



REDISCOVER – Das jüdische Kulturerbe wiederentdecken

Portfolio of potential tourism products

Project	Rediscover, expose and exploit the concealed Jewish heritage of the Danube Region
Code	DTP2-084-2.2
Funds	ERDF, IPA
Document Titel	Local portfolio of potential tourism products related to JCH
Nature	Deliverable 2.1.2
Available Languages	English
Date	30. August 2019
Number of Pages	54
Author	PP4 - Municipality of Regensburg



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1. Rediscover – Project & Portfolio

The Jewish community in the Danube region today faces great challenges in terms of its cultural heritage. For medium-sized cities with a smaller share of preserved Jewish heritage, the conveyance of their cultural heritage is a significant task. The goal is to find a way to rediscover Jewish heritage and develop offers, communicate them and make them accessible to the public.

In total, nine cities from the Danube region are involved in this EU-wide project. It has a duration of three years and is largely financed by the European Regional Development Fund (ERDF) within the Interreg Danube Transnational Program. The ERDF is one of the three major regional policy funds of the European Union. It provides financial resources to strengthen regional and local development and promote cooperation between European cities and regions.

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. Especially in view of the City of Regensburg's Jewish cultural theme of the year 2019, the project can be linked even more closely with other initiatives and events and new approaches can be developed. Public and private actors are involved at the respective local level.

The result of the project is to communicate the Jewish cultural heritage even better, to make it accessible and thus also to create economic opportunities for the tourism sector.

The re-discovery of the Jewish cultural heritage means that besides tangible elements that are well-known to the wide audience (synagogues, cemeteries, memorials, public/business/residential buildings) are to be organised into creative attractions, but also to include and integrate intangible elements usually not recognised by the mainstream community and visitors. Such elements like music & literature, religion & festivals, traditions & lifestyle, cuisine & local recipes, oral history, photo collections, legacy of famous local born Jewish personalities, arts, events etc. This project could help creating competitive advantages for cities with otherwise scarce JCH attractions.

The main objective of the project is to explore, revive and present the hidden intellectual heritage along with locally available Jewish cultural heritage of project partner cities. That can create a jointly presented, synergistic tourism tool/service that are accessible to the wide audience as well. The involvement of locations with different historic economic background also enables the creation of solutions applicable for various other contexts, supporting transferability. Key outputs, like Joint Visibility Strategy, or Community-sourced Jewish Cultural Heritage Valorisation Handbook help to replicate the initiative in further cities of the Danube Region.

This portfolio will first give an overview of the successfully completed product development workshop series. Preparation and research of the contents of the workshop, information on the context of the participants, the process and the results obtained are presented in the form of workshop outputs. Subsequently, a profile of the city of Regensburg with a focus on cultural tourism and visitor development will be presented. This is followed by an introduction to the Jewish cultural heritage of Regensburg through an overview of the city's one thousand-year-old Jewish history. After that, all existing Jewish tourism offers will be presented. Also the aspects of Jewish cultural heritage

that have so far received little attention, despite being suitable for tourism offers, but also which difficulties and potential problems might arise. The next step is to introduce the ideas, products and services collected and developed in the workshops and the messages and target groups identified. Finally, the possible implementation process of one of the ideas is presented.

2. Product Development Workshop Series

2.1 Inventory Workshop

Preparation and Research

In the run-up to the Inventory Workshop, a preliminary overview of the locally available Jewish cultural heritage was compiled. In order to facilitate future development and comparability, the results were structured on the basis of a jointly developed category system.

To create the inventory for the Jewish cultural heritage of Regensburg an intensive library, archive and internet research was carried out. A comprehensive bibliography, containing 75 works, publications and sources, was created.¹

In addition to the literature research, discussions and talks with local experts from the city administration, academic research and press were held in advance. For example, Dr. Lutz Dallmeier of the Department of Archives and Historical Monument Preservation of the City of Regensburg was interviewed on his pivotal role in the excavation of the medieval Jewish Quarter, while the Journalist Thomas Muggenthaler shared his knowledge on the regional history of Nazi forced labor at the Flossenbürg concentration camp.

During the preparatory phase, the opening of the temporary exhibition "Regensburg – Mittelalterliche Metropole der Juden" by Prof. Dr. Eva Haverkamp and Dr. Astrid Riedler-Pohlrs was celebrated in the historical museum. The numerous exhibits and their scientific preparation, presentation and contextualization have also contributed to the extensive compilation of the Jewish cultural heritage inventory.

This preliminary inventory list and the associated literature and sources served as a basis for the Inventory Workshop.



Fig. 1: Exhibition Poster „Regensburg – Mittelalterliche Metropole der Juden“

¹ For complete bibliography see Appendix A.

Workshop

The Inventory Workshop took place on April 30, 2019 from 10 to 12 o'clock in the premises of the Jewish Community Center "Am Brixner Hof 2". The participants 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.² They received the preliminary inventory list and the associated literature and sources one week ahead of the Workshop in order to have the possibility to prepare.

Agenda

10 - 11 o'clock

First Part: Inventory Development and decision taking

Output: Final web-based inventory

11 – 12 o'clock

Second part: Brainstorming potential tourism products

Output: First ideas on preferable elements

After the presentation of the REDISCOVER project, the goal of the Inventory Workshop and the Agenda, the first main topic started: Development and finalising the inventory. Julia Greim M.A. presented the inventory and how it was elaborated. Afterwards the participants were asked to analyse the visualised categories and elements presented on a poster board. All participants were given small round orange and red metaplan cards to write down their thoughts about the inventory. After 20 minutes the group gathered and everyone presented their ideas,



Fig. 2: Rediscover Roll up in front of the meeting room.



Fig. 3: Inventory Workshop – Groupwork and discussion

² For complete attendance list see Appendix B.

which included missing or falsely categorised elements, as well as suggestions for new categories. Each individual element was discussed by the group whether to include it in the inventory and if so, in which category. At 11 o'clock the second part of the workshop began: Brainstorming potential local tourism products. All participants were asked to gather in pairs and select one previously presented target group. After that, potential visits to Regensburg were created, tailored to the specific needs of each target group and then presented to the other participants. These first potential product and service ideas will be elaborated in chapter 5.

Output: Inventory

The final Version of the web-based inventory contains roughly 73 Elements of jewish cultural heritage.³ While some of them refer to one specific building or custome, others are a collective term for numerous smaller objects, such as the *Stolpersteine* (stumbling blocks) or the jewish tombstones scattered across Regensburg.

Tangible	Elements	Intangible	Elements
Synagogues, Museums	10	Songs, Music, Dance	2
Cemeteries, Graves	20	Literature	8
Beth Hamidras, Mikve	2	Gastronomy	-
Houses, Places	6	Arts, Crafts, Sciences	4
Schools, Social Buildings	2	Oral History	2
Industrial, Commercial Building	2	Famous, Prominent Persons	5
Memorials, Stolpersteine	8	Rituals, Customs, Traditions, Philanthropy	2

2.2 Capacity Building Workshop

Workshop

The Capacity Building Workshop took place on May 24 from 9am to 4pm in the premises of the Jewish Community Center "Am Brixner Hof 2". The participants were representatives of the city administration, representatives of the private culture and tourism sector, academic staff of the university, people of art and creative industries and two chairwomen of the Jewish Community.⁴



Fig. 4: Workshop location - 1st Floor in the right building.

³ For more detailed inventory list see Appendix C.

⁴ For complete attendance list see Appendix D.

Agenda

9.00 – 9.45

Welcome and Introduction

9.45 – 10.45

Culture and Tourism

10.45 – 11.15

Target Groups

– Status in Regensburg

11.15 – 12.15

Best Practices – Cultural Tourism

12.15 – 12.45

New Developments

12.45 – 13.30 LUNCH

13.30 – 14.00

Feedback – Findings

14.00 – 14.15

Cultural Tourism in Regensburg

14.15 – 16.30

Design Thinking

After the presentation of the REDISCOVER project, the goal of the Capacity Building Workshop and the Agenda, Mrs. Andrea Möller from DWIF-Consulting introduced herself (special expertise in the field of culture tourism, cycling tourism, activ tourism and sustainability) and welcomed all participants. The workshop focused mainly on the cultural tourism sector, the different tourism target groups, best practices and new approaches for product development methods, as well as marketing and branding methods. The participants received segments of theoretical input, followed by panel discussions or short practical tasks which were solved in small groups. The session concluded with a brief introduction to *design thinking*, a creative method for product development. The ideas and results of this technique will be elaborated in chapter 5.



