



World Jewish Travel City Curation Manual



ADDING YOUR CITY
TO THE WJT WEBSITE

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Introduction

World Jewish Travel is a new digital platform that allows cities, provinces, and countries worldwide to take part in reshaping the Jewish tourism experience.

We are excited to offer you the free opportunity to use our innovative tourism technology and benefit immensely from our advanced digital tools.

We have already had advantageous collaborations with Red de Juderias de Portugal, Red de Juderias de Espana, AEPJ, and the Tourism Ministries of Germany and the Czech Republic. We are now looking to expand the success of this project to additional cities and countries around the world.

This is a unique opportunity to promote local Jewish tourism in your region and reach out to a broader market than ever before!



Why Collaborate with Us

- Access a broader target audience with international reach
- Drive visitors to your sites and events at no extra cost
- Access to a niche target audience with a large tourism-income potential
- Promote local Jewish sites and restaurants while increasing awareness of Jewish culture
- Our digital platform makes promoting your local Jewish tourism simple, quick and accessible

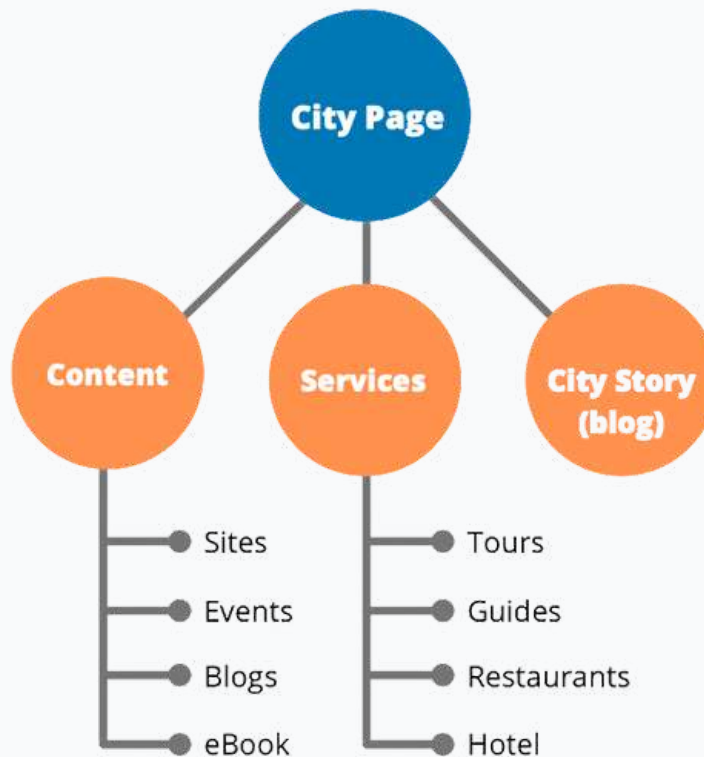
This is a unique opportunity for cities, provinces, and countries to share in the revenues of the Jewish cultural tourism market, which is estimated at over one billion dollars per year.

Ready to take your local Jewish tourism to the next level? In this manual, we will teach you exactly how to fill out our city curation table so that your city can join the WJT community.



City Concept

Each city page is made of several parts. The chart below depicts these sections and further breaks down the the city page layout.



Sites and events are further broken down into the following categories.

Sites



Events



City Story

Each city has a story behind it containing rich Jewish history and culture. What was life like for Jews when they first arrived and how has it changed over the years? The story might mention certain Jewish customs that are unique to that city, special Jewish foods, Jewish sites and restaurants, and famous figures that lived in the city.

All city stories are connected to a blog and will appear on both the blog and city pages. City stories should be between 500 and 1000 words for an average read time of 3.5 minutes.

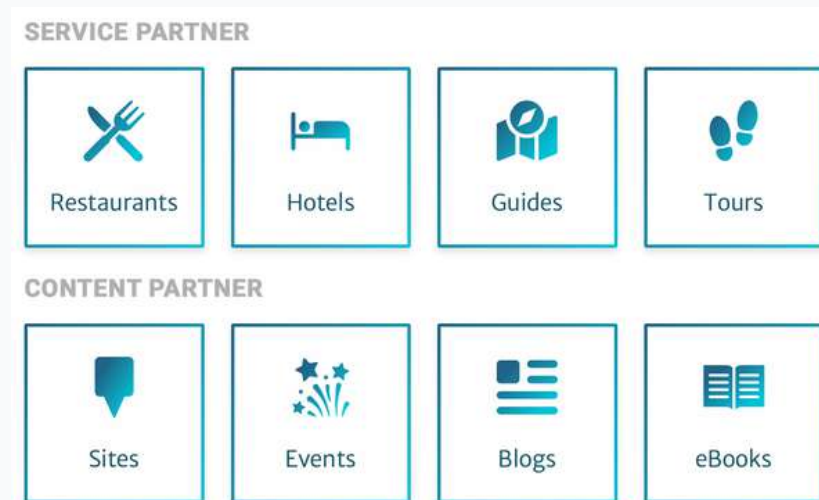
You may embed images throughout the blog, but the cover image you choose will automatically appear at the top of the city story.

