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 The First Transnational Workshop  
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## Cultural Heritage and Economic Development

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# OBJECTIVES OF THE PRESENTATION

- 1) to present related frameworks on Economic Impact of Cultural Heritage
- 2) to introduce developed Method - Economic Impact of Reformation Linked Heritage
- 3) to point out key problems and raise the discussion
- 4) to propose piloting of the method within the ECRR project



## Aims of the work paper:

- to support development of the ECRR **ACTION PLAN** (foster regional development, evaluation of key assets)
- to demonstrate more objectively an **impact of culture on economic growth** and regional development
- to revise various **methods of economic evaluation** (with respect to topic of reformation)
- to integrate **economic point of view** into procedure of building up a **new culture products** (ECRR)



## Evaluation of project Pilsen European Capital of Culture 2015

- Benefits of the Project
  - **image of the city** (Pilsen so far known for its beer and machinery production)
  - **cultural environment** (public participation in culture, cultural infrastructure)
  - **economy** (mainly related with tourism)
- Indicators
  - **number of visitors** and their time spent in Pilsen (based on tickets sold, assumptions, data of mobile operators)
  - **international co-operation** (mainly cross border with Bavaria)
  - **attitude of citizens** (approx. 5 thous. answer sheets)
  - capacities of **cultural infrastructure** and amenities



## Evaluation of project Pilsen European Capital of Culture 2015

- Outputs:
  - total number of visitors at 636 events = 1.384.060 persons
  - 250 organizations involved, 37 from abroad
  - number of visitors raised up to 120 - 180 % (compared to 2014)
  - more than 3,3 mil. tourists (2,8 mil. just for one day, 0,5 mil. over night stay)
  - new investments into the cultural amenities = 48 mil. EUR (e.g. new municipal theater)
- External evaluation approved economic benefits for Czech Economy:
  - GDP 41 mil. EUR
  - Gross added value 12,4 mil. EUR
  - Income 5,88 mil. EUR
  - Employment: 693 jobs
  - Tax revenues: 6,26 mil. EUR



# EXAMPLE OF ECONOMIC ASSESSMENT (III)

## Application „KulKalk“ - ([www.kulkalk.cz](http://www.kulkalk.cz))

- authorized method for economic evaluation of cultural events and organizations
- based on input - output relations between branches and commodities
- Cooperative with data of Czech Statistical Office (CZ conditions only)
- Main data for evaluation:
  - Nr. of visitors
  - time of stay (nr. of days)
  - expenditures for service
  - visitors survey recommended

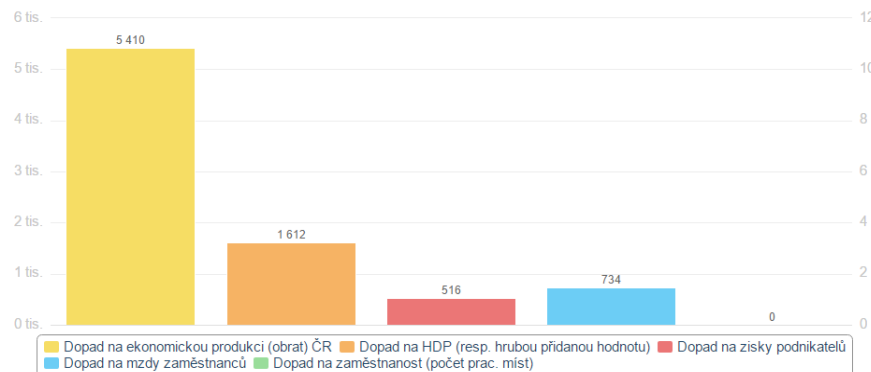
### Problems:

- mainly for events (e.g. festivals) - numbers as results - data collection



## Application „KulKalk“

- Monetary results of evaluation (CZK)
  - Increase of GDP within the Czech economy
  - Increase of incomes of companies from related services
  - Increase of wages in relevant companies
  - Employment impact - number of new and sustainable jobs
  - Indirect taxes revenues (VAT, consumption tax)
- Results interpretation : numerically and by charts



## Key problems related to REFORMATION HERITAGE

- vague **definition** of „cultural heritage linked to reformation“
- its specific **nature** (strong social impact)
- weak tourist **exploitation**
- lack of specific **data** regarding the share of the topic on tourism
- no universal **method** for economic evaluation suitable for conditions in more countries
  
