition of photographs and objects - fragments from the former life of the Jewish community

The mini-cruise "The History of Galati on the Danube"

A 2 hours long cruise on the river Danube with stories related to the elements of Jewish heritage especially the intangible heritage: events, personal stories, etc.



Highlight

Festival promoting Jewish cultural heritage - weekend with cultural-artistic activities

See details above.

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.

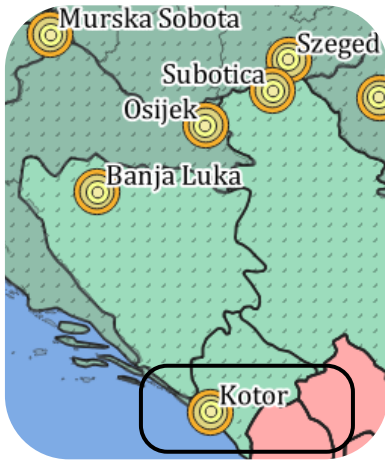
5.3. Kotor, Montenegro





5.3. Kotor

5.3.1. Brief outlook on the JCH in Kotor



Kotor is a coastal town in Montenegro, surrounded by fortifications built during the Venetian period. The city is a popular tourist destination because of its natural environment and the historical old town. Kotor was ruled by Illyrians, Romans, Byzantines, Austro-Hungarians, and Venetians during the history, which left remarkable fortunes and architectural heritages behind, renaissance palaces, baroque towers, and its most monumental testament, the Cathedral of St. Tripun. The colorful history of the area led to a mixture of cultures, religion and heritages. The abundance of cultural and artistic monuments has set Kotor on the UNESCO's list of protected

cultural heritage. In 2017, tourist arrivals for Kotor was 112,789.

Tourists arrivals of Kotor increased from 54,241 (2013) to 112,789 in 2017 with an average annual rate of 27.90%. In 2017, domestic tourists for Kotor was 1,004. Domestic tourists of Kotor fell gradually from 3,311 (2011) to 1,004 in 2017. Foreign tourists for Kotor was 111,785 in 2017 increased from 48,539 (2011) growing at an average annual rate of 15.44%. In 2017, tourists overnight stays for Kotor was 466,807 increased from 286,116 (2011) growing at an average annual rate of 8.95%. Kotor domestic tourists' overnight stays fluctuated substantially in recent years, it tended to decrease through 2011 - 2017 period ending at 3,352 in 2017, while foreign tourists' overnight stay for Kotor was 463,455. In 2017, number of rooms for Kotor was 484.

The city has a population of 13 510 according to the 2014 data. Montenegro is an open society where personal freedom and religious rights are guaranteed by the law. Being a multi-confessional country there is great respect for Jewish people and their contribution to the world civilization. The first traces of Jewish presence in Montenegro date back to the 10th century. In the Middle Ages, most of the Jewish people came to Montenegro from Spain and Portugal or from Constantinople, at the beginning of the 16th century. After World War II only a very small number of Jews remained in Montenegro. Today the community is the youngest and probably smallest Jewish community in the world. It is founded in 2011 and currently has 55 registered members.

5.3.2. JCH items from the Web-based Repository of Kotor

The following tables are representing the tangible and intangible JCH elements of the city of Kotor and region. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs.

Table 5.5. Tangible JCH elements in Kotor















Tangible elements in Kotor region: Kotor, Podgorica, Nikisic, Kolašin, Cetinje, Žabljak		
 T1	Synagogues, museums	<i>no elements</i>
 T2	Cemeteries, graves	Jewish cemetery, Škaljari, A Jewish tomb on the southeastern necropolis Dioclea
 T3	Beth Ha-Midrash, Mikve	<i>no elements</i>
 T4	Houses, palaces	The Karnel Villa in Prčanj,
 T5	Schools, social buildings	<i>no elements</i>
 T6	Industrial, commercial buildings	<i>no elements</i>
 T7	Memorials, stolpersteins	Memorial-plaque to Jan Karski, the park in front of the old town in Kotor Bust of Moša Pijade, Memorial plaque to Lujo Davičo, Partisan Memorial Cemetery Breza, Kolašin, Rena Abravanel Memorial, Memorial plaque on an old school in Žabljak, The bust of Danilo Kiš

Table 5.6. Intangible JCH elements in Kotor

Intangible elements in Kotor region: Kotor, Podgorica, Nikisic, Kolašin, Cetinje, Žabljak		
 I1	Songs, music, dance	<i>no elements</i>
 I2	Literature	Works of Danilo Kiš
 I3	Gastronomy	<i>no elements</i>
 I4	Arts, crafts, sciences	Rudolf Mosinger – Royal Montenegrin Court photographer
 I5	Oral history	Dr Vera Pavićević: the story of Iboja-Ibika Dajč-Ljubinka Medigović
 I7	Famous, prominent persons	Lujo Davičo – composer, musician, Rena Abravanel – partisan Ružica Rip, medical doctor, partisan, Danilo Kiš – writer, Zlata Raicevic/Levi - theater, film and television actress
 I8	Rituals, Customs, Traditions	Purim celebrations, Hanukkah celebrations, Pesach celebrations, Shavuot celebration, Sukkot celebration, Rosh Hashanah celebration, Yom Kippur celebration, LAG B'OMER celebration, Shabbat celebrations

5.3.2. Product and service development activities of Kotor

As part of the **inventory workshop**, results of a research conducted on the Jewish cultural heritage were presented. Considering the fact, that Kotor doesn't have a lot of intangible elements, this extended research gave the opportunity to explore more cultural routes and products as well as creating new ideas as tourism products. The tangible and intangible elements of Jewish cultural heritage with potential of becoming tourism products have been identified and evaluated.