The screenshot displays the WJW (World Jewish Travel) website for Jewish Szeged. The top navigation bar includes links for Destinations, Cultural Calendar, eBook Library, Blogs, Partners, About, and FAQ, along with Sign In and Join buttons. The main header features a large image of Szeged with the WJW logo and the text 'JEWISH SZEGED'. Below this is a yellow 'Read City Story' button. A yellow arrow points from this button to a detailed blog post titled 'THE BEST OF SZEGED'. The blog post contains a long paragraph of text about the Jewish community in Szeged, starting with 'The map of Jewish world had been shaped in East Europe by the end of the 18th century...'. Below the text are several smaller images and captions: 'The Pick Family', 'István Koteczki', 'Tiszavirág Szeged', and 'Classic Grill Serbian Re...'. The bottom of the page shows a grid of categories: TOURS, GUIDES, HOTELS, and RESTAURANTS, each with a representative image and a list of items.

The city story appears by clicking the yellow button on the city page.

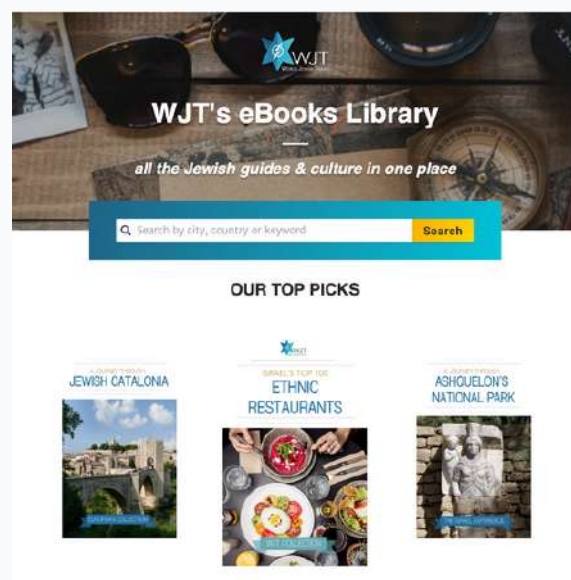
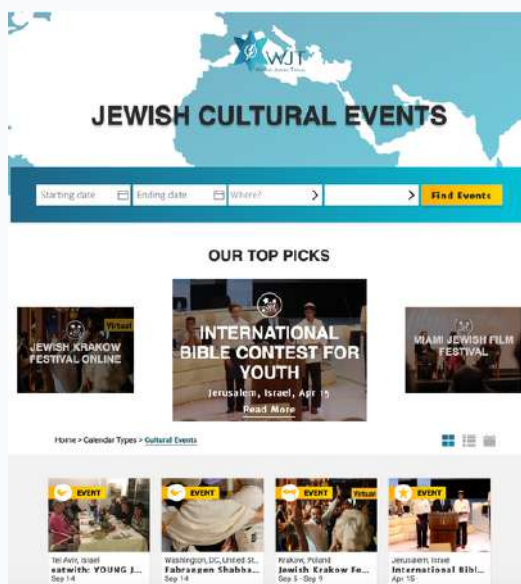
Website Listings

All cities have a site, event, tour, guide, hotel, restaurant, and blog page where users can search and filter by different listing types. Throughout this guidebook we will be using sites as an example, but all other listings (except ebooks) follow the same page format.



