

I am delighted that this report is now available to support and stimulate discussion on ways in which engaging visitors might provide a means to preserving the region's cemetery sites. Following the report's launch, webinars and seminars have given interested parties the chance to consider and discuss the findings and recommendations, as they continue to plan for and act on sustaining and promoting the historic Jewish cemeteries in their charge.

The report is very much a team effort. A range of stakeholders and informed professionals across Europe and the US were interviewed. Stakeholders who have contributed include academic researchers in Jewish history, heritage and tourism; those working with Jewish heritage (including cemeteries) as guides and tourism professionals, tourism entrepreneurs, engaged community members and creators working with Jewish heritage. Researchers in the focus countries and at Centropa assisted me in identifying and interviewing stakeholders, gathering local data for this report and checking the report's accuracy. Where possible, statistics were collected to support understanding of tourist markets and access to digital resources.

Desk-based research examined the publicly available profiles of and current practice in Jewish heritage tourism, cemetery tourism and responsible tourism in the focus countries. It provided an opportunity to consider how sites are made accessible to potential visitors, and how sites are presented. Websites, social media and smartphone apps were evaluated to gain an understanding of how cemeteries reach out to potential and in place visitors, and how the potential for creating new tools might be a vehicle for younger generations becoming involved, directly and indirectly in sustaining cemeteries as a part of wider Jewish heritage.

The report is very much a snapshot of the situation as it currently is, and the potentialities for future engagement with visitors in each of the seven countries. Its findings and recommendations are offered in a spirit of partnership, on the understanding that those on the ground in each of the countries must and will create their own solutions and meet their particular challenges, but within a European context and with the support of all those dedicated to Europe's heritage.

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