The story-telling element in the creation of the cultural products was highlighted. Attention was dedicated to the idea of creation of the offer by enabling the preparation of **kosher food in the restaurants for Jewish local people as well as tourists** visiting Kotor.


Including this element would enrich the touristic offer of Kotor greatly. It has been also highlighted that the tourism can give greater visibility for the Jewish Community in Kotor.

During the **capacity building workshop**, several ideas were discussed and all of them were considered. It is important that **cultural heritage is dispersed throughout Montenegro**, which means that the tourist product will not be bound only to Kotor or to the capital, Podgorica, but will have a broad spatial concept. Tourist routes serve to import dispersed heritage not only through Montenegro, but regionally. Long-term sustainable cultural products should be attractive throughout the whole year. The business planning in cultural tourism was also presented during the workshop with many practical examples. **The concept of branding was also discussed**, highlighting its challenges, benefits and importance. During the phase of reviewing the current state, participants all agreed that there is a huge gap in the touristic offer of Kotor for Jewish population. One of the proposals was to **organize kosher food preparation training for local restaurants**. Considering the fact, that the number of cruise ships increased, the city could take into consideration creating an adequate tourist offer to match this tourist demand.

The Match-making workshop was organized in Kotor. Short-term initiatives proposals were made for research, presentations of Jewish history, cuisine, different types of guided tours and exhibitions – all with the use of Internet. The long-term proposals included the **creation of information points**, development of mobile applications, presentation of personal and community stories, organising kosher food tasting, **creating TV shows on Jewish heritage**. The target groups were identified for these ideas, but in most cases, they were almost the same. During the Action Plan a wide-range stakeholder-analysis should be carried out. In terms of potential tourists and visitors further market segmentation and positioning would be useful for the implementation phase during the creation of the Visibility Strategy.

5.3.3. The top five proposed touristic offers in Kotor and its region

Suggestions of the Kotor project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

 <p>Built heritage</p>	<p>Jewish Cemetery in Skaljari There is a need for a complete research of the history, when was it created, how was it functioning during the centuries. This requires technical recording of the cemetery, preparation of architectural documentation. An info board at the entrance of the Jewish Cemetery in Skaljari will be placed.</p> <p>Karnel Villa in Prcanj There is a need for researching the history of the villa with the collection of the existing architectural documentation. Later an info board in front of the Karnel Villa in Prcanj will be placed.</p>
--	---



Gastronomy

Kosher food workshop

The top gastronomic offer for Kotor is a kosher food workshop and tasting. A professional chef will be employed to prepare kosher food and local caterers will be trained to kosher food. The food-tasting by citizens of Kotor and tourists;

- Promoting the workshop in electronic and print media.



Pilgrimage

Guided tour in the Jewish cemetery

The Jewish cemetery of Kotor can be visited via guided tour or self-guided tour.



Events, programs,
rituals, festivals

Tourguide training

Training tourist guides for the presentation of the Jewish cultural heritage in Kotor.

Walkshop in Kotor with concerts

Organizing walkshops for citizens of Kotor and tourists. Organizing a concert of Jewish music at a public space in Kotor.



Storytelling,
oral history

Storytelling research

Since there is a lack of information about the life and history of the Jewish people in Kotor and Montenegro, a comprehensive research will be carried out. The research starts with an archival research in the Historical Archives in Kotor and other archival institutions in Montenegro with transcription of archival documents and drafting of recitals in Montenegrin and English. Documents and photos will be scanned. A literature and press research on Jews in Kotor will be carried out to prepare a bibliography on Jews in Kotor. The analysis of the collected material will be used for the following exhibitions, leaflets and info boards. Transcription and translation of inscriptions from the monument from Hebrew to Montenegrin and English at the Jewish Cemetery in Skaljari will be prepared.



Highlight

Jews in Kotor

Creating a film with all the collected data and oral testimonies that can be played at festivals, before concerts and thematic events.

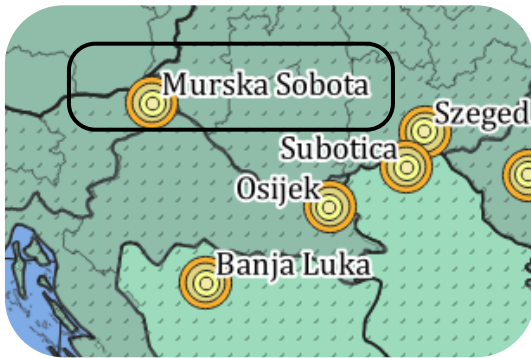
Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.

5.4. Murska Sobota, Slovenia



5.4. Murska Sobota

5.4.1. Brief outlook on the JCH in Murska Sobota



Murska Sobota is the capital of Slovenian Styria Maribor and region of Prekmurje and it is in the northeast part of Slovenia. The region is defined by the river Mura, which is really compound in a geographical sense. It has the wetlands of the Ravenska, wine-growing and afforested hills of Goricko with Lendava and Slovenian hills, as well as Prlekija with Jerusalem vineyards. The region is not only famous for the wine and culinary delicacies, but a meeting point of different cultures, religions and ethnic groups, as it is home to the Roma and the Hungarian minority in a cross-border area. The country is in the junction of different languages: German, Hungarian, Croatian and Slovenian, and of different religions: Catholic, Protestant and Jewish.