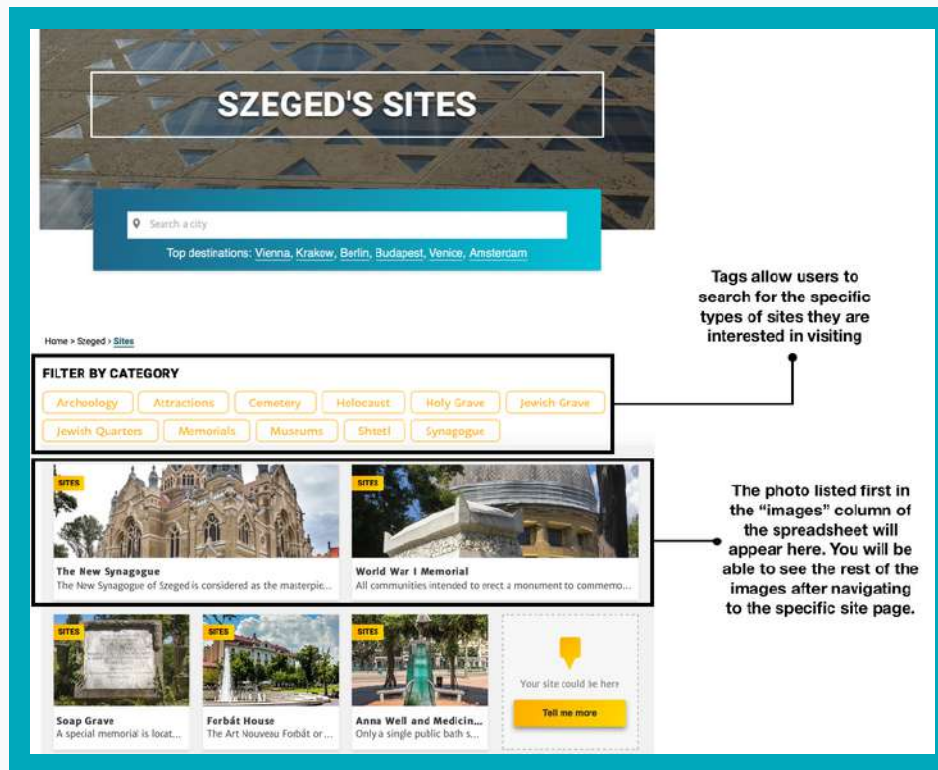
eBooks appear in the WJT eBook Library, as well as the city homepage in a carousel that you will see in page 8.

In addition to the city pages, all events from around the world appear in the WJT Cultural Calendar.



Website Listings

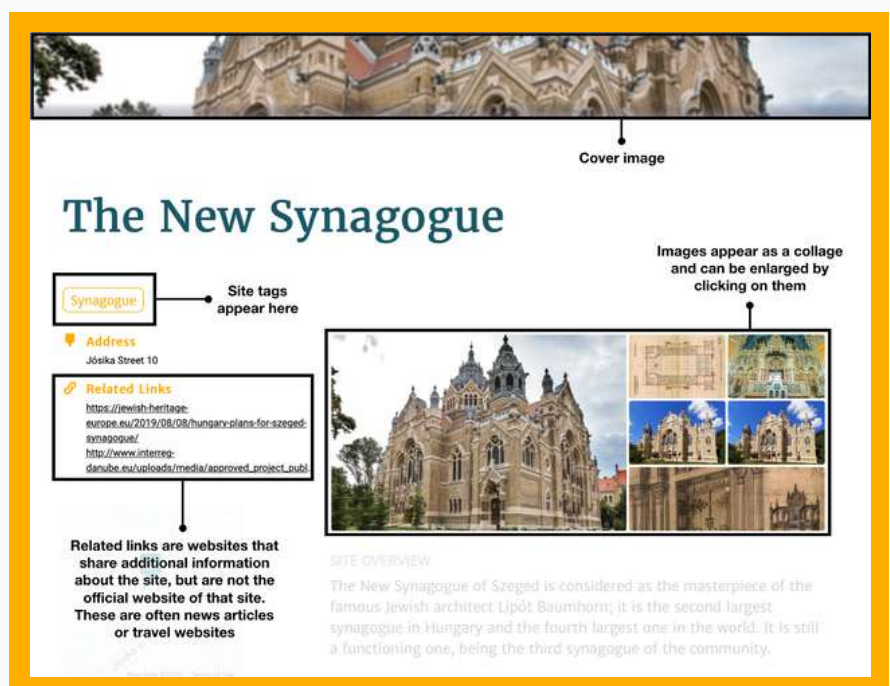
On the city homepage, users can only see the first three of each listing type. However, they can choose to "view all" and see every listing of that type on a separate page. You can see how this works below with sites.