Fig. 5: Capacity Building Workshop – Design Thinking

Output: Cultural Tourism Management

Cultural tourism refers to the combination of cultural and tourist attractions and activities, as well as all journeys that are based on a predominantly cultural activity as a travel motiv. The most popular cultural activities include sightseeing, visiting museums/ exhibitions and participating in city tours. For cultural tourism, a broad concept of culture is used which, in addition to high culture, includes entertainment and popular culture, subculture as well as everyday culture. Therefore, many other segments of tourism markets are increasingly gaining in popularity, such as concert/ museum/ literary/ industrial-culture and creative tourism and, more recently, e.g. film tourism, crime tourism

and party tourism.⁵ Likewise, city tourism has become increasingly important throughout Europe over the past 10 years. Together with cultural tourism it forms the most important vacation segments of the German tourism industry. In addition, large intersections between cultural tourism and city tourism can be ascertained, such as sights, museums/ exhibitions, cultural institutions/ events. With the increasingly differentiated view on cultural tourism, there is also a stronger differentiation between the target groups. The cultural tourists differ greatly in their depth of interest in the cultural offer.⁶

1. Distinguishing criterion: type of cultural interest

Experts/ specialists	Generalists
Travelers with a keen interest in specific topics and offers of the destination	Travelers with a general cultural interest in the offers of the destination

2. Distinguishing criterion: Relevance of the cultural offer as a reason to travel

Cultural tourists in the narrow sense	Culture tourists / casual cultural tourists	Random/ incidental cultural tourists
The cultural offer of the Destination is decisive for the travel decision and design.	The cultural offer of the Destination is equally important in addition to other travel motives and activities for travel decision and design.	The cultural offer has no part in the travel decision and planning of the travel arrangement. The visit of the cultural offer is rather random, e.g. as a bad weather alternative for the originally planned activity. ⁷

Output: Product Development

In order to integrate the Jewish cultural heritage in a meaningful, long-term and efficient way into the tourism offer of the city and region, thorough scientific research, cooperations and creative implementation are particularly important. However, the specific tourism products must also meet the structural requirements of the tourism industry. For the product development process, **five criteria** must therefore be particularly focused:

⁵ See Kulturtourismus in Brandenburg. Leitfaden. Ministerium für Wissenschaft, Forschung und Kultur des Landes Brandenburg in Zusammenarbeit mit der TMB Tourismus-Marketing Brandenburg GmbH, P. 7.

⁶ See Kulturtourismus in Brandenburg, P. 8.

⁷ See Kulturtourismus in Brandenburg, P. 9.



1) Presentation

The preparation and communication of cultural contents should include:

Especially recent developments in the field of personalization technology present challenges but also various application possibilities:

Information boards
Print media
Guided tours
Audioguides
Workshops
Educational offers
Multimedia applications
Interaction possibilities
Networking opportunities⁸

Apps
QR-Codes
eBeacons
Geo-Tagging
GPS-Data
Virtual Reality
Augmented Reality
3D-Models
Automatic object recognition
Crowdsourcing
Network effects
Geo-Fencing⁹

2) Accessibility

Product development should include preparations for visitors with limited mobility (due to wheelchairs or walking aids) and limited activity (due to visual limitations, hearing impairments or learning disabilities). This includes information about infrastructure and terrain as well as an inclusive service offer.¹⁰

3) Experience Orientation

Cultural offers should be emotional and unique experiences to contribute to the tourism valorization and acquisition of educational content.¹¹ Examples such as edutainment, creative tourism and co-creation belong to the so-called experience economy. The gap between mere observation and active participation in events should be overcome. The more experienced the travelers, the more likely they are to add specific learning goals beyond pure relaxation.¹²

⁸ See Kulturtourismus in Brandenburg, P. 22.

⁹ Thomas Schmidt: Grundlagen und Anwendungen digitaler Methoden in der Geschichtswissenschaft und Public History, WS 2018/19, Sitzung 11: Museum Informatics, Folie 20-56.

¹⁰ See Kulturtourismus in Brandenburg, P. 21.

¹¹ See Kulturtourismus in Brandenburg, P. 24.

¹² See Leitfaden Soziale Medien für Kulturtourismus im ländlichen Raum. Europetour, Verein für Kultur & Arbeit e. V. 2018, P. 14.

4) Target Group Orientation

The Sinus-milieus summarize people who are similar in their way of life and lifestyle. The milieu classification is based on two dimensions: "social situation" (lower, middle or upper class) and "basic orientation" ("tradition", "modernization/ individualisation" and "reorientation"). Basic value orientations are considered as well as everyday attitudes (to work, family, leisure time, consumption, media etc.). Socio-demographic variables (age, gender, education, income, etc.) serve to give a more detailed description of the milieus.¹³

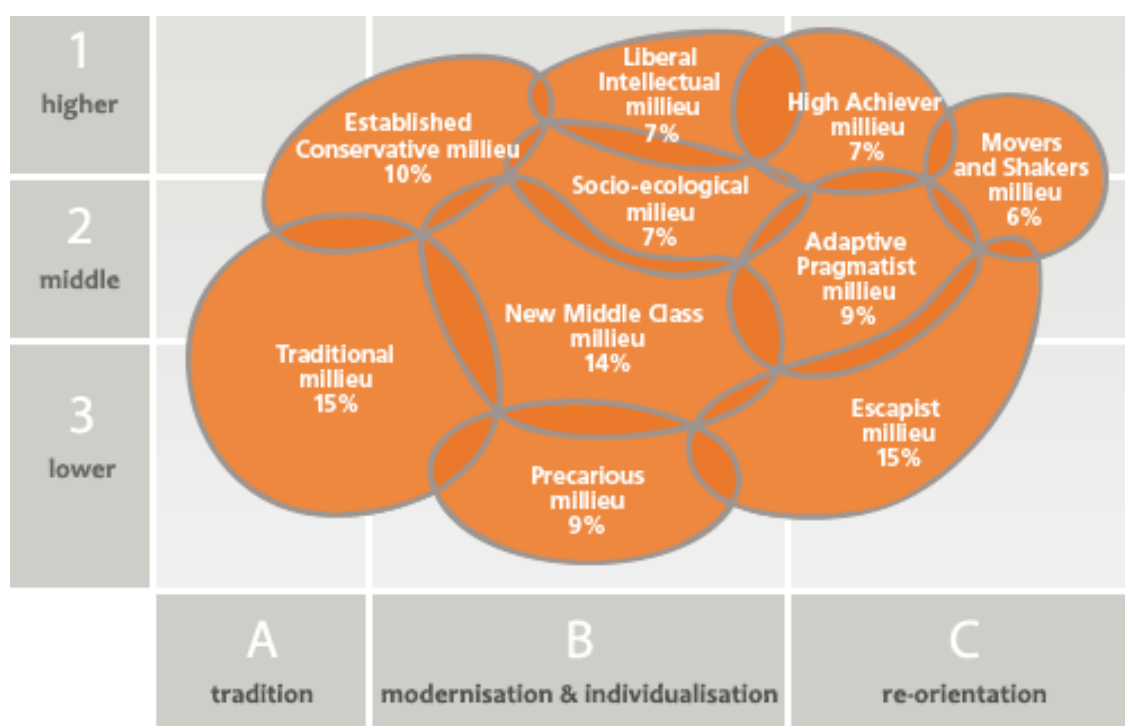


Fig. 6: Sinus Milieu Germany

5) Availability

For the integration of cultural offers into tourism programs, the temporal availability (opening hours, start times for guided tours), ticket availability (online, on site, by telephone, etc.) and the availability of the responsible contact person are decisive. For tourism contractors in particular, information about reservations of card quotas and brokerage commissions are necessary.¹⁴

¹³ See <https://de.wikipedia.org/wiki/Sinus-Milieus>, 28.08.2019.

¹⁴ See Kulturtourismus in Brandenburg, P. 27.

In addition to these structural aspects, the format and the content also play an important role in terms of availability. Not all **Cultural Offers** are qualified for tourist marketing. The market opportunities of cultural offers, from the perspective of the travel industry, can be assessed with the help of *six suitability criteria*:

<i>Criteria</i> Cultural Offers	<i>„unlimited“ capacity</i>	<i>daily available</i>	<i>easy communication</i>	<i>broad target group</i>	<i>easy access</i>	<i>international significance</i>
Exhibitions/ Museums	☺	☺	☺	☺	☺	☺
Monuments/ Cultural Sites/ UNESCO	☺	☺	☺	☺	☺	☺
Open-Air Events	varying	X	☺	☺	☺	varying
Musicals	X	☺	☺	☺	☺	varying
City Festivals/ Anniversaries	☺	☺	X	X	☺	X
Theater/ Opera/ Concerts	X	☺	X	X	☺	X

Exhibitions and Museums provide good conditions for easy, fast and efficient integration into tourism marketing, as well as Monuments, Cultural Sites and UNESCO sites. They provide sufficient capacity, even for larger travel groups, and are available on a daily basis. In addition, they offer entertainment for a broad (international) spectrum of target groups and are generally well-accessible in terms of infrastructure.

In contrast, the integration of Open-Air Events and Musicals is a bit more difficult. They have limited seats and do not necessarily have international significance.

Beyond that, Open-Air Events usually only take place in summer, and rarely on a daily basis. City Festivals and Anniversaries as well as Theater Performances, Operas and Concerts additionally address only a very specific target group, which complicates their advertisement.

Nevertheless, Open-Air Events, Musicals, City Festivals/ Anniversaries, Theater Performances, Operas and Concerts can still be attractive offers in cultural tourism. However, possible complications must be taken into account during planning.