In 2016, 4,3 million tourist arrivals and 11,2 million tourist overnight stays were recorded in tourist accommodations. Foreign tourists generated 3 million arrivals and 7,3 million overnight stays in Slovenia. 9% of the tourist overnights were generated in the Pomurska region. Undoubtedly the mountain areas were the most popular in the recent years in Slovenia, more than 1,7 million tourist arrivals were detected with 4,3 million overnights in these touristic municipalities with a growth rate of 7%. Ljubljana, the capital was the second most popular destination with around 1 million arrivals and 2 million overnights. The arrivals to urban and other municipalities also increased by 3-7%, unfortunately, in the urban municipalities 3% decrease was observed in the number of overnights. This calls the attention of the diversification on tourism services and products, which can promote longer overnight stays in the Prekmurje region.

The Jewish history in Maribor and Prekmurje area is compound. Maribor was an important medieval town and a flourishing Jewish centre in the end of the 13th century. Jewish people settled in the south-eastern part of the city and a synagogue was built in the early 14th century. This position was lost when the Jews were expelled from Styria in the 15th century and the Synagogue was converted into a Catholic church, later a military and merchant storage house. The resettlement of Jews happened only in the second half of the 19th century, an otherwise small Jewish community emerged in Maribor. In the early 20th century, there were around 100 Jews in the city. After WWII, no Jewish people remained in the city of Maribor. The old medieval synagogue was restored into a museum and gallery, and now houses the Center of Jewish Cultural Heritage Synagogue Maribor.

Jews settled in the Prekmurje region at the beginning of the 18th century. Like in other parts of the Austro-Hungarian Monarchy the number and importance of the Jewish communities was steadily growing until the second half of the 19th century. Jews formed a prominent part of the population, and originally came from the Austro-Hungarian Monarchy. In 1880, 1082 Jews lived in the region, 220 in Lendava, 311 in Murska Sobota,

and 152 in Beltinci. Another 399 Jews dwelled in other villages. There were 387 victims of the Nazi genocide.

5.4.2. JCH items from the Web-based Repository of Murska Sobota

The following tables are representing the tangible and intangible JCH elements of the city of Murska Sobota and region. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs

Table 5.7. Tangible JCH elements in Murska Sobota















Tangible elements in Muska Sobota region		
 T1	Synagogues, museums	Synagogue in Lendava Synagogue in Murska Sobota Pomurje museum Murska Sobota The Museum of Citizenry, Typography and Umbrella Manufactory, Glavna ulica, Lendava Synagogue in Maribor
 T2	Cemeteries, graves	Jewish cemetery with renewed mortuary in Dolga Vas Memorial park dedicated to Jews – the victims of Nazism; Murska Sobota A token to the Jewish community in Murska Sobota
 T3	Beth Ha-Midrash, Mikve	<i>no elements</i>
 T4	Houses, palaces	8 Old Jewish houses in Murska Sobota The Jewish tower in Maribor The Jewish quarter in Maribor 19 Old Jewish houses in Lendava 7 old Jewish houses in Beltinci
 T5	Schools, social buildings	The Jewish school, György Zala Square in Lendava
 T6	Industrial, commercial buildings	Glavna ulica 30 - Savings bank of Lower Lendava
 T7	Memorials, stolpersteins	Sandi Červek, Mirko. Bratuša: Forgotten suitcase Stolpersteine in Murska Sobota Stolpersteine in Lendava A token to the Jewish community

Table 5.8. Intangible JCH elements in Murska Sobota

Intangible elements in Muska Sobota region		
 I1	Songs, music, dance	Tjaša Šimonka and Miha Kavaš (Lendava), Klarisa Jovanović (Lendava) and Igor Bezget (Maribor), Klezcoustic's (Maribor), Kontra-Kvartet (Maribor), Harfa-Kinor (Murska Sobota)
 I2	Literature	19 scientific books about Jews in Maribor, Prekmurje and Slovenia 8 fictional books about Jews in Maribor, Prekmurje and Slovenia
 I3	Gastronomy	Zadravec Bojan, Za mizo s prekmurskimi Židi: kuharica po svetopisemskih pravilih – Jewish recepie book
 I4	Arts, crafts, sciences	Benediction goblet with small glass, Besamin – fragrance vessel, Torah, 13 roll, The doors of the Jewish synagogue in Mruska Sobota, Ritual sculptures of two cats Candlestick, 7 Documentary films about Jews in Maribor, Prekmurje and Slovenia
 I5	Oral history	<u>Murska Sobota</u> Izidor Hahn – printing manufacturer, Ali Kardoš – newspaper editor, Márton Freyer Farago – painter, Sándor/Aleksander Weiner/Vályi - lawyer and poet. <u>Maribor:</u> Isserlein bar Petachia - famous rabbi and Talmud scholar, Aron the Rich - the forefather of the family Morpurgo. Klara Kukovec - first female doctor in Maribor.

 17  18		<p>Marko Rosner - industrialist, the first donor of the Slovenian Academy of Science and Art and organiser of the illegal crossings of border of the Jews from the Third Reich to Yugoslavia.</p> <p><u>Lendava:</u> Mór Freyer / Márton Farago - painter, born in Lendava. Ernő/Ernest Balkányi and Elek/Aleksander Balkányi - owners of the most important Prekmurje printing house before WWII. Lajos/Ludvik - co-owner of the Umbrella Manufactory, Holocaust survivor. Tomislav/Tamás Schwarcz / Yoel Shachar - author of an autobiographical novel.</p>
	Famous, prominent persons	<p>Erika Fürst – holocaust survivor György Zala – sculptor</p>
	Rituals, Customs, Traditions	<p><i>no elements</i></p>

5.4.2. Product and service development activities of Murska Sobota





At the **inventory workshop** the participants discussed that there are already databases recording cultural heritage in Slovenia, which were not published on any of the websites yet. Therefore, REDISCOVER should address this issue by making the collected data publicly available on the internet. ***The guidebook, entitle “Tracing Jewish Heritage in Slovenia”, was also discussed.*** The stakeholders agreed that the project team should make a similar handbook and proposed creation of a tourism product designed on Jewish families’ stories. The workshop established the inventory of tangible and intangible Jewish cultural heritage in Murska Sobota, Lendava and Maribor. The stakeholders concluded that the small number of intangible Jewish cultural heritage in Pomurje region is the result of an absence of Jewish associations and Jewish life in this part of Slovenia.

