

Post about Jewish History Tours for the DATES Newsletter

In this Newsletter we'd like to tell you about another European CEF Telecom project, [Jewish History Tours](#). The project explored how cultural heritage content - historical photographs and documents, stories about people and places - can be used to develop engaging experiences for both individuals and groups of tourists interested in the culture and history of destinations they are visiting. This is sometimes referred to as "cultural tourism".

Cultural tourism is another important use-case that the Tourism data space will need to address in the future: thanks to the data space, the secure exchange of data will be facilitated between the sources of cultural heritage data (museums, archives and communities) the professionals who can use it to build engaging experiences (guides, curators, storytellers) and platforms and apps that will deliver engaging experiences to the end user.

An important aspect of such initiatives is the synergy with existing European infrastructures dedicated to cultural heritage content, foremost among them being the common European data space for cultural heritage, deployed by the Europeana Initiative.

Jewish History Tours (in which the Europeana Foundation is also a partner) is one such example of a project which leverages the power of location-based storytelling to create engaging and high-quality tours on Jewish life and culture in various locations across Europe.

The project uses digital heritage collections – provided through Europeana.eu – as a material to develop more than 100 guided tours. The tour production is supported by several innovations, including a platform for authoring tours, an Artificial Intelligence recommendation system for authors, and a semi-automatic geographical enrichment and machine translation for multilingual tours. The tours are published by well-known tourism platforms, such as Clio Muse Tours, izi.TRAVEL and others.

Another important European initiative for tourism – [Cultural Routes of the Council of Europe](#) – is participating in the project via its member European Routes of Jewish Heritage, operated by [AEPJ](#), a partner in the project. The Cultural Routes of the Council of Europe 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. They cover a range of different themes, from architecture and landscape to religious influences, from gastronomy and intangible heritage to the major figures of

European art, music and literature. This collaboration opens the door to future cooperation of more than 45 Cultural Routes of the programme with common European data spaces for tourism and for cultural heritage.

Just delivered, the project Jewish History Tours is an interesting use-case of how data spaces in tourism can also promote and popularise European culture and history through engaging digitally powered experiences.

The project will be sustained through the [J-Story](#) ecosystem for innovative experiences with Jewish culture, initiated by [Jewish Heritage Network](#). JHN and the partners are interested in working with other projects, organisations and initiatives promoting sharing of cultural heritage data for sustainable cultural tourism, such as DATES. Interested partners can get in touch with the project via JHN at info@jhn.ngo.

The screenshot displays the user interface of an audio tour application. At the top, the title "The Hidden gems of Jewish Barcelona" is shown with a 4-star rating and a "Gratuit" (Free) label. A QR code is provided for downloading the tour to a mobile phone. The main interface is divided into three sections: a vertical list of 12 tour stops on the left, a central audio player, and a map on the right. The audio player is currently at the 4th stop, "4 Corner of Sant Sever and Carrer B.Adret", and shows a play button and a progress indicator. The map on the right shows the tour route with numbered markers from 1 to 12, with the current location highlighted at marker 4. The map includes various landmarks and street names in the Gotic Quarter of Barcelona.

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