- definition of appropriate criteria for economic evaluation
- calibration of criteria





## Base for the method:

- appropriate definition of the location / assets linked to reformation
- multi criteria approach to:
  - a) identification and definition of locations linked to reformation
  - b) evaluation of economic benefit of the locations
- balanced expert method based on clear criteria with use of available data

## Approach:

- 1) Identification of the relevant locations
- 2) Pre-selection of locations (most suitable locations linked to reformation)
- 3) Evaluation of economic benefit of the locations
- 4) Summary and interpretation of the economic impact of the heritage



## Definition of „reformation linked cultural heritage“

- to be discussed within the workshop

## Identification of locations - with respect to the reformation

### Fundamental attributes:

- Unique and strong **links** to the historical epoch of reformation
- Existence of the **real subject** of cultural heritage (buildings, sites, exhibitions, routes, movables, festivals, etc.) - mostly physical

### Changeable attributes - strong linkage to reformation is:

- perceived by **general public**
- perceived by **experts**
- presented by important **source** (e.g. www)
- presented **at the area**



## Method of evaluation of the reformation assets (economic potential/impact)

### Evaluation card (1 page)

#### A. Description of location

- definition of location at the area
- aspects of linkage to reformation (history and culture)
- other attractiveness at the area
- information resources

#### B. Evaluation of economic impact of the location

- assessment of current state and possible improvement (14 criteria using set of 5 level scores)

#### C. Development activities

- proposal of development activities with their relation to criteria (see the item B)



## Economic Impact Evaluation Components:

### Conservation and protection

- type of protection
- visage of the location
- research

### Employment

- specific professions and skills
- culture heritage organisations

### Social values

- local community
- education

### Tourism

- number of visitors
- tourist importance
- attractiveness of the programme
- authenticity
- services
- transport accessibility
- attractiveness of the broader area



## Example of evaluation scale of 2 criteria

### k) Transport - accessibility

- 5 - place with international hub (airport)
- 4 - distance from highway up to 30 min by car
- 3 - terminal of interregional and international railroads and coach lines
- 2 - distance from regional capital up to 30 min by car
- 1 - more than 30 min by car from regional capital
- 0 - out of the road network, not showed on maps and GPS navigation

### i) Authenticity of the visit regarding the topic of reformation

- 5 - autonomous exposition or visitors line, sightseeing tours or pilgrim routes linked to reformation
- 4 - part of the exposition or visitors line linked to reformation, particular part (statue, memorial,..)
- 3 - thematic information panels for visitors
- 2 - thematic souvenirs available
- 1 - thematic printed brochures
- 0 - no means to get authentic experience in relation to reformation



# ECRR EXAMPLE - TOWN OF DOMAŽLICE

Criteria	Evaluation					
	0	1	2	3	4	5
a) Level of protection						
b) Visage of the site						
c) Research					1	
d) Specific handicrafts						
e) Employment					1,2,3	
f) Attendance					1,2,3,4	
g) Tourism importance					1,2,3	
h) Attractiveness of the programme						1,2
i) Authenticity of the experience						1
j) Services						
k) Transport accessibility						
l) Attractiveness of the surrounding/region						2,4
m) Community linkage						
n) Education						2

## Development activities

**1: New interactive exhibition in centre of the town**

**2: Join and coordinated presentation of the region as a unique place in Czech Republic for its folklore, Hussites, nature,...)**