¹⁵See http://blog.projekt2508.de/wp-content/uploads/2015/06/projekt2508_Ukeinath_Erfolgreiches-Kulturmarketing-TeutoburgerWald-2015.pdf, Sheet 32.

Output: Marketing

Online Marketing

Communication, information, networking and booking are increasingly shifting into the internet and especially to social media channels.

Cultural tourism providers do not have to use all available channels. In the long term, however, a gradual integration of online and social media marketing is necessary.¹⁶

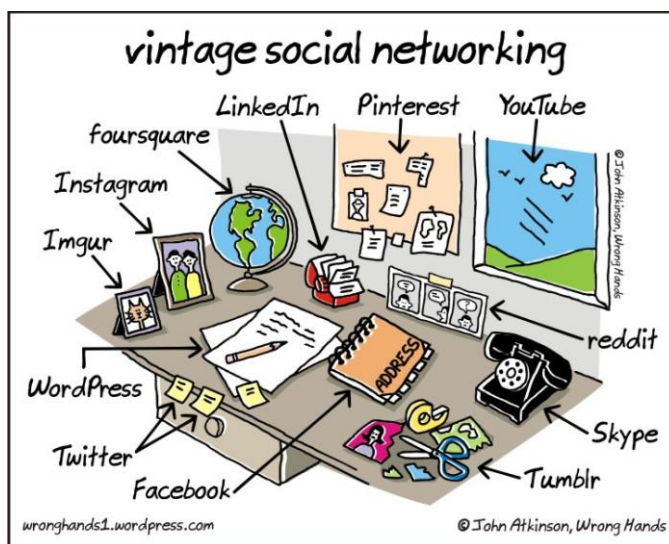


Fig. 7: Social media/ social networking channels

Here, a distinction can be made between a structural and a strategic level.

The former concerns the adaptation of information platforms to the steadily increasing popularity of smartphones, tablets and co.¹⁷

- 1) Optimizing websites for mobile devices: Responsive web design (RWD) automatically adjusts and adapts to any devices screen size, whether it is a desktop, a laptop, a tablet, or a mobile phone.¹⁸
- 2) Making information available via mobile tagging: Mobile devices with a camera can be used to scan a two-dimensional barcode (e.g. QR-Code), usually providing the platforms URL.¹⁹
- 3) Platform advertising via location-based services (LBS): LBS is an information service directed at customers based on their current location, including social networking, entertainment, or commerce.²⁰
- 4) Entering offers/ information into local culture/ tourism apps.
- 5) Search engine optimization (SEO): Increasing the quality and quantity of website traffic by increasing its visibility to users of a web search engine. Optimizing may involve editing/ adding content, modifying HTML and increase relevance for keywords.²¹

¹⁶ See Kulturtourismus in Brandenburg, P. 28.

¹⁷ See Kulturtourismus in Brandenburg. Leitfaden, P. 28.

¹⁸ See https://en.wikipedia.org/wiki/Responsive_web_design, 28.08.2019.

¹⁹ See https://en.wikipedia.org/wiki/Mobile_tagging, 28.08.2019.

²⁰ See https://en.wikipedia.org/wiki/Location-based_service#Applications, 28.08.2019.

- 6) Search engine marketing (SEM): Promotion of websites by increasing their visibility primarily through paid advertising.²²

On a strategic level social media is considered a marketing tool. It helps to save costs, to build and maintain customer relationships and to communicate with target groups. Potential guests around the world can easily be reached with scarce resources at any time, as well as provide real-time feedback.²³ Editorial plans can contribute to better strategic publishing in social media (When /What /Where – Platform, Networking/ Embedding and Timed Publications).²⁴

Social Media Marketing Strategy:

Listening: recognize relevant communication/ platforms through monitoring

Participate: interact where your potential customers are

Relevant content: generate added value for the user

Share: share your content and expertise with the users

Audience engagement: create unique actions in and through social media

Measuring success: check your goal achievement²⁵

- Tourism service chain

Product development and marketing should focus on compatible individual packages and complementary services.²⁶ this also promotes the marketing of cultural offerings without a primary travel event. Smaller, low-profile offers, that attract few guests by themselves, are very important for the attractiveness of the overall offer of a place or a lead product. They can be combined or integrated as a complementary offer, especially for regional day visitors or recreational visitors.²⁷ Every link in the so-called service chain contributes significantly to a successful cultural tourism experience.²⁸

²¹ See https://en.wikipedia.org/wiki/Search_engine_optimization, 28.08.2019.

²² See https://en.wikipedia.org/wiki/Search_engine_marketing, 28.08.2019.

²³ See Leitfaden Soziale Medien für Kulturtourismus im ländlichen Raum. P. 23.

²⁴ See Leitfaden Soziale Medien, P. 33.

²⁵ See Anne Grabs: Follow me!: Erfolgreiches Social Media Marketing mit Facebook, Insta-gram und Co. 2018.

²⁶ See Kulturtourismus in Brandenburg, P. 30.

²⁷ See Kulturtourismus in Brandenburg, P. 33.

²⁸ See Kulturtourismus in Brandenburg, P. 30.

2.3 Match Making Workshop

Workshop

The Match Making Workshop took place on July 2nd from 11am to 4pm in the premises of the Jewish Community Center "Am Brixner Hof 2". The participants were representatives of the city administration, representatives of the private culture and tourism sector, academic staff of the university, people of art and creative industries and two chairwomen of the Jewish community.²⁹

Agenda

11.00 – 11.30

Presentation Project Status Rediscover
Case Studies of PP cities

11.30 – 12.45

Core Messages of Potential Products
Feedback Jewish Community
Cooperations

12.45 – 13.30

Lunch

13.00 – 16.00

Business Model Canvas



Fig. 8: Match Making Workshop – messages and target groups

After the presentation of the REDISCOVER project and the status of the project, Mrs. Daniela Laudehr explained the main goal of the match-making workshop, namely to intensive the outputs of the Capacity Building Workshop and elaborate them more detailed. Mrs. Andrea Möller then introduced the agenda and steps for the day. First she presented the results of a feedback conversation with the jewish community, which took place one week prior to the workshop. The participants started a discussion on what they want to communicate with their potential services, and what the core messages and values should be. Mrs. Möller collected the input of the participants on a pin board during the open discussion. After Lunch Mrs. Möller introduced the Business Model Canvas a common technique for Start-ups and virtually essential for all product development processes. After the introduction of the model, the participants are divided into three

²⁹ For complete attendance list see Appendix E.

groups to apply the business model canvas based on product ideas. The results will be elaborated in more detail in chapter 6.

Output: Messages

The meeting with members of the Jewish Community, in order to find out what their intentions and directions for the next years are, focused on the alignment of future products/ services and their core messages:

- To avoid stigmatization and reduction of jewish culture and history as a result of overemphasizing the Holocaust
- 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
- Integration of forward-looking approaches

The Participants voiced additional important aspekts:

- Remembrance Culture (strong involvement of Contemporary Witnesses)
- Prevention (of antisemitism) through knowledge
- Emotionaly authentic experience
- Knowledge transfer about Jewish Culture AND Religion
- Connections and inclusion of other religions that are present in the city

Output: Business Model Canvas

For the purpose of the workshop the Business Model Canvas was visualised on a large surface so the groups could jointly start sketching and discussing business model elements with post-it notes or board markers.

Advantages Business Model Canvas:

- focus on the essentials
- foundation for brainstorming
- structured representation
- dependencies and conflicting goals

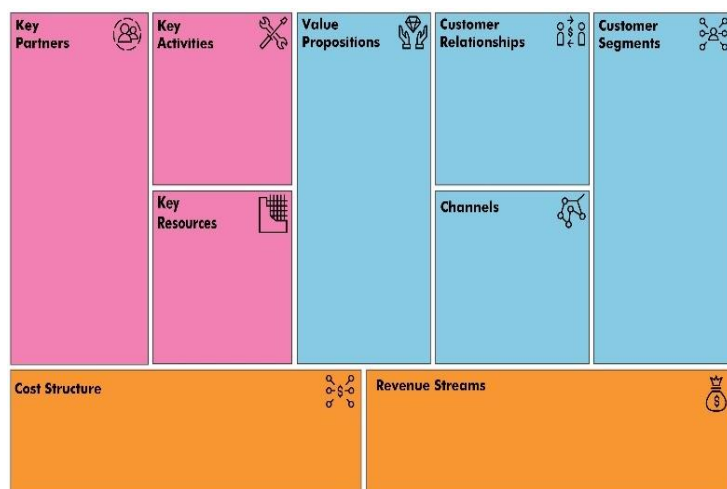


Fig. 9: Business Model Canvas



Conclusion of the Workshop Series:

The Workshop series was very successful and fruitful. The atmosphere was consistently positive and motivating. Due to the different backgrounds of the participants new perspectives and experiences could be collected. The creative methods, techniques and skills have led to both collective and personal progress. All participants are looking forward to the project and the development of tourism services for our Jewish culture.