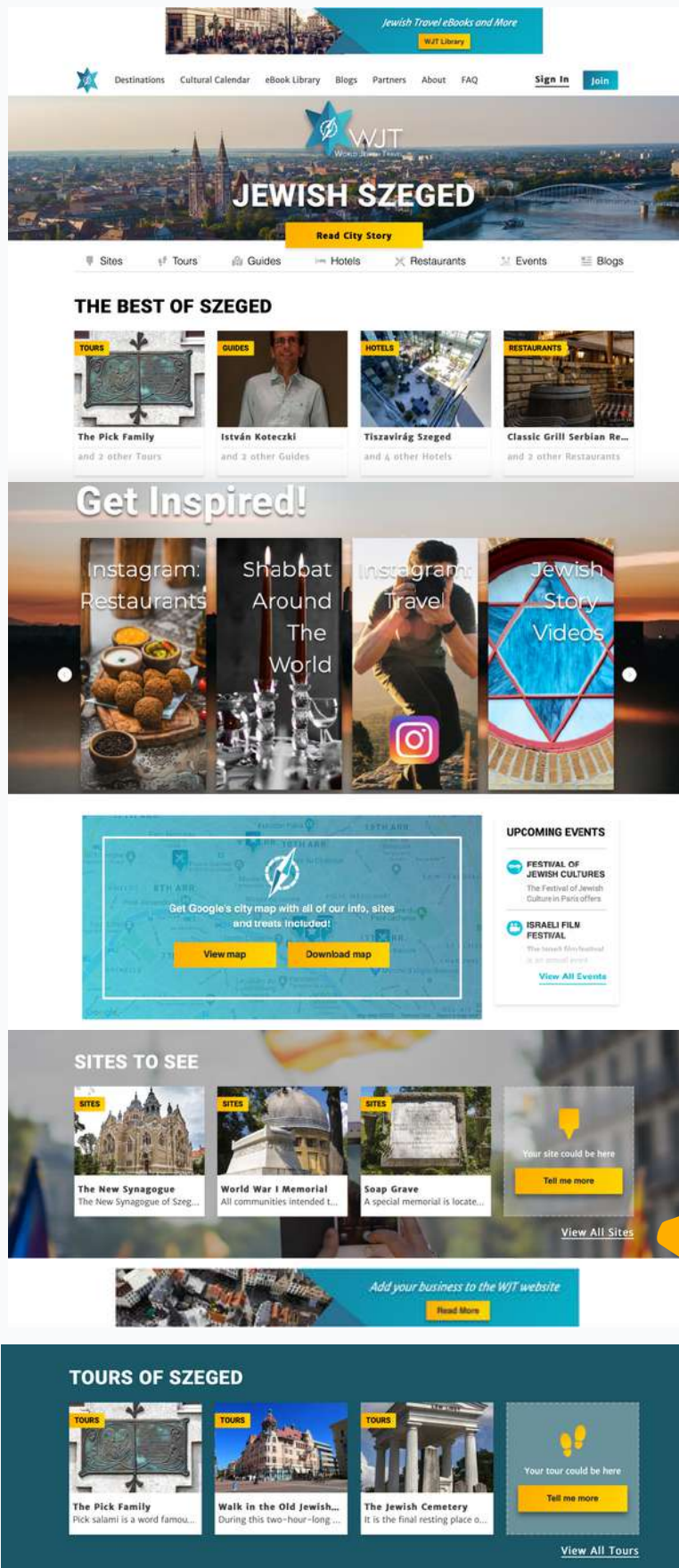
The site page allows users to search and filter by different site types. When users click on a site, they are directed to a new page (see below)



Each site (and other listing types) has its own page where users can find additional information such as an address, a website, images, contact information and a full description.



Sample City Page



Here is an example of how the city page will appear on the WJT website once we receive and upload your completed city curation table.

The city page gives users a general overview of the sites, events, tours, restaurants, guides, and hotels that are available in your city.

Only the first three of each item will appear on this page. The remaining sites, for example, will be shown when the user clicks "view all sites."

You can click here to see an example of Szeged's site page.

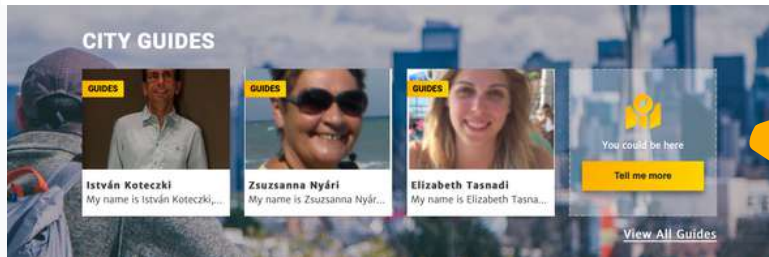
Sample City Page cont.