During the **capacity building workshop**, the stakeholders discussed the tangible and intangible JCH in Pomurje and Maribor. In addition, ***travel habits of tourists*** from Israel and domestic tourists ***were also discussed.*** Stakeholders discussed the already existing tourism products of JCH and their weaknesses. The stakeholders recognised that they have a problem with ***providing proper information in various foreign languages***, at least English and Hebrew. The most discussed topic regarding ***how touristic audience should be involved*** in existing tourism products. The stakeholders agreed that Murska Sobota should try to attract guests from Israel to ***spas, green outdoor areas and lakes*** in Pomurje and Maribor. Moreover, the region has many ***tourist attractions for children***, so this could be a good opportunity to attract the above mentioned tourists.

The key challenge of the **match-making workshop** was that despite of wide range of invited stakeholders, the number of service providers was limited. One of the key topics discussed was the ***importance of creativity and ideas.*** In addition, the significance of product positioning was also emphasized. The participants delivered numerous business ideas, from accommodation to wine making, whereas it is worth mentioning that their ideas about prices of the products were quite different as well. The workshop put a special emphasis on skill development, how to plan and develop ideas.

5.4.3. The top five proposed touristic offers in Murska Sobota and its region

Suggestions of the Murska Sobota project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

 <p>Built heritage</p>	<p>Fence around the former Jewish Cemetery</p> <p>The Jewish cemetery in Murska Sobota is not completely preserved, as many tombstones were destroyed, taken away and used as construction material elsewhere. The cemetery is now a freely accessible memorial park. By erecting a fence, the size of the original cemetery symbolically indicated, while also protecting the cemetery from inappropriate use. The fence is not only a symbolic element, but also it can provide other functions, e.g. reviving elements from the former tombstones and can be a display for information, pictures, stories, QR codes.</p> <p>Jewish traders in Lendava</p> <p>Since Lendava has a lot of Jewish tangible heritage it can be utilized through thematic route based on the trading and retail occupation of the Jewish. Lendava main street could be guided along the former Jewish shops with architectural introduction and storytelling of a famous Lendava Jewish Family.</p>
 <p>Gastronomy</p>	<p>Integrated tasting of Jewish products</p> <p>The programs and thematic routes of the Pomurje and Maribor region should be completed with small tastings of special dishes, confectionary or wine. The tastings would be included in other Jewish tourism products as supplementary products within, for example a treasure hunt or guided tours.</p>
 <p>Pilgrimage</p>	<p>Visible Jewish Slovenia</p> <p>Since the Jewish History is long rooted in Slovenian history, the country has great potentials in Pilgrimage programs. Unfortunately, due to the Holocaust, not much has been left from the cultural heritage of the Jewish communities. Therefore, promotional articles should be published in Israeli newspapers and/or inclusion should be achieved of Jewish heritage in Slovenia in Israeli publications and guidebooks.</p>
 <p>Events, programs, rituals, festivals</p>	<p>European Days of Jewish Culture in Slovenia</p> <p>According to the European Jewish Cultural days, a similar event is favourable highlighting the remaining Jewish cultural heritage in the project partner city and the surroundings integrating art, music, literature and movies which are famous of this specific region. The connection to other former Yugoslavian project partner countries can be established.</p>



**Storytelling,
oral history**

Talking buildings – Unveiling Jewish heritage in the city of Murska Sobota / Maribor / Lendava

Self-guided tour led by the Stolpersteins, which are located on the most significant spots of the cities highlighting the stories of the most prominent Jewish citizens. To walk the routes a brochure with the description of the story connected to the Stolpersteins and other Jewish cultural heritage will be provided.



Highlight

3D visualization of Murska Sobota former Synagogue

Since many of the Synagogues were destroyed in the region it is favourable to rebuild them via IT. A 3D model will be provided of the former Synagogue of Murska Sobota, which also will help to join the route of Lipot Baumhorn.

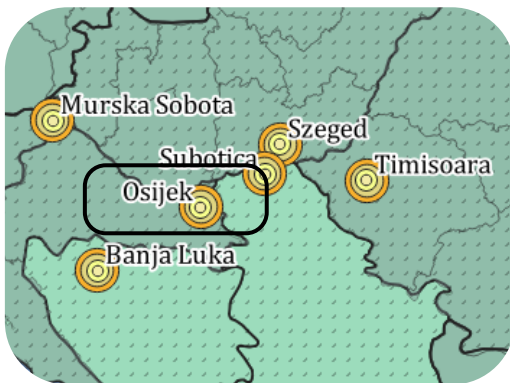
Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.

5.5. Osijek, Croatia



5.5. Osijek

5.5.1. Brief outlook on the JCH in Osijek



The City of Osijek is in the eastern, continental part of Croatia, in the plains, on the right bank of the Drava River. It is the largest city in Slavonia, at the same time the seat of Osijek-Baranja County. The city is located on the route of the Pan-European transport corridor towards Budapest and at about 70 km from the Zagreb – Belgrade highway. The specialties of the City of Osijek are areas of historical cultural value, there are 126 protected cultural goods according to the Cultural Heritage Register of the Ministry of Culture. It has significant tourist attractions for example, a fortress, a cruise port, several Art Nouveau architecture, museums and galleries, as well as a range of resources that can be used for tourism purposes.