3. Profile of Regensburg

Facts and Figures

- Regensburg is located in Bavaria and belongs to the administrative district Upper Palatinate.
- The city lies at the northernmost point of the Danube at 337m above sea level.
- In 79 AD it was founded as a roman legion camp *Castra Regina* by Marc Aurel.
- Today it is the 4th largest city in Bavaria with 166.467 inhabitants and an urban area of about 80.8 km²
- 3 universities with 33,000 students³⁰

3.1 Cultural Tourism

- Since July 2006 Regensburg is a UNESCO World Heritage Site (Historical Old Town + Stadt am Hof)
 → total area of 1.83 km² containing roughly 12% (20,000 people) of the cities population³¹

Fig. 10: Old Town of Regensburg with Stadtamhof



- Regensburg has 17 museums with 230,000 visitors per year
- The „Theater Regensburg“ provides 6 venues (179,566 visitors per year) besides many independent small stages
- Regensburg has three active foundation breweries: Kneiting, Bischofshof and the Spitalbrauerei³²
- Transport: Regensburg central station is connected to lines to Munich, Nuremberg, Passau, Hof and Ingolstadt and Ulm. The city lies also on two motorways, the A3 from Cologne and Frankfurt to Vienna, and the A93 from Holledau to Hof. The local transport is provided by a bus network containing 70 bus lines.³³ Danube River Cruises (over 1000 ships in 2016) are handled via the dock Regensburg – Donaulände. The pier on the south bank of the Danube south arm is suitable for cabin ships with a length of up to 135 m.³⁴

³⁰ See http://www.statistik.regensburg.de/publikationen/regensburg_in_zahlen.php, Issue 2018, P. 17.

³¹ See http://www.statistik.regensburg.de/publikationen/regensburg_in_zahlen.php, Issue 2018, P. 12.

³² See http://www.statistik.regensburg.de/publikationen/regensburg_in_zahlen.php, Issue 2018, P. 20.

³³ See <https://de.wikipedia.org/wiki/Regensburg#C3%96PNV>, 28.09.2019.

³⁴ See <https://www.mittelbayerische.de/region/regensburg-stadt-nachrichten/neuer-platz-fuer-fluss-riesen-in-sicht-21179-art1531505.html>, 28.09.2019.

- Main sights:
 - The Dom (Cathedral) founded in 1275, main work of Gothic architecture in Bavaria
 - The stone bridge, built 1135–1146, highlight of medieval bridge building
 - Porta Praetoria, original portal of the roman fortress
 - St. Emmeram's Abbey, a huge castle owned by the powerful Thurn and Taxis family
 - The Old Town Hall, dating in part from the 14th century, contains the rooms occupied by the Imperial diet from 1663 to 1806
 - The Church of St. James, also called Schottenkirche, a Romanesque basilica of the 12th century³⁵

3.2 Visitor Development

Current Visitor Numbers

- Accommodation establishments: 73 (of which hotels: 53)
→ Guest beds: 6307
- Arrivals of guests: 613 991 (from abroad: 133 887)
- Overnight stays: 1 085 524 (from abroad: 242 477)
→ 6520 overnight stays per 1000 inhabitants

Foreign guests from	Arrivals	Overnight stays
Austria	19 263	29 199
USA	10 498	22 482
Netherlands	10 886	16 274
Italy	8 883	15 133
UK	6 840	12 098
Switzerland	7 030	11 893
China	4 097	9 002 ³⁶

Sinus Milieus

Since 2015 Regensburg uses the Sinus milieu for its tourism sector (Regensburg Tourismus GmbH – RTG). The concept focuses on day tourists farther away than 150km while local target groups will be reached through municipal institutions e.g. „Stadtmarketing“. The goal is to foster the tourism economy in the city specifically regarding overnight guests and their role for local retail, gastronomy and hotel branch. An extended stay will also equalize the punctual overburdening of the medieval streets and squares.

³⁵ See https://en.wikisource.org/wiki/1911_Encyclop%C3%A6dia_Britannica/Regensburg, 28.08.2019.

³⁶ See http://www.statistik.regensburg.de/publikationen/regensburg_in_zahlen.php, Issue 2018, P. 9.

Recommended leading milieus for the demographic of Regensburg are the **"Conservative-Established"** and the **"Liberal-Intellectual"**. The concept provides an analysis of preferred media usage and offers customized communications and advertising strategies.

People of the **"conservative-established"** milieu have an above-average use in the media areas of magazines/ journals, daily newspapers, web surfing and reading books. There are also central expectations towards communication and advertising:

- professionalism (in expression and aesthetics)
- clearly identifiable message
- profoundness and significance
- integrity and sincerity
- not manipulative
- elaborated language³⁷

Fig. 11: Media consumption „conservative-established“



People of the "liberal-intellectual" milieu have a similar above-average use in the media areas of magazines/ journals, daily newspapers and books. However, they use web surfing and audiobooks much more frequently. Central expectation towards communication and advertising are:

- high level of soundness
- authenticity
- intellectually stimulating
- pointed
- reflected
- discursive³⁸

Fig. 12: Media consumption „liberal-intellectual“



³⁷ See Lebenswelten – Sinus Milieus im Marketing der RTG, Sheet 31.

³⁸ See Lebenswelten, Sheet 49.

4. Jewish Cultural Heritage Tourism in Regensburg

4.1 The Jewish Community Regensburg

1000 - 1200

The Regensburg Jewish community exists since the year 1000. It had a fully-structured, enclosed quarters in the city center with a synagogue, school and civil court, as well as a cemetery outside the city. In the middle of the 11th century the congregation achieved their first heyday through successful business relations with Russia and Hungary and the famous Rabbi Menachem ben Mekhir. During the first crusades in 1096, the Regensburg community was forcibly baptized, but one year later, thanks to the privilege of Emperor Henry IV, they were able to return to their faith. In the middle of the 12th century, Regensburg's first influential scholarly generation rose up with Rabbi Isaac ben Mordechai and Rabbi Efraim ben Isaac.³⁹ In 1182 Emperor Friedrich I granted them the privilege of Jews to trade gold, silver, metals and goods. At the end of the twelfth century, the second influential scholarly generation established with Rabbi Baruch ben Isaac, Rabbi Isaac ben Jacob ha-laban and the well-known Rabbi Yehudah ben Samuel ben Qalonymos he-Chassid.

1210 - 1519

In 1210, the 1 hectare area "Emmeramer Breiten" near the present-day central station was acquired and served as a cemetery in the following 300 years. In 1230 there was also 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. Over the next few centuries, the community survived several waves of prosecution, indictments and ritual-murder accusations,⁴⁰ and grew to nearly 600 people by 1519 (500 members + 80 Talmud students). After the death of Emperor Maximilian I. on January 12, 1519, under whose protection the congregation stood, all Jewish people were expelled from the city within two weeks and the quarter was completely torn down.



Fig. 13: Etching by Albrecht Altdorfer Regensburg synagogue immediately before its destruction 1519

³⁹ See Angerstorfer, Andreas: Die jüdische Gemeinde in Regensburg. Regensburger Almanach, 1986, P. 167.

⁴⁰ See Angerstorfer. Die jüdische Gemeinde Regensburg. P. 168f.

1670 - 1928

Since 1670, Jews have been living in Regensburg occasionally, and in 1753 Isaac Alexander became the first Rabbi of the re-established community. Since 1788, some rooms in the house "Hinter der Grieb 5" were used as a synagogue. The Jewish edict issued in 1813 allowed the community members to become citizens. In 1822, the cemetery on Schillerstrasse, which still exists today, was established. In 1841, the community moved to the patrician house "Untere Bachgasse 3/5" and until



Fig. 14: Synagogue Schöffnerstraße 1912

1871 their numbers grew from 150 to 430 members. Under Rabbi Dr. Seligmann Meyer (1882 - 1925) the city rabbinate became a district rabbinate. In 1907 the prayer hall had to be closed due to the risk of collapse and the city approved the construction of a new synagogue on Schöffnerstraße 2. It was inaugurated on 29.8.1912 with 290 men's and 180 women's seats.⁴¹ Adjacent to it was the community hall with a school, boardroom and mikve. During this time Jewish social and community life flourished, but it was soon struck by the rise of the NSDAP.

1933 - 1945

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.⁴² 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 harrasments 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.⁴³

1945 – 1989

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. Josef Glatzer served as Rabbi for the aproximately 350 members. On August 1, 1950, the *Jüdische Gemeinde Regensburg* was founded as the successor to the Jewish Community with Rabbi Yakob Simcha Avidor. After the terms of the Rabbis Avidor, Kraus and Liebermann⁴⁴ began in 1969 a long time without a Rabbi. This was also due to the decreasing number of members. The community members grew older - many died, young people often moved away, some emigrated, especially to Israel. The future of the church was sometimes at risk. At the

⁴¹ See Angerstörfer. Die jüdische Gemeinde Regensburg. P. 170.

⁴² See Angerstörfer. Die jüdische Gemeinde Regensburg. P. 171.

⁴³ See Angerstörfer. Die jüdische Gemeinde Regensburg. P. 172.

⁴⁴ See Rosengold, Hans: Der Neubeginn nach dem Zusammenbruch. Regensburger Almanach, 1986, P. 173.

same time, however, many contacts with the city and with urban society developed. In 1952, a local branch of the Society for Christian-Jewish Cooperation was founded.