JEWISH STYLE RESTAURANTS



A placeholder appears in each section of the city page to encourage other businesses and content providers to add their services to the WJT site.

CITY GUIDES



READ MORE BLOGS AND EBOOKS

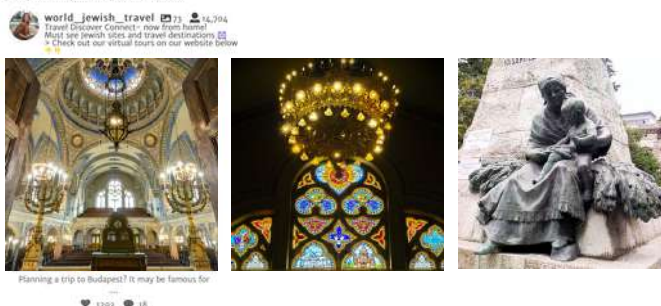


Blogs and eBooks related to the city appear together in a carousel.

HOTELS IN SZEGED



#JEWISHSZEGED



City Metrics

All users have access to a personalized dashboard directly on the WJT website. This dashboard can be accessed by logging into the WJT website with the username and password that will be provided to you.



The dashboard allows you to edit, delete, view, and boost all listings. It also provides you with analytics such as clicks and views to see which listings are most popular.

All

Restaurants

Hotels

Guides

Sites

Events

Tours

Blogs

eBooks

Virtual and video tours

Total Items created

Past month

0

Total Items Views

Past month

0

Active Boosts

Past month

0

Total Clicks Through

Past month

0

+ Add new

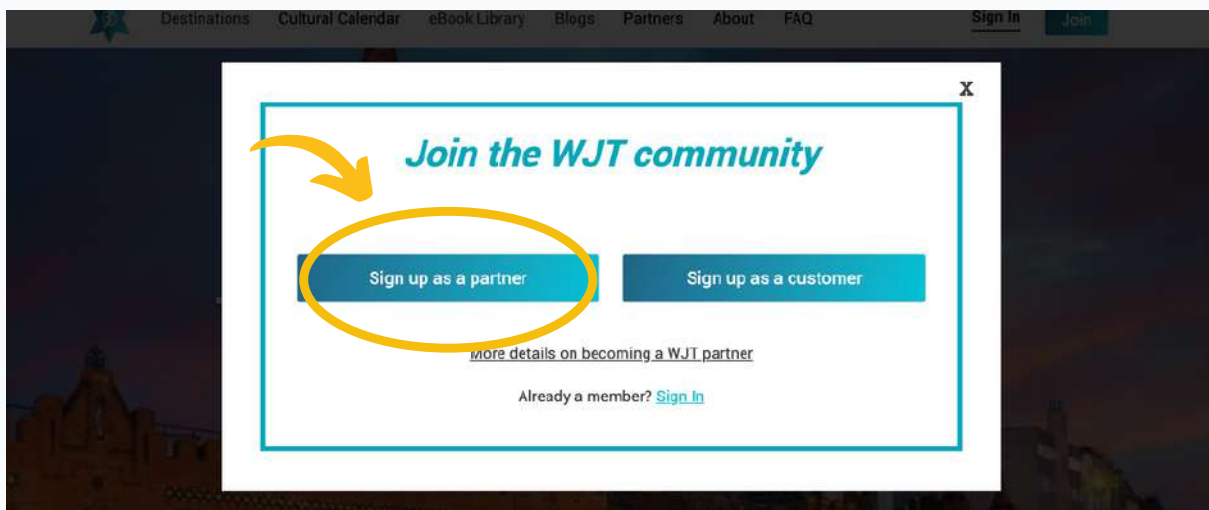
Delete

| ITEMS | TITLE | CITY | CREATED AT | UPDATED AT | VIEWS | CLICKS | STATUS | BOOST | LAST BOOST |
|---------------------------------|--------------------------------------------------------|--------|---------------------|---------------------|-------|--------|--------|-------|------------|
| <input type="checkbox"/> eBooks | Windows of Celebrations in the New Synagogue of Szeged | Szeged | 2020-09-23 14:28:12 | 2020-12-17 17:07:07 | 2 | 0 | Live | Boost | |
| <input type="checkbox"/> Sites | World War I Memorial | Szeged | 2020-09-14 16:04:11 | 2020-12-17 17:13:25 | 2 | 0 | Live | Boost | |
| <input type="checkbox"/> Sites | Soap Grave | Szeged | 2020-09-14 16:04:05 | 2020-12-17 17:13:08 | 2 | 0 | Live | Boost | |
| <input type="checkbox"/> Sites | Forbát House | Szeged | 2020-08-12 10:04:23 | 2020-12-17 17:48:56 | 2 | 0 | Live | Boost | |
| <input type="checkbox"/> Sites | Anna Well and Medicinal Bath | Szeged | 2020-08-12 10:04:11 | 2020-12-17 17:51:14 | 2 | 105 | Live | Boost | |
| <input type="checkbox"/> Sites | The Savings Bank – Centre of Local Businesses | Szeged | 2020-08-12 10:03:56 | 2020-12-17 17:51:32 | 2 | 47 | Live | Boost | |
| <input type="checkbox"/> Sites | The National Theatre | Szeged | 2020-08-12 10:03:43 | 2020-12-17 17:52:08 | 2 | 150 | Live | Boost | |