The trend of increasing the number of arrivals and overnight stays in recent years speaks of the increasing attractiveness of eastern Croatia. Eastern Croatia is a potential eco-, gastronomic- and recreational destination, which can contribute to the growing demand for cultural and entertainment facilities. In this regard, the promotion and tourism offer of a very specific Jewish heritage can produce positive results in the form of sales of tourist arrangements in the future. In 2017, the city of Osijek had about 52.791 arrivals out of which 32.773 were domestic and 20.018 foreign visitors. There were 99.110 overnights, out of which 54.860 were domestic and 45.050 were foreign visitors. This shows approximately 12% growth compared to the 2016 year. The county and the city should increase accommodation offer, the occupancy of beds to position Osijek-Baranja County on the European market as a destination of short breaks. Internationalisation of existing programs and services and development of major international events and management of the quality of gastronomic offer, especially of Slavonia, Baranja and Srijem areas would be favourable.

Jewish residents in the present-day Lower Town of Osijek date back to the time of the ancient Mursa, proven by a partially preserved inscription on a fragment of a marble slab dating from the reign of the Roman emperor Septimius Severus, which mentions a Jewish temple. It is unknown what happened to the ancient Jewish community in the 4th century, only later, in the 10th century, did Jewish merchants appear. King Bela IV in the mid - 13th century granted "privileges to Jews" which remained until the defeat of the Croat-Hungarian army in Mohács, in 1526. During the Ottoman rule Jewish colonies existed in the city of Osijek because the Ottomans were tolerant for them. After the liberation of Slavonia from the Ottomans, Jews first came as suppliers of ammunition and foodstuffs, but it was still forbidden to settle in the territory of Slavonia. Joseph II. changed the position of Jews in the Habsburg Monarchy, enacted provisions for the permanent settlement of Jews. In the 1840s, religious community (the khila), which had 40 members

was founded, than Jewish School was founded in 1852. The first Rabbi of the city was Samuel Spitzer, who accepted the invitation of the Jewish Theological Community of Osijek, having 578 members. He remained the Rabbi of Osijek until his death in 1895. After the application of the Craft Law and the emancipation in 1873, greater activity started in economic, social and cultural life, which influenced the development of the city. The urbanization of the Upper Town involved construction with of luxurious houses and shops by Jewish owners. The Jewish community building was built in Upper Town at the beginning of the 20th century, while from 1901 to 1902 the synagogue was built in Lower Town. From the beginning of the 20th century until the end of the First World War, Osijek was the cradle of the Zionist movement. In the interwar period, Jews were fully integrated into the city life. The rich Jewish heritage of the city of Osijek is a potential basis to exploit for tourism products and services.

5.5.2. JCH items from the Web-based Repository of Osijek

The following tables are representing the tangible and intangible JCH elements of the city of Osijek. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs.

Table 5.9. Tangible JCH elements in Osijek















Tangible elements in Osijek		
 T1	Synagogues, museums	Upper Town Synagogue, Osijek, Zupanijska Street Lower Town Synagogue, Osijek, 32 Cvjetkova Street Jewish Heritage Preservation Projects - digital reconstruction of the Upper town synagogue demolished during World War II.
 T2	Cemeteries, graves	Jewish cemetery in Upper Town of Osijek Jewish cemetery in Lower Town of Osijek
 T3	Beth Ha-Midrash, Mikve	<i>no elements</i>
 T4	Houses, palaces	Oscar Nemon's birthplace Spitzer House Kästenbaum - Korsky House 16 European Avenue Kästenbaum - Korsky House, 8 European Avenue Union Villa, Rechnitz House Wilim Winter House
 T5	Schools, social buildings	Jewish School building Sunday School of the Jewish Community of Osijek (operating)
 T6	Industrial, commercial buildings	Former First Roller Mill Weismayer, Sorger & comp. Bank Osijek Sugar Processing Factory Hotel Royal, Osijek
 T7	Memorials, stolpersteins	Mother and Child sculpture -Monument to Holocaust Victims, Osijek

Table 5.10. Intangible JCH elements in Osijek

Intangible elements in Osijek		
 I1	Songs, music, dance	Osijek pianist school of Makso (Max) and Elza Hankin "Haverim Shel Israel" Dance Group of the Jewish Community of Osijek
 I2	Literature	Wilma von Vukelich: Die Heimatlosen (The Apatrides / People with no Homeland) and Spuren der Vergangenheit (Traces of past) Alexandar (Šandor) Friedrich Ladislav Rosenfeld (Alexander Roda Roda) Darko Fischer, PhD: Sketches from Diaspora Zora Dirnbach - writer
 I3	Gastronomy	Seder dinner Traditional jewish cuisine - recipes
 I4	Arts, crafts, sciences	Prominent Osijek doctors, physicians, dentists and pharmacists of Jewish origin, Prominent Osijek engineers of Jewish origin Prominent Osijek craftsmen of Jewish origin Darko Fischer, PhD - engineer Joseph Schlessinger, PhD – chemist, physicist
 I5	Oral history	Spitzer family Miskolczy family Weismayer family Herrmann family Weissmann family
 I7	Famous, prominent persons	Oscar Nemon – sculptor Ivan Rein –painter Branko Lustig – film producer Elsa Rechnitz – artist, painter Leo Fritz / Lav Mirski – ciolincello player, conductor, director Hugo Spitzer – layer, councillor Luis / Lujo Svecensky – viola and violin player Dita Fritz Kovač – opera singer and pianist Zdenka Rubinstein – operatic soprano Wilma von Vukelich (born Miskolczy) – writer, novelist Max and Elza Chankin – musicians Julius (Julijo) Miskolczy – industry founder Rudolf Ungar alias Rod Riffler – modern dance teacer, choreographer
 I8	Rituals, Customs, Traditions	Purim celebrations, Hanukkah celebrations, Pesach celebrations