1989 - present

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 because they were discriminated against. This provided for a strong growth of the community, because immigrants were sent, where there were already Jewish communities. The first new church members came in 1994 to Regensburg - about 60 people. It was enriching and a great challenge for the community, above all because of the language barrier.



Fig. 15: Inauguration of the new Synagogue February 27, 2019



Fig. 16: Three-tiered gold-plated spiral at the synagogues entrance

Therefore, the community life since the nineties also offered German and qualification courses. Since 1996, the church again had a rabbi, Dannyel Morag (until 2008), and until today Rabbi Josef Chaim Bloch. Over time, the community grew to 1000 people. The fact that the prayer room was now too small, was especially noticeable on high holidays. The old building with mikveh, prayer room and offices was indeed usable, but was also too small. The community center built in the late sixties did offer a kitchen, sanitary facilities and a hall, but only for a maximum of 100 people. The recent history of the community has therefore much to do with the long-cherished desire for a new synagogue. This dream came true with the opening of the new synagogue on February 27, 2019.⁴⁵

⁴⁵ See <http://jg-regensburg.de/1950-bis-heute/>, 28.08.2019.

4.2 Status of Jewish Cultural Heritage products and services

▪ kultturen e.V.

Association of Regensburg tour guides.

For many years kultturen e.V. has been presenting the Jewish cultural heritage of Regensburg in various guided tours.

- "Zachor - Remember" - Jewish Regensburg
- "A house for eternity" - Regensburg's Jewish cemetery
- "Three religions - one city" - Christians, Jews and Muslims in Regensburg
- "Hello God - Shalom - Salam" - an interreligious walk
- as well as the guided tour in document Neupfarrplatz

As part of the guided tours, kultturen e.V. cooperates very well with the Jewish community of Regensburg, and gains access to their premises. As a result, Jewish history was linked and presented with Jewish life in today's World Heritage Regensburg.

▪ Böhmen Reisen

As part of the cultural journey "Jewish Bavaria" a one-week tour through Regensburg (two days), Nuremberg, Munich, Fürth, Würzburg, Laudenbach, Kitzingen, and Veitshöchheim is offered. The tour can be booked online ⁴⁶

▪ Stumbling blocks, memorials, signs

- Laying stumbling blocks
- Voluntary cleaning of stumbling blocks (International Holocaust Remembrance Day on January 27th)
- Signage on buildings, e.g. synagogues
- Stadtamhof memorial for the satellite camp „Colloseum“ of the Flossenbürg concentration camp
- Dani Karavan Monument Neupfarrplatz



Fig. 17: Stolpersteine



Fig. 18: „Misrach“ Dani Karavan Memorial ground relief replicates the floor plan of the medieval synagogue

⁴⁶ (<http://www.boehmen-reisen.de/reisen/Bildungsurlaub/Bayern-Judentum.php>)

- New synagogue Regensburg - place of encounter

Annual theme 2019 "City and Society" with the main focus on Jewish Regensburg:
Readings, lectures, concerts in cooperation with different cooperation partners, eg.
Universities (Regensburg and Munich)
Catholic adult education with a program on "Religion as a building block of dialogue ?! Focus
on Judaism "
Exhibition in the Historical Museum..

4.3 Missing elements and obstacles (so far)

In Regensburg, there are several categories that are so far only inadequately presented in the tourist offer. For example, some of the tombstones, people and plaques are incorporated into guided tours, but there is no intensive involvement with the theme, just superficial mentioning. That is why the following elements of the inventory list have to be brought into focus even more.

Tangible

- Synagogue (16th century) / Stadt am Hof
- Items of the temporary exhibition "Regensburg – Mittelalterliche Matropole der Juden" (Prof. Dr. Eva Haverkamp and Dr. Astrid Riedler-Pohlers) → overlap with Intangible: Jewish doctors, Barber-surgeons and midwives in late medieval Regensburg
- Cemetery (before 1210)/ near Sallern
- Cemetery (before 1210)/ Argle
- Medieval Cemetery/ Ernst-Reuter-Platz
- Cemetery "Am Judenfeld, possibly 16th century
- St. Cassian's Church, anti-jewish ceiling fresco (1747)
- Cathedral, anti-jewish sculpture („Golden Calf")
- Jewish Business / Commerce early 20th century (1903: 64 shops)

Intangible

- History of the Jewish community 1670-1928
- History of the Jewish community after 1945: Personal Testimonies / Contemporary Witness

Literature:

- Liturgical poems by Efraim b. Isaac b. Abraham - 12th century
- Sefer Chasidim (Book of the pious) by Rabbi Jehuda ben Samuel he-Chassid - late 12th century
- Regensburg cycle of the Ma'ase book on Rabbi Yehuda the Pious

- Largely unresearched written Jewish sources and documents from Regensburg (stored: Archives in Regensburg and Jerusalem)
- Die Laubhütte (The Tabernacle) a Jewish family newspaper by Rabbi Dr. Seligmann Meyer - 1884
- Ein Tag in Regensburg (A Day in Regensburg) by Joseph Opatoshu - 1930
- Der najer moment (The new moment) a Yiddish weekly newspaper by Mendl Man – 1946

Sciences:

- 1st generation of scholars in Regensburg, Beth Din c. 1150/1170
- 2nd generation of scholars in Regensburg, c. 1180-1200
- Pilpul method (so-called "Regensburger" method) of the Talmud study

Persons

- Rabbi Jehuda ben Samuel ben Qalonymos he-Chassid, The Pious (1140/50 - 1217)
- Rabbi Petachja ben Jakob ha-Laban (late 12th century)
- Rabbi Isaac Alexander (1722 -1800)
- Rabbi Dr. Seligmann Meyer (1853 – 1925)
- Author/ Journalist Mendl Man (1916 – 1975)

Traditions

- Besamim Box (established by Rabbi Efraim ben Isaak ben Abraham 12th century)

Additionally during the workshop series, several questions and problems opened up that are relevant to the further product development process. Regensburg has identified **five major topics**:

Finds, artefacts and archaeological sites

Sometimes it is not quite clear whether the elements are tangible or intangible e.g. written documents in archives or libraries. Furthermore many artefacts, findings and written documents are not accessible for public and not yet fully cataloged from archeologists. This is especially a topic for tourism and the central question in this respect is how to use them in the future to make them more visible. This includes the preparation and access to the archaeological sites, which can lead to conflicts with urban planning and infrastructure. In addition, museum education should be integrated as early as possible in order to create low-threshold offers.

Cooperation with the Jewish community

An intensive exchange with the Jewish community is one of the most important bases for addressing sensitive questions:

- Which aspects should / can be commercialized?
- Significance of Russian-speaking community members since the 90s? (Language barriers)

- Appropriate presentation of the cultural diversity of the Jewish culture / community?

Conurbation Old Town and Overtourism

The rising visitor numbers of Regensburg are very unevenly distributed among the individual districts. The historic old town center is usually heavily frequented

- Should more guided tours be offered?
- How can the presentation of Jewish cultural heritage be designed in the city center?
- Should specific offers for cruise tourism be created?

Remembrance culture/ Commemorative culture and responsible approach towards anti-Semitic and anti-Jewish elements

The examination of the NS past and the associated culture of remembrance runs through the different categories of the inventory. Anti-Semitic/ anti-Jewish elements can also be found in some locations. These should not be treated as an ordinary part of Jewish cultural heritage inventory. The elements are instead collected in a separate category called *Remembrance culture*. Still there are some open questions:

- How to include Remembrance culture?
- How to appropriately handle anti-Semitic / anti-Jewish elements?
- There will be less and less contemporary witnesses. Who can pass on their history?
- People who themselves were listening to the generation of contemporary witnesses are called *Zweitzeugen* („secondary witnesses“)

Social media work and multimedia technology:

Social media work needs to be taken more into account in the marketing of tourism products.

- Differentiated and target group oriented application through online and social media campaigns.
- Social media does not just have to be used on a large scale, can also be useful in smaller actions / events / projects.
- Digital information, interaction and participation should be treated as a fully fledged task.

4.4 Potential Connections

At the local level, there have been several promising cooperation partners, especially in terms of structural support and creative content collaboration for the Jewish cultural heritage.