Creating a WJT Account

In order for us to upload your city table and for you to have control over your listings, you will need to create a WJT account.

This can be done directly from our homepage by selecting "Join" and then signing up as a partner.



Simply follow the instructions on the form to complete the registration.

How to Use the Table

The city curation table includes all information that users are able to access on our website. Mandatory fields are indicated by **green** boxes on the table. Sites, for example, require the following fields: site name, website link, cover image, images, summary, city, country, and tags.

A Facebook link can be used in the place of a website URL. The purpose of the "website" field is to provide users with a place where they can access additional information about the listing such as contact information, schedules, and booking information.

Optional columns are indicated by **blue** boxes on the table and include social media links and contact information.

Note: You may only include tags from the provided lists. If you create a new tag, our system will not recognize it and your item will not be uploaded.

| Optional fields are marked in blue | | | | | | | Tags - Choose from the following: Synagogue, Holocaust, Jewish Grave, Archeology, Attraction, Cemetery, Holy Grave, Museum, or Jewish Quarter |
|-----------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|--------|---------|---------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| Site Name | Short Description | Address | City | Country | Facebook Link | Instagram Link | |
| The National Theatre | Stone theatres had been built in cities of the countryside across Europe in the last decades of the 19th century. When Szeged was rebuilt after the Great Flood of 1879, the city's first theatre was built. Vienna-based Fellner & Helmer designed the building. | 6 Borzinka Avenue | Szeged | Hungary | | | Attraction, Theatre |
| The New Synagogue | The New Synagogue of Szeged is considered as the masterpiece of the famous Jewish architect Lipót | Jósika Street 10 | Szeged | Hungary | | | Synagogue |
| The Savings Bank – Centre of Local Businesses | Influential citizens involved in local industry and commerce have strongly shaped the society of Szeged in the 19th century. They initiated the foundation of the Szeged-Csongrád Savings Bank in 1845 which was the 10th of its kind in | 7 Takaréktár Street | Szeged | Hungary | | | Attraction, Museum |

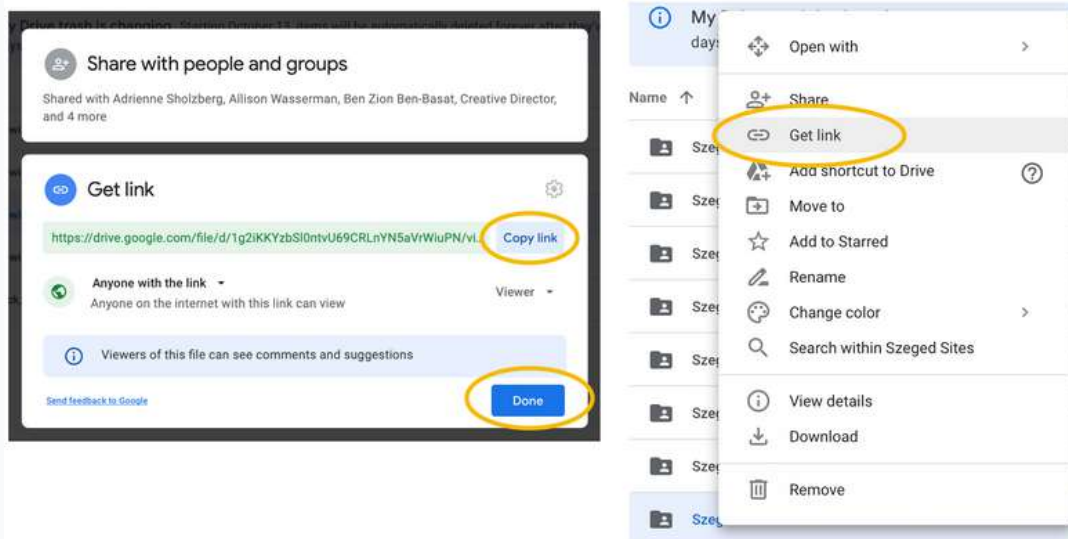
Images

There must be at least one image, as well as an additional cover image for each site. The cover image will appear at the top of the site page, and the remaining images will appear as a collage on the same page. (see page 11 for details).