5.5.2. Product and service development activities of Osijek

The **inventory workshop** in Osijek was organised as a two-fold event: **a walking tour of tangible Jewish heritage sites annexed by the family or personal stories** of the building owners or users – prominent Osijek citizens of Jewish origin. Following the guided tour, the Osijek project team analysed the draft inventory lists, corrected some data and amended them slightly. The working conclusion was that the tangible cultural heritage tour **has the educational and touristic potential either separately or in combination with the Osijek Secession tour** because they significantly overlap. There is rather strong potential of two additional expert tours or creating 2 special exhibitions:

- The prominent Osijek lawyer Hermann Weissmann left his library as legacy to the Museum of Slavonia and Ivan Rein, Elza Rechnitz and Oscar Nemon artworks can be seen in the Museum of Fine Arts in Osijek.
- the tour of the Jewish cemeteries has a strong potential related to the intangible heritage.

During the **capacity building workshop** the general principles of tourism product development was taught to the participants. The issue of product sustainability is crucial in the region, although the continental tourism is constantly growing, but the **market and the resources are limited**. A further very important issue is the **weak connections of Osijek with other regional cities by public transport** e.g. there is no transport means to Subotica at all. Osijek is only well connected to big centres such as Zagreb, Belgrade and Novi Sad, however it is not proved to be enough.


At the **match-making workshop** good practice examples were presented, such as the Szeged and Subotica Art Nouveau route, which can be linked to the new Subotica Osijek Secession route. **In all 3 cities, Art Nouveau routes significantly overlap with JCH routes**, and it is also the same for Timisoara. However, there is no such finished formula to be 'copied' for success.


Besides the three PDWs **Osijek hosted a Project Partner Meeting** in the autumn of 2019. During the meeting the completed Local Portfolios were discussed and the following tasks were detailed. The PPM was initial for the creation of the Project Portfolio and the Draft Study which are the foundations of the Action Plan and the Visibility Strategy as well. On the **PPM co-creation methods were used** during the event, and the most important aspects and categories, clusters of Joint Thematic Tours were defined.

The Osijek city **portfolio provides a detailed list of strengths, weaknesses, opportunities and threats** regarding local tourism development, pointing out some key development areas. The market segmentation efforts should be highlighted among those efforts: this part connects market segments with possible tourist offers. The segments are defined by demographic groups and the motivation of the visit and the ideas for initiatives are developed along these market segments and niches (thematic expert guides or tours; ambient performances - living history; educational workshops, Foreign Language School) However, the cross-border and transnational character of initiatives could be strengthened here as well.

5.5.3. The top five proposed touristic offers in Osijek

Suggestions of the Osijek project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

 <p>Built heritage</p>	<p>Synagogues and cemeteries of Osijek</p> <p>A thematic route and visit of the Former Synagogue of the Upper Town (not existing anymore) and the Upper Town Cemetery with a help of mobile application. The synagogue would be rebuilt via 3D modelling and VR can be used to see the former synagogue according to the original plans. The cemetery is existing and visitable, which should be another thematic guided tour with storytelling integration.</p>
--	---

 <p>Gastronomy</p>	<p>Jewish culinary workshops</p> <p>The Jewish community of Osijek offers a great opportunity to study and to taste original Kosher food from trusted source. The workshop can be organised at request, on a specific theme showcasing local heritage, and connected to the other project partner city culinary workshops virtually.</p>
 <p>Pilgrimage</p>	<p>Visit Osijek Jewish celebration!</p> <p>Celebration of Jewish holidays (Pesach, Purim, Hanukkah etc.) is provided for tourists by the open-minded local Jewish community and City of Osijek.</p>
 <p>Events, programs, rituals, festivals</p>	<p>Days of Jewish Culture</p> <p>According to the European Jewish Cultural days a similar event is favourable highlighting the remaining of the Jewish cultural heritage in the project partner city and the surroundings integrating art, music, literature and cousin which are famous of this specific region. The connection to other former Yugoslavian project partner countries can be established.</p>
 <p>Storytelling, oral history</p>	<p>Story-telling ambient performance is to be developed</p>
 <p>Highlight</p>	<p>Museum of personal stories (Jewish minority exhibition) – unique to Osijek, both real-life and digital museum ·</p> <p>Festival of Jewish culture</p>

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.



5.6. Regensburg, Germany

5614



5.6. Regensburg

5.6.1. Brief outlook on the JCH in Galati



Regensburg is in Bavaria and belongs to the administrative district Oberpfalz. The city lies at the northernmost point of the Danube at 337 m above sea level. In 79 AD, it was founded as a roman legion camp Castra Regina. Today it is the 4th largest city in Bavaria with 166.467 inhabitants and an urban area of about 80.8 km². The city is an important seat for higher education with 3 universities having 33.000 students. Since July 2006 the Historical Old Town and the Stadt am Hof part of Regensburg is a UNESCO World Heritage Site, which gives great opportunity for tourism

development in the city and its region. Since 2015, the goal of the city is to foster the tourism economy regarding overnight guests and their role for local retail, gastronomy and hotel branch. Regensburg is dominantly a domestic destination, 1/5th of the arrivals are domestic. Arrivals of guests were 613 991 from which 133 887 was foreign, and the city had overnight stays 1 085 524 from which 242 477 was foreign. In 2018 there were 6520 overnight stays per 1000 inhabitants. Most of the tourist arrived from the neighbouring Austria, the second source country was the USA and the third is the Netherlands.