City Administration and the Department of Nazi Remembrance Culture and Commemorative Culture

- Information about legal situation:
 - opportunities to use public/ urban spaces for cultural events

- possible extent and duration of use
- bureaucratic formalities and restrictions
- Organization and infrastructure of the city administration:
 - potential public advertising space
 - integration into the cities cultural programm
 - networking within the administration
 - financial, material and personnel support
 - long-term planability
- Raphael Birnstiel: Head Department of Nazi Remembrance Culture and Commemorative Culture

The Local Art and Theater Community

- Mr. Eike Zastrow, Academy of performing Arts Regensburg (Regisseur):
Good opportunities for cooperation through artistic representations (theater, readings, music, film, photography, etc.) of Jewish history and literature
- Special attention towards artists/ cultural workers:
 - Intellectual property must be protected / respected
 - Ideas/ concepts and elaborations are money acquisition/ livelihood for participants from the arts and creative industries

University of Regensburg

- Prof. Dr. Sabine Koller, Professorship for Slavic-Jewish Studies (teilnehmerin inventory workshop)
 - Sabine Koller was appointed to the newly created position as Professor of Slavic-Jewish Studies in August 2013 ("Leuchtturm-Verfahren"). Her focus is the cultural renaissance of the Jews in Eastern Europe in the 19th and 20th centuries. Her interdisciplinary research combines Slavic Literary and Cultural Studies, Jewish and Yiddish Studies, and Visual Culture/Visual Cultural Studies in order to incorporate the intercultural, intertextual, and intermedial exchange processes between Yiddish and Slavic.
 - Further cooperations exist with Diane Schürmeier (participants capacity building and match making workshops) in the field of the scientific processing of Jewish literature (war + post-war period)
 - Holger Nath, M.A. (Lecturer for Yiddish University Regensburg)

- Prof. Dr. Rainer Liedtke, Chair of European History (19th and 20th centuries)
University Regensburg - focus on Jewish history

- Mrs. Julia Greim, M.A. Public History
The interdisciplinary masters program "Public History" deals specifically with questions and problems of public dissemination and the application of history and culture. In cooperation with Bavarian museums, archives, libraries, cultural offices and memorial sites, the multifaceted connections of tourism, history and culture are researched in a practical way. From the beginning there is a close cooperation between the study program and the World Heritage Coordination Regensburg through seminars and internships. In addition, a scientific research and thesis paper will accompany the development of the Rediscover project and the implementation processes of the Regensburg pilot projects (Summer 2020).

Partnership Level

The identity of today's Jewish Community is strongly influenced by immigration from Eastern Europe. From 1991 to 2004, 220,000 Jewish immigrants from the successor states of the Soviet Union came to Germany.⁴⁷ In Regensburg, the first 33 people arrived in 1994, by 2016 the community grew to 1,000 members. They came mostly from St. Petersburg, Moscow, Kiev, Lviv, Odessa and Chernivtsi.⁴⁸ Linguistic and geographic ties with eastern Europe can serve as the basis for an exchange between the Jewish Community of Regensburg and the Jewish communities of the PP cities. For example, joint projects could be planned for remembrance days, Jewish holidays or other festivities. Thereby, similarities and differences of local traditions and customs can be exchanged further explored.

5. Ideas, Services and Products

During the workshop series, **five categories** of products and services were developed. Hereafter the message and the target group for each of these categories are explained and the individual activities and products are described in more detail.

⁴⁷ See Bierwirth, Waltraud: Aufbruch „Am Brixner Hof“. Ein neues Gemeindezentrum mit Synagoge. In: Himmelstein, Klaus: Jüdische Lebenswelten in Regensburg: Eine gebrochene Geschichte. Pustet, Regensburg 2018, P. 372.

⁴⁸ See Bierwirth: Aufbruch „Am Brixner Hof“, P. 382f.



5.1 Cultural Appetizers

Message:

Knowledge transfer, Extraordinary experience,
Authentic encounter with jewish culture and people

Target groups:

Residents of the City of Regensburg,
Visitor and tourists

Activities/ Products:

Experiencing the New Synagogue

The Jewish community Regensburg is a place of encounter. Tour through the jewish community center with synagogue, conversation with community members (possibly participation in the prayer)

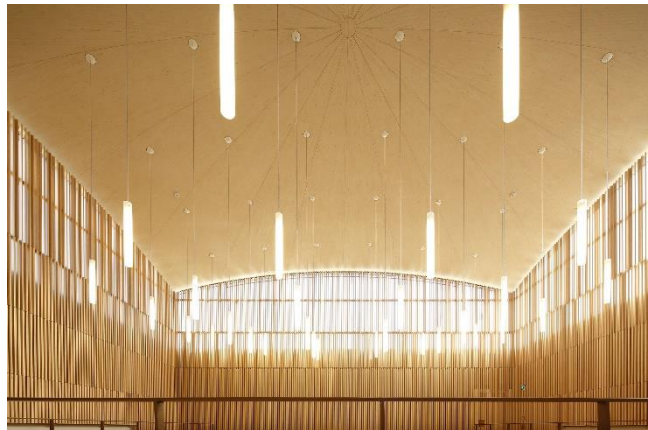


Fig. 19: self-supporting and arched wooden ceiling of the two-storey synagogue room

Surprise Sachet

Package with surprise information cards/ vouchers: jewish library, invitation for coffee at the synagogue, Dani Karavan memorial „Misrach“, *document* New Parish Square, concert ticket

The Synagogue Library

Exploring the synagogue library and its collection of Russian literature, novels and media on religious and historical topics. From the entrance area visitors can go to the library without security control, into which a small café will be integrated.

Music and Dance

Since 2001 Klub "Schalom" of the Jewish Community Regensburg is hosting jewish concerts and music evenings. Matching the Klezmer music simple dance steps are shown. The dances can be viewed in advance as Youtube tutorials.

Cooking Kosher

In the new communal kitchen, participants can cook a kosher menu together, learn about *Kashrut* the Jewish dietary laws and then enjoy the meal together.

Yiddish in Everyday Life

Yiddish arose probably a thousand years ago in the Danube area around Regensburg. The German language has borrowed many expressions from Hebrew and Yiddish even today. Together with the professorship for Slavic-Jewish Studies at the University of Regensburg, the Yiddish traces can be discovered in everyday life.

A tog in regensburg (A Day in Regensburg)

Multilingual scenic reading on the Jewish history of Regensburg and the expulsion of Jews in 1519. Accompanied by artists and musicians from Regensburg at the Dani Karavan Memorial "Misrach". At the center of this idea is the book *a day in Regensburg* by Joseph Opatoshu.



Fig. 20: Marc Chagall (right) portrays his friend Joseph Opatoshu in New York in the 1940s.

Interactive City Tour

The guests follow an interactive city tour. It is described from the perspective of a person who came to Regensburg in 1989 after the end of the Soviet Union. The individual stations on the way towards and in Regensburg are tracked together.

Search for Jewish Traces

The "scavenger hunt" leads through the old town of Regensburg by directing towards clues on buildings, monuments and the like. The Jewish history is conveyed in a playful way, without having to join a group. The hints can be tracked at an individual pace and paused at will to enjoy the flair of the city, the Danube, extraordinary streets, alleys, bridges and squares.

5.2 Long-term Projects/ Events

Message:

Jewish cultural heritage is an important part of Regensburg

Target groups:

Residents, Bike Tourists, Overnight Guests

Activities/ Products:

Publications

The aim is to use the collected information, experiences and creative exchanges to develop a sound, detailed and comprehensive city guide about the jewish cultural heritage of Regensburg. Furthermore, the most popular recipes and stories about the jewish food rituals are to be collected from the kosher cooking classes and published in a kosher and cultural cookbook.

Jewish Heritage Day

The European Days of Jewish Culture were established in 1999 to combat collective forgetfulness and to dignify European jewish heritage. The promotion of jewish cultural heritage as an integral part of European history, is a key factor in the prevention of anti-Semitic stereotypes and prejudices taking root and increasing resilience against intolerance. In 2018 more than 420 cities from 28 European countries joined the European Days of Jewish Culture on the first sunday of september.⁴⁹

Long Weekend of Culture

Short tickets for various offers (public transport + museums) are available for a weekend of cultural activities. The planning and execution should be in cooperation with travel organizers and the city administration.

Historical Museum

The planning and establishment of an independent department for the jewish history of Regensburg in the historical museum.

⁴⁹ See <https://www.jewishheritage.org/web/edjc>, 28.08.2019.



World Heritage Visitor Center

Extended information on jewish history and culture in Regensburg. Additional information material/ brochures on further contact points and events should be available at the center.

Danube Cycle Route

Installation of information boards and temporary information brochures along the Danube Cycle Path (adapted to cyclists).

Virtual Maps

Screens with virtual and interactive maps distributed in the city (New Synagogue, Neupfarrplatz, Central Station). Various paths and routes through Regensburg for independent exploration to choose from (for example, the Jewish tombstones). Information can be transferred to smartphone and taken with you.

5.3 Schoolprojects

Message:

Prevention (of future antisemitism) through knowledge (about jewish history and culture)
Understanding of jewish religion and culture

Target Group:

Mainly young generation

Activities/ Products:

Audio Scavenger Hunt

School classes will be equipped with mobile devices (smartphones, tablets) to travel in small groups through the old town area. Places of importance for jewish history or to the community of today are provided with QR Codes. These lead to audio recordings of school classes who have previously visited these places (possible connection with the student App Actionbound). Over time, a network emerges between students of different ages and schools who inform each other about the jewish heritage of Regensburg.

Books and Believe

Higher semester school classes (e.g. with a focus on history) can practice their research skills in the library of the jewish community. The research tasks are previously thematically embedded in the school lessons. As an extension, interviews/ conversations about the content of the books can be conducted with community members. Maybe even participation in jewish religious education in the community house is possible within this framework. This allows the students to expand their knowledge and practice their research methods such as qualitative interviews or participatory observations.