All images must be placed in your city's public Google Drive folder, which we will create and send to you.

Each image must be under 500 KB in size and the Google Drive link for each image must be copied into table in the correct tab. To copy the image link, follow the instructions below:

1. Right click on the image in the Google Drive folder
2. Click "Get link"
3. Click "Copy link"
4. Paste the link into the "Cover Image" or "Images" column of the city curation table
5. Click "Done"
6. Repeat until all images are copied onto the table



Images

All image links should be separate by a comma.

| Cover Images | Images (1 required, 3-5 recommended) | Duration (hours) | Website URL | Languages | Username | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------------------------------------------|--------------------|-------------------|--|
| https://drive.google.com/file/d/1ln2d_R2h5hyrnnXUjOk76AGv9dyux1g/view?usp=sharing | https://drive.google.com/file/d/138ApLhU5lzDkIEuYSHt38ChWVzYfoE3T/view?usp=sharing , https://drive.google.com/file/d/1fMVh8OvsMO33nQBkIxlv3fXisAOgPC-M/view?usp=sharing , https://drive.google.com/file/d/1g2iKKYzbSl0ntvU69CRLnYN5aVrWiuPN/view?usp=sharing | | | | | |
| https://drive.google.com/file/d/1ln2d_R2h5hyrnnXUjOk76AGv9dyux1g/view?usp=sharing | https://drive.google.com/file/d/138ApLhU5lzDkIEuYSHt38ChWVzYfoE3T/view?usp=sharing , https://drive.google.com/file/d/1fMVh8OvsMO33nQBkIxlv3fXisAOgPC-M/view?usp=sharing , https://drive.google.com/file/d/1g2iKKYzbSl0ntvU69CRLnYN5aVrWiuPN/view?usp=sharing | | http://szegeditourisma.hu/ | Hungarian, English | Rediscover_Szeged | |
| <div> <div>If you do not already have a WJT account, a username will be provided to you</div> <div>All Google Drive image links must be separated by commas</div> <div>The first linked image will be appear on the city homepage</div> </div> | | | | | | |
| <div> <div>The cover image is the long horizontal image that appears at the top of the item's page</div> </div> | | | | | | |

Below you can see where the images and cover image will appear on the site page. Cover images dimensions are 1920 X 270 px (width X height) with a ratio of 7 X 1.



Cover Image

Home > Szeged > Tours > The Jewish Cemetery

The Jewish Cemetery

Walking Sightseeing Historical

Average Duration

Official Website

<http://szegeditourisma.hu/>

Social Media



Languages

- Hungarian
- English



Images

Image Credits

There are two ways to add image credits on our website:

1. Superimpose the credit on the images
2. Add the credit to the listing description

Superimposed Credit Example



Credit in Listing Description Example

The Jewish Museum tells the ongoing story of the Jewish people. It was opened to the public on August 08, 2009 and the organization is dedicated to celebrating and exploring the experiences, accomplishments, and spirit of the Jewish community from biblical times to the present. Through its educational programming, the institution works to connect Jewish people to their roots and strengthen their personal and collective Jewish identity. The museum presents a pluralistic narrative of Jewish culture, faith, purpose, and deed as seen through the lens of Jewish history and current experience today.

Image Credit:

Photographer Leigh, World Jewish Travel, 2021, via wikimediacommons.com

Listing Locations

Address

1. The address needs to be written out as the full address as it would appear in Google Maps, including the street name and number, city, and country
 - a. Correct: Rambam St 2, Tel Aviv-Yafo, Israel
 - b. Incorrect: Rambam St 2
2. If needed, you can look up the address on Google Maps and copy it from there
3. If you are adding multiple addresses, such as for a tour that operates in more than one city, each address must be separated with a semicolon. E.g.
 Rambam St 2, Tel Aviv-Yafo, Israel;
 Ben Yehuda St 6, Jerusalem, Israel

City

If you are adding multiple cities, such as for a tour that operates in more than one, they must be separated with a semicolon.

E.g. Tel Aviv-Yafo; Jerusalem

Country

If you are adding multiple countries, such as a route that operates in more than one, they must be separated with a semicolon.