The city of Regensburg has long Jewish history. The Regensburg Jewish community exists since the year 1000. It had a fully-structured, enclosed quarters in the city centre with a synagogue, school and civil court, as well as a cemetery outside the city. In 1182, Emperor Friedrich I granted the privilege of Jews to trade gold, silver, metals and goods. By 1230, there was a cemetery, a synagogue with a total capacity of 300 seats, a Talmud school, rabbinical court, school, hospital, community house, Mikve and about 40 residential units in the Jewish quarter. In the 16th century the Jews were expelled and the Jewish quarter was torn down. Only in the 17th century was the community re-established. Jewish social- and community life flourished until the rise of the NSDAP. The boycott of Jews began on March 29, 1933 and on May 12, the book burning took place on the Neupfarrplatz. Over the next few years, the Jewish population was increasingly threatened and embellished. During the night of November 9, 1938, all Jewish businesses in the city were plundered and destroyed in the wake of the pogroms, and the synagogue was burnt down. The Jews from Regensburg were driven out of the city in a "Schandmarsch" through Maximilianstrasse, and systematically expropriated in the following years. From 1940, the yellow badge and other harassments were put into effect. On April 2, 1942, 106 Jews from Regensburg were deported from the site of the former synagogue to the Belzec extermination camp. On February 15, the last Jews from

Regensburg were deported to the Theresienstadt concentration camp. After the end of World War II and the evacuation of the concentration camps, Regensburg became a place of refuge for thousands of survivors. On October 15, 1945, the Jewish Community was founded at the central café in the Pfauengasse. After the collapse of communism, Jews and people with Jewish ancestry from the successor states of the Soviet Union had the opportunity to settle in Germany, the first new church members came in 1994 to Regensburg - about 60 people, over time, the community grew to 1000 people, in the February 2019, a new Synagogue was built.

5.6.2. JCH items from the Web-based Repository of Regensburg

The following tables are representing the tangible and intangible JCH elements of the city of Regensburg. The data was collected during the inventory and product development workshops and was prepared with the contribution of the LSGs

Table 5.11. Tangible JCH elements in Regensburg













Tangible elements in Regensburg	
 T1	Synagogues, museums Romanesque Synagogue (11th century)/ Neupfarrplatz Gothic Synagogue (1210)/ Neupfarrplatz Synagogue (1788)/ Hinter der Grieb "Old" Synagogue (1841)/ Untere Bachgasse 3/5; "New" Synagogue (1912)/ Schäffnerstraße Synagogue (2019)/ Am Brixner Hof 2 Synagogue (16th century)/ Stadt am Hof 7 Permanent Exhibition/ Historical Museum Regensburg Hohepriester Aharon/ Historical Museum Hängelavabo/ Historical Museum Temporary Exhibition/ Historical Museum Regensburg Additional Artefacts and Excavation Findings Excavationsite and Exhibition "document Neupfarrplatz"
 T2	Cemeteries, graves Cemetery (before 1210)/ near Sallern; Cemetery (before 1210)/ Argle Medieval Cemetery/ Ernst-Reuter-Platz Old Jewish Cemetery (1822)/ Schillerstrasse; New Jewish Cemetery (1999)/ Dreifaltigkeitsberg Cemetery "Am Judenfeld, possibly 16th century 5 Tombstones from the medieval Cemetery outside of Regensburg 11 Tombstones from the medieval Cemetery within Regensburg
 T3	Beth Ha-Midrash, Mikve Mikwe Holzländestraße Mikwe of the medieval jewish community
 T4	Houses, palaces Medieval Jewish Quarter, "Judengasse Jewish Community after 1519
 T5	Schools, social buildings Talmusschool of the medieval Jewish Quarter Community House Schäffnerstraße 1912 – former synagogue
 T6	Industrial, commercial buildings Craft Houses in the medieval quarter – processed materials Jewish Business / Commerce early 20th century - manufactures
 T7	Memorials, stolpersteins Dani Karavan Memorial "Misrach", New Parish Square; Stolpersteine (210 in Regensburg and neighbouring) Colosseum, Stadt am Hof – satellite camp memorial Plaque: Hinter der Grieb – gothic synagogue Plaque: Untere Bachgasse 3 – former synagogue Plaque: Schindlerhaus – Plaque: Synagogue 1912 Object 1981 – artwork

Table 5.12. Intangible JCH elements in Regensburg

Intangible elements in Regensburg

 I1	Songs, music, dance	Synagogue Choir 1880-1933 Jewish youth federation and youth federation Ezra (c. 1925)
 I2	Literature	Joseph Opatoshu: Ein Tag in Regensburg (A Day in Regensburg) Liturgical poems by Efraim b. Isaac b. Abraham Jewish family newspaper "The Laubhütte" Sefer Chasidim (Book of the pious "Buch der Frommen") Association for Jewish History and Literature (1927) Der najer moment – jiddish newspaper
 I3	Gastronomy	<i>no elements</i>
 I4	Arts, crafts, sciences	1st generation of scholars in Regensburg, Beth Din c. 1150/1170 2nd generation of scholars in Regensburg, c. 1180-1200 "Regensburger" method of the Talmud study Jewish doctors in late medieval Regensburg
 I5	Oral history	Rabbi Amram (Jewish Scholar) Personal Testimonies/ Contemporary Witness
 I7	Famous, prominent persons	Rabbi Jehuda ben Samuel ben Qalonymos he-Chassid Rabbi Isaak Alexander Rabbi Petachja ben Jakob ha-Laban Rabbi Dr. Seligmann Meyer Mendl Man in and about Regensburg - deported
 I8	Rituals, Customs, Traditions	Sabbath of the medieval jewish community in Regensburg Besamim Box Various philanthropic Organizations 1880-1933

5.6.2. Product and service development activities of Regensburg

The participants of the local **inventory workshop** were representatives of the city administration, representatives of the private culture and tourism sector, academic staff of the university and the chairwoman of the Jewish Community. As a part of the inventory workshop, **a jointly developed category system was created on** the locally available Jewish cultural heritage to facilitate future development and comparability.