Photo Competition

The students plan a photo contest that takes them through the old town of Regensburg. The previously researched jewish places are to be visited and photographed taking into account the historical context. The images are then uploaded with matching # to a collaborative instagram project.

Junior Guides

Students develop their own city tours on the jewish history of Regensburg. These are then offered for special events (cultural celebrations, city anniversaries, jewish holidays). The independent research promotes the learning process. Also information hierarchies and learning hurdles that usually exist in school lessons can be reduced.

5.4 Temporary artistic Interventions

Message:

Experiencing Jewish Culture through artistic means

Target Group:

Everyone, but especially residents

Activities/Product:

Cultural Guidance System

A system of highlighted ground surface/



Fig. 21: colored floor markings in Vercorin (Switzerland)

colored routes and markings. The lines lead to places of jewish history and culture. Different symbols contextualize the places that can be found in this way and create cross-connections to their surroundings.

Jewish Tombstones

Many of the 1519 stolen jewish gravestones were used in public places. But some of the scattered historical artefacts are half hidden in doorways, behind columns or on high walls. In order not to forget the atrocities, caused by the desecration of the tombs, replicas of tombstones, in particular the personalised inscriptions, are to be installed in the immediate vicinity.

Small Theatre

On the basis of jewish literature/ stories, small performances and readings will take place weekly at changing public places in the city. In each case, individual characters of the story are presented. The presentations are accompanied by blog entries and accessible to those who are not present. The individual strands and characters come together in a final performance. Smaller performances can also be presented as part of the Cultural Appetizers, while the final performance might be included in city festivals and events.

Public Bookcase

There were many repressions that led to the great catastrophe of the holocaust. The book burning was one of the first steps into the Holocaust and the II WW. On May 12 1933, the nazis burned the books of jewish authors and other "unwanted" literature on the New Parish Square. To commemorate these warning signs and terrible crimes, a public bookcase should be set up on the spot. It shows examples of the burned books. However, the cabinet is "closed" with a glass plate, so that the books can not actually be removed. Instead, QR codes are placed above each book. These lead to websites on which the works are freely available and can be downloaded.

In addition, information panels on the historical events and the dramatic consequences will be displayed on the back of the cabinet.

On the top there will be a quote from Heinrich Heine:

"That was but a prelude; where they burn books, they will ultimately burn people as well."



Fig. 22: Open bookcase in Olten

"Das war ein Vorspiel nur, dort wo man Bücher / verbrennt, verbrennt man auch am Ende Menschen." (1823 Almasor Vers 243f)

5.5 Transnational Partnerprojects

Message:

Shared Jewish Heritage across Europe

Target Group:

Residents of the PP cities, Danube River Cruise Tourists, Dedicated Cultural Tourists

Activities/ Products

Weekend of Culture - Transnation

The goal is to open the door to culture through exhibitions, guided tours and educational offers throughout the city. Jewish tours and lectures, music and activities for children are intended to bring the city's population closer to the Jewish heritage of their hometown in a pleasant atmosphere. The event could take place simultaneously as a transnational project in all project partner cities and highlight the connections between them.

Jewish Cultural Routes

The Cultural Routes Programm of the Council of Europe is an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage. So far over 30 Routes provide a wealth of leisure and educational activities for all citizens across Europe and beyond and are key resources for responsible tourism and sustainable development. The geographical spread, various socio-economic environments and historical background of the PP cities can be used as the basis of a Jewish cultural heritage tour through the danube region. Together with the comprehensive inventories and portfolios, attractive incentives and synergies are created for holiday destinations.⁵⁰

Photo Competition - Transnational

Photo contests and collaborative instagram projects provide networking and multiplication opportunities between PP cities. Multilingual # and their translations help overcome

⁵⁰ See <https://www.coe.int/en/web/cultural-routes> , 28.09.2019.



language barriers between countries. Similarities and shared awareness of Jewish history and culture can be experienced through photography and video.

6. Implementation

The Business Model Canvas by Alexander Osterwalder is a strategic management and lean startup template for developing new or documenting existing business models.⁵¹ It is a visual chart with elements describing a product's value proposition, infrastructure, customers, and finances. This hands-on tool fosters understanding, discussion, creativity, and analysis. It is distributed under a Creative Commons license and can be used without any restrictions for modeling businesses.

Nine questions cover the circumstances, key data and potential difficulties of the implementation process. As a result, the most important requirements for a possible pilot project, a minimum viable product⁵² or a prototype⁵³ can be identified early on.

Customer: Who is the target group?

Customer relations: How can we win and bind our target group?

Dissemination- and communications channels: How do our customers know about our offers? How should our dissemination and marketing strategy look like?

Value proposition: What value does the customer have when they buy or use our product?

Key activities: What are the most important activities to realize our business?

Key resources: Which resources are indispensable?

Key partners: Who could be our partners?

Costs: What are the most important tasks, without them we cannot realize our business?

Revenue: Where does our revenue come from?

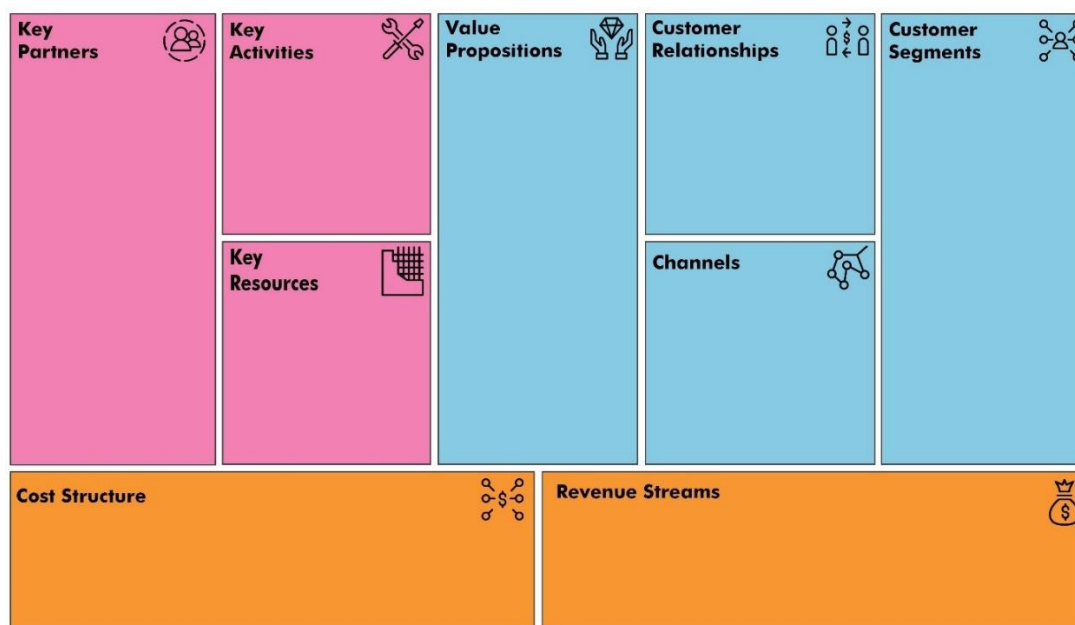


Fig. 23: Business Model Canvas

⁵¹ See https://en.wikipedia.org/wiki/Business_Model_Canvas, 28.09.2019.

⁵² See https://en.wikipedia.org/wiki/Minimum_viable_product, 28.09.2019.

⁵³ See <https://en.wikipedia.org/wiki/Prototype>, 28.09.2019.



Example: School Projects

Customer:

Schools, youth organizations, youth groups, youth clubs
Colleges, universities
Teachers, lecturers

Customer relations:

Commemorative events, school trips, practical seminars, Jewish holidays (e.g. Purim),
teacher trainings

Dissemination- and communications channels:

School boards, social media, personal contacts

Value proposition:

Low-threshold information, prevention through knowledge, understanding of Jewish culture
and religion

Key activities:

Interactive guides, exchange / discussion

Key resources:

Emotional and innovative aspect, contemporary witnesses, victims, community members

Key partners:

Memory Facilities (Archives), Jewish Community

Costs:

Professionals, software, rooms, hardware

Key concept is the exchange with the Jewish Community and young members of the community to
creat interactive tours and project for schools and young groups from Regensburg and from abroad.
BUT: Every service/product/project for young generations can be used also for adults and other
target groups.