**3: Improvement of the destination management**

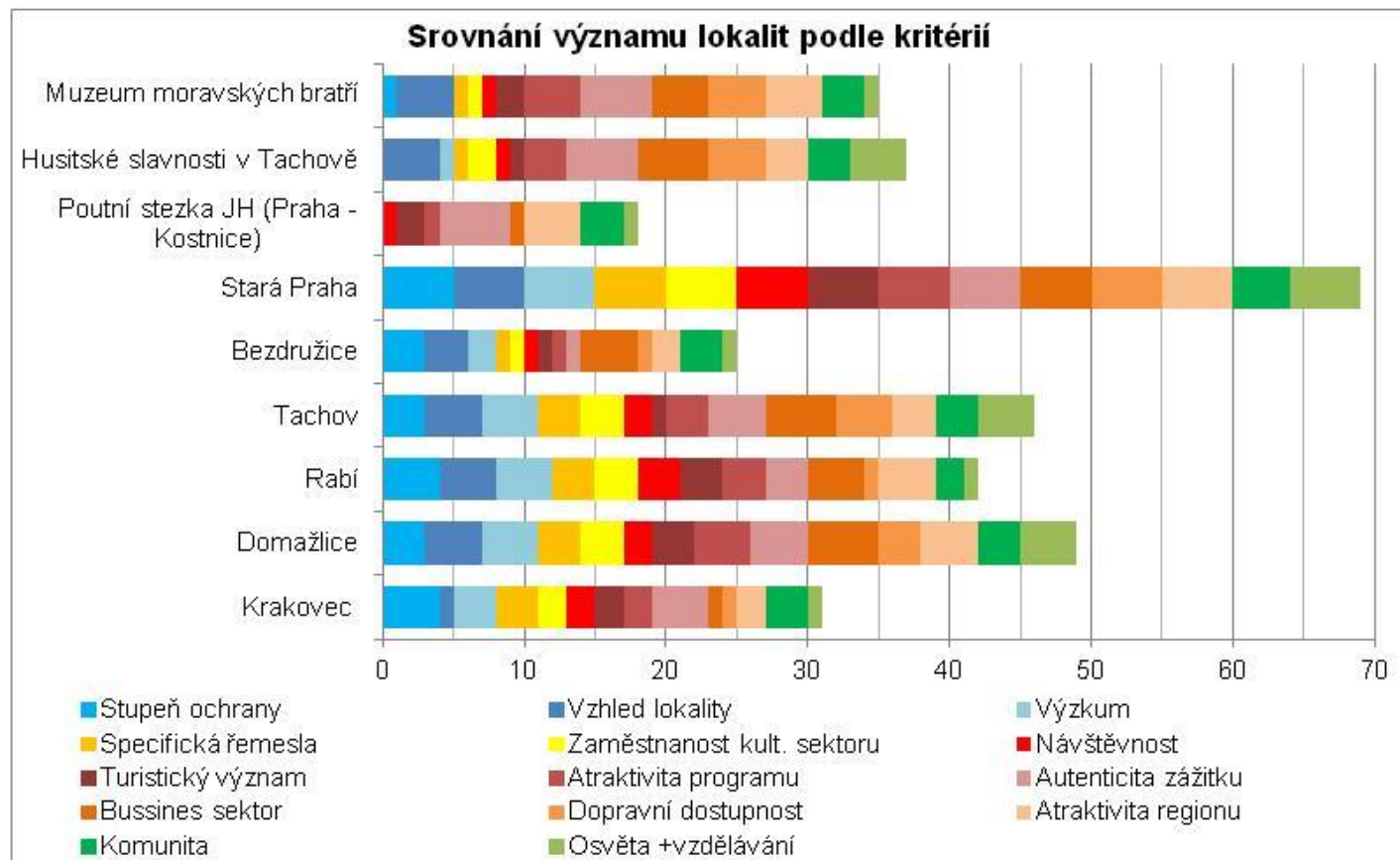
**4: Innovation of the signs system in the surrounding of the town**



# ECRR EXAMPLE - TOWN OF DOMAŽLICE



## Comparison of assessment results





## Summary - Usage of the Method

### Benefits of the method

- easy and objective way for economic evaluation of reformation linked heritage based on comparison
- standardized tool for structuring data for action plan (mainly those activities that should empower the attractiveness of ECRR locations)
- exchange of experiences regarding tools for evaluation of economic impact of culture heritage within the project partnership

### Finalization of the method

- verification in other partners regions (within Czech Republic partly tested) and consequently to be adjusted
- calibration of criteria and scope of score
- considering the relations of locations - network building



## Recommendation regarding the use of method

- to discuss the practical use within further steps of the ECRR project
- testing the method
- introduction of relevant examples from all participating regions
- expert evaluation (done from one body)
  
- Practical use during the selection and assessment of the heritage that will become part of ECRR
  - Definition of reformation linked heritage
  - Action plan



# THANK YOU VERY MUCH



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