On the **capacity building workshop cultural tourism sector was in focus, the different tourism target groups, best practices and new approaches for product development methods, as well as marketing and branding methods**. The session concluded with a brief introduction to design thinking, a creative method for product development. The key output is the growing need for differentiation between target groups was highlighted as a crucial element of cultural tourism management. Besides the management aspect, product development issues were also discussed. For the product development process, **five criteria was defined: presentation, accessibility, experience orientation, target group orientation and availability**. This is the base for the JPP descriptions.

The **match making workshop** has a discussion on what they want to communicate with their potential services, and what the **core messages and values** should be. The input of the participants was collected the on a pin board during the open discussion. After the **Business Model Canvas** a common technique for Start-ups was introduced. Participants were divided into three groups to apply the business model canvas based on product ideas. During the meeting intentions and directions future products/ services and their core messages were defined:

- To avoid stigmatization and reduction of Jewish culture and history as a result of overemphasizing the Holocaust and prevention (of antisemitism) through knowledge, knowledge transfer about Jewish Culture and Religion
- Each Jewish community has their own history; Regensburg is heavily influenced by immigration of Jews mainly from Eastern Europe
- Jewish culture and religion in exchange with other cultures and religions
- Remembrance Culture (strong involvement of Contemporary Witnesses)
- Emotionally authentic experience,
- Connections and inclusion of other religions that are present in the city



Regarding the **missing elements and obstacles** the most important one is that in Regensburg, there are several categories that are so far only inadequately presented in the tourist offer. In addition, **cooperation, over tourism, social media use and appropriate categorisation of elements also can be problematic elements.**

The categories of the ideas raised in the city portfolio are the following:

- cultural appetizers;
- school projects;
- temporary artistic interventions;
- transnational project partners – Shared Jewish Heritage across Europe.

5.6.3. The top five proposed touristic offers in Regensburg

Suggestions of the Regensburg project partner for the 5 categories created by mutual agreement of the partnership at the Joint Product Development Workshop:

 <p>Built heritage</p>	<p>Bookcase on the former medieval Jewish Quarter, where also a book burning happened in World War II.</p> <p>A public bookcase is a cabinet which may be freely and anonymously used for the exchange and storage of books without the formalities associated with libraries. When in public places, these cabinets are of a robust and weatherproof design which are available at all times. The books would be the work of famous Jewish people connected to Regensburg, Germany or other partner cities. This can create a virtual bond within the partner Cities.</p> <p>Permanent exhibition about Jewish heritage and culture in the Historic Museum and/or World Heritage Visitor Centre Regensburg</p> <p>Usage of found artefacts etc. which are still stored for years now in the museums depot. These artefacts can highlight the everyday life of a Jewish family, and help the visitor experience personal stories through personal artefacts and belongings.</p>
 <p>Gastronomy</p>	<p>Cookbook with kosher recipes</p> <p>The city of Regensburg has no specific gastro-specialities for the Jewish culture. Despite the lack of Kosher restaurants there is a tendency to rediscover Jewish gastro-culture. To promote gastro tourism a project-level cookbook should be prepared with special recipes including main dishes and desserts, and specialities for an “average Sabbath” Pesach or Hanukah.</p>

The project is co-funded by European Union funds (ERDF, IPA) under the Danube Transnational Programme.



Pilgrimage

Participate in Jewish celebration!

Offer of the Jewish Community in Regensburg for interested people to participate at certain Jewish Holidays.

Jewish Heritage Day in September

Big event with music, theatre, dance, lectures, gastronomy etc. about Jewish Heritage and Culture plus other religions which are represented in the city



Events, programs,
rituals, festivals

„Interreligious exchange“

School concept and project days will be offered to all schools especially from outside of Regensburg. This is a cooperation with youth hostel. Students can be Junior Guides. With three different schools in Regensburg a similar project was conducted and a guided tours by the students on the World Heritage Day was held June, 2018.

Long weekend of Culture

A cultural weekend with ONE ticket to visit different locations (once or twice a year).

Cultural Appetizers - A sachet of surprises containing following possible items:



Highlight

- City map for an interactive city tour (described by a person who came to Regensburg in 1989 after Soviet Union)
- Postcard with QR code for the App „Action bound“ with a Scavenger Hunt
- Recipe of a kosher dish for self-cooking at home
- Invitation to the New Synagogue with library (if possible try a kosher dish; prepared by the Jewish Community e.g. twice a week on certain days)
- Language: Discovering Yiddish in our language. Document with possible interpretation where words and sentences origin in Yiddish
- A chapter to read from a „A tog in Regensburg“ written by a Jewish author Joseph Opatoshu 1933
- Free entry to the Historic Museum
- Additionally: Invitation to a different classes in the New Synagogue e.g. cooking, dancing, to lectures and concerts (depends on the dates and offers)

Some of the offered products/services already exist in the touristic offer the city, the rest of them are suggestions based on the project results. Details can be found in the Draft Study.