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Appendix

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- Julia Greim- 30.04.2019, Regensburg

B: Participants Inventory Workshop, Regensburg

Institution	Name
City of Regensburg, Cultural Division Councillor	Mr. Klemens Unger
City of Regensburg, Department Archives & preservation of historical monuments	Mr. Lorenz Baibl
City of Regensburg, World Heritage Coordination	Mr. Matthias Ripp
City of Regensburg, World Heritage Coordination	Mrs. Daniela Laudehr
City of Regensburg, World Heritage Coordination, University of Regensburg, M.A. Public History	Mrs. Julia Greim
Chairwoman Jewish Community, Regensburg	Mrs. Ilse Danziger
City of Regensburg, Department of Archives & historical monument preservation	Mr. Dr. Lutz Dallmeier
Regensburg Tourismus GmbH, Marketing	Mr. Erwin Maurer
City of Regensburg, Tour guide, Jewish cemeteries	Mr. Dr. Werner Chrobak
University of Regensburg, Slavic-jewish studies	Mrs. Dr. Sabine Koller
Tour Guide Jewish History, Author Stumbling Stones	Mr. Sylvia Seifert
Historic Museums of Regensburg	Mr. Matthias Freitag

C: Inventory List Jewish Cultural Heritage, Regensburg

Tangible Cultural Heritage Elements

Categories	Elements
I. Synagogues, Museums	10
II. Cemeteries, Graves	20
III. Beth Hamidras, Mikve	2
IV. Houses, Places	6
V. Schools, Social Buildings	2
VI. Industrial, Commercial Buildings	2
VII. Memorials, Stolpersteine	8

I. Synagogues, Museums

Synagogues:

- Synagogue (11th century) / Neupfarrplatz (New Parish Square)
- Synagogue (1210) / Neupfarrplatz (New Parish Square)
- Synagogue (16th century) / Stadt am Hof
- Synagogue (1788) / Hinter der Grieb 5
- „Old“ Synagogue (1841) / Untere Bachgasse 3/5
- “New” Synagogue (1912) / Schöffnerstraße 2
- Synagogue 2019, Am Brixner Hof 2

Museums/Exhibitions:

- Permanent Exhibition/ Historical Museum Regensburg, Dachauplatz 1
- Temporary Exhibition "Regensburg – Mittelalterliche Matropole der Juden" (Prof. Dr. Eva Haverkamp and Dr. Astrid Riedler-Pohlers) / Historical Museum Regensburg, Dachauplatz 1
- Excavationsite and Exhibition "document Neupfarrplatz" (medieval jewish quarter) / Neupfarrplatz

II. Cemeteries, Graves

Cemeteries:

- Cemetery (before 1210)/ near Sallern
- Cemetery (before 1210)/ Argle
- Medieval Cemetery/ Ernst-Reuter-Platz
- Cemetery "Am Judenfeld, possibly 16th century
- „Old“ Jewish Cemetery (1822)/ Schillerstrasse
- „New“ Jewish Cemetery (1999)/ Dreifaltigkeitsberg

Tombstones from the medieval Cemetery within Regensburg (current location):

- Hinter der Grieb 2, Regensburg
- Altes Rathaus, Regensburg
- Evangelisches Krankenhaus Emmeramsplatz 11, Regensburg
- Cathedral floor northeastern side wing, Regensburg
- Brückstraße 2 (Amberger Salzstadel), Regensburg
- Secondary School „Am Judenstein“, Regensburg
- Minoritenweg 14, Regensburg
- Neupfarrplatz 7, Regensburg
- North Tower Neupfarrkirche (New Parish Square), Regensburg
- Rathaus, Cham
- Donaustraße 16 (Stadtapothek), Kelheim
- Exterior walls „Klösterle“, Kelheim
- Interior church „Klösterle“, Kelheim
- 18 Tombstones are currently on display in the Historical Museum

III. Beth Hamidras, Mikve

Mikve:

- Mikve medieval jewish quarter, New Parish Square
- Mikve 19th century, Holzländestraße 5

IV. Houses, Places

- Medieval Jewish Quarter "Judengasse", New Parish Square
- Jewish Community House after 1519, Stadt am Hof
- Field Names and Street Names (historical maps)

- St. Cassian's Church, anti-jewish ceiling fresco (1747)
- Cathedral, anti-jewish sculpture („Judensau“)
- Cathedral, anti-jewish sculpture („Golden Calf“)

V. Schools, Social Buildings

Schools:

- Talmusschool of the medieval Jewish Quarter (overlap with Intangible: Sciences)

Social Buildings:

- Jewish Community House 1912, Schäffnerstraße 2

VI. Industrial, Commercial Building

- Craft Houses in the medieval quarter
- Jewish Business / Commerce early 20th century (1903: 64 shops)

VII. Memorials, Stolpersteine

Memorials:

- Dani Karavan Memorial "Misrach", New Parish Square
- „Colosseum“ Satellite camp of the Flossenbürg concentration camp, Stadt am Hof
- Plaque for Synagogue (1788) Hinter der Grieb 5
- Plaque for „Old“ Synagogue (1841) Untere Bachgasse 3
- Plaque „Schindlerhaus“: Residence of Oskar Schindler and his wife, Am Watmarkt 5
- Plaque for Synagogue (1912), Am Brixner Hof 2
- „Object 1981“ by Walter Zacharias, Neue-Waag-Gasse 14

Stolpersteine: Over 200 Stolpersteine in the past 12 years

Intangible Cultural Heritage Elements

Categories	Elements
I. Songs, Music, Dance	2
II. Literature	8
III. Gastronomy	-
IV. Arts, Crafts, Sciences	4
V. Oral History	2
VI. Famous/ prominent Persons	5
VII. Rituals, Customs, Traditions, Philanthropy	2

I. Songs, Music, Dance

Music:

- Synagogue Choir 1880-1933

Dance:

- Jewish youth federation and youth federation Ezra (c. 1925)

II. Literature

- Liturgical poems by Efraim b. Isaac b. Abraham - 12th century
- Sefer Chasidim (Book of the pious) by Rabbi Jehuda ben Samuel he-Chassid - late 12th century
- Regensburg cycle of the Ma'ase book on Rabbi Yehuda the Pious
- Largely unresearched written Jewish sources and documents from Regensburg (stored: Archives in Regensburg and Jerusalem)
- Die Laubhütte (The Tabernacle) a Jewish family newspaper by Rabbi Dr. Seligmann Meyer - 1884
- Association for Jewish History and Literature (1927)
- Ein Tag in Regensburg (A Day in Regensburg) by Joseph Opatoshu - 1930

- Der najer moment (The new moment) a Yiddish weekly newspaper by Mendl Man – 1946

III. Gastronomy

IV. Arts, Crafts, Sciences

Crafts:

- Jewish doctors, Barber-surgeons and midwives in late medieval Regensburg

Sciences:

- 1st generation of scholars in Regensburg, Beth Din c. 1150/1170
- 2nd generation of scholars in Regensburg, c. 1180-1200
- Pilpul method (so-called "Regensburger" method) of the Talmud study

V. Oral History

- Legend of Amram (Jewish Scholar)
- Personal Testimonies/ Contemporary Witness (about deportation, concentration camps and reimmigration to Regensburg)

VI. Famous/ prominent Persons

- Rabbi Jehuda ben Samuel ben Qalonymos he-Chassid, The Pious (1140/50 - 1217)
- Rabbi Petachja ben Jakob ha-Laban (late 12th century)
- Rabbi Isaac Alexander (1722 -1800)
- Rabbi Dr. Seligmann Meyer (1853 – 1925)
- Author/ Journalist Mendl Man (1916 – 1975)

VII. Rituals, Customs, Traditions, Philanthropy

- Various philanthropic Organizations 1880-1933
- Besamim Box (established by Rabbi Efraim ben Isaak ben Abraham 12th century)

- Julia Greim- 30.04.2019, Regensburg

D: Participants Capacity Building Workshop, Regensburg

Institution	Name
City of Regensburg, World Heritage Coordination	Mrs. Daniela Laudehr
ARS Incoming, Tour Guide	Mrs. Ursula Lechner
ARS Incoming, Tour Guide	Mrs. Charlotte Schelling
ARS Incoming, Tour Guide	Mrs. Monika Göttler
Culthea	Dr. Gerhard Waldherr
PHD, University of Regensburg, Jewish-slavistic studies	Mrs. Diane Schürmeier
Regensburg Tourismus GmbH, Marketing	Mr. Erwin Maurer
City of Regensburg, Remembrance	Mr. Raphael Birnstiel
Jewish Community	Mrs. Irina Gaydar
University of Regensburg, M.A. Public History	Mrs. Julia Greim
City of Regensburg, Archives & Monument Preservation	Dr. Lutz Dallmeier
Academy Performing Arts, Regisseur	Eike Zastrow
Academy Performing Arts, Dramaturg	Philipp Wegerer

E: Participants Match Making Workshop, Regensburg

Institution	Name
City of Regensburg, Department Archives & preservation of historical monuments	Mr. Lorenz Baibl
City of Regensburg, World Heritage Coordination	Mrs. Daniela Laudehr
City of Regensburg, World Heritage Coordination	Mrs. Gabriela Fleissner
Katholisches Bildungswerk e.V.	Mr. Roland Preuß
ARS Incoming, Tour Guide	Mrs. Ursula Lechner
ARS Incoming, Tour Guide	Mrs. Monika Göttler
PHD, University of Regensburg, Jewish-slavistic studies	Mrs. Diane Schürmeier
Regensburg Tourismus GmbH, Marketing	Mr. Erwin Maurer
City of Regensburg, Remembrance	Mr. Raphael Birnstiel
Jewish Community	Mrs. Irina Gaydar
Academy Performing Arts, Regisseur	Mr. Eike Zastrow
Tour Guide Jewish History, Author Stumbling Stones	Mr. Sylvia Seifert
Historic Museums of Regensburg	Mr. Matthias Freitag