E.g. Uzbekistan; Azerbaijan

| Address | City | Country |
|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|----------------------------|
| 12 Ben Yehuda Street, Jerusalem, Israel; C/ del Vidre, 7, 08002 Barcelona, Spain; Via del Governo Vecchio, 87, 00186 Roma RM, Italy | Jerusalem; Barcelona; Rome | Israel; Spain; Italy |
| 2 Ben Yehuda Street, Tel Aviv-Yafo, Israel; | Tel Aviv-Yafo | Israel |

Uploading Your City's Workbook

Once you have completed the site table, send it back and a member of the WJT team will upload the information onto our website. The table will only be uploaded once an account is created on our site.

Below, you can see how all of the information on the upload table will translate to the website. All listing types, with the exception of blogs and eBooks, appear in this format.

| Restaurant Name | Summary | Address | City | Country | Facebook Link | Instagram Link | Tags - Choose from the following: Kosher, Bakery, Deli, Ashkenazi, Ethnic, Russian, Jewish, Ethiopian, European, Italian, Mediterranean, Moroccan, Polish, Seafood, Sandwich, Spanish, Sephardic, Russian, Tapas, Vegan, Steakhouse, Vegetarian, Jewish Style, Israeli, Iraqi, Mizrahi, Indian, Greek, Gluten Free | Images (3-5 recommended) | Phone Number | Website URL | Email Address | Username |
|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|--------|---------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|-----------------------------------------------------------|----------------------------------------------------------|-------------------|
| Hági Udvar | Hági Udvar is a legendary restaurant among the locals with a history dating back to the 19th century. The first theatre in the city was opened in 1856 and after a flood, the building was renovated by the city and sold to Haggemacher Brewery in 1896 to become a beer hall. The restaurant has gained popularity | 3 Kelemen László Street | Szeged | Hungary | https://www.facebook.com/hagiudvar/ | https://www.instagram.com/hagiudvar/ | European, Ethnic | | 36-308-707-900 | https://hagiudvar.hu/ | info@hagiudvar.hu | Rediscover_Szeged |

Hági Udvar

European Ethnic

Address
Szeged, Kelemen László utca 3, Hungary

Phone
36-308-707-900

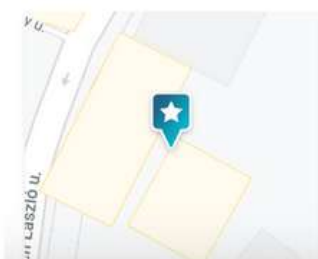
Official Website
<https://hagiudvar.hu/>

Contact info
info@hagiudvar.hu

Social Media
f i



Book this restaurant



Hági Udvar is a legendary restaurant among the locals with a history dating back to the 19th century. The first theatre in the city was opened in 1856 and after a flood, the building was renovated by the city and sold to Haggemacher Brewery in 1896 to become a beer hall. The restaurant has gained popularity since the 30s, and has been a center of nightlife and a meeting place for intellectuals. Among others, poet Miklós Radnóti, comedian Géza Boncz, opera singer József Gregor,

Links

If you are interested in partnering with us, please reach out by email and a member of our team will send a blank city curation table for you to fill out. We will also include a folder for you to add all images that will be added to the city curation table.

If you have questions while filling out the sheet, you can refer to the Szeged table, [here](#), as an example.

If you have any additional questions that arise while filling out the table, feel free to contact us at contactus@worldjewishtravel.org and someone from our team will be happy to help.

We are looking forward to partnering with you and adding your city to the WJT site.



FAQs

What if I want to make changes to an item after it has already been uploaded?

You will receive a username and password which allows you full access to your items on a personalized dashboard. Any part of a listing (name, contact info, images, address, etc.) can be modified through the dashboard. In addition, a listing can be deleted if the business closes.

How much does it cost to participate in the project?

There is no fee; it is completely free. The benefits are huge, at no cost to you!

What is the White labeling option?

White labeling is when a product or service is produced by one company that other companies rebrand. This is done in order to make the product appear as if they had created it themselves. If interested, reach out to us about making this a possibility for your organization.

Can I add videos and audio files?

Yes, of course; we even encourage it. Send us an email if you would like to add any video or audio files and we will upload them for you.

Photos licensing CC by 4.0 → read more about the Creative Commons licensing [here](#).

If you're interested in a different licensing for your photos, please contact us.



contactus@worldjewishtravel.org



TRAVEL DISCOVER CONNECT