

REFORMATION-LINKED HERITAGE AND ECONOMIC DEVELOPMENT – METHOD OF ASSESSMENT

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1. Introduction

This study is one of the outputs of the European Cultural Route of Reformation (ECRR) Project supported by Interreg CENTRAL EUROPE Programme. It was established as a basis for the Action Plan for Cultural Heritage linked to the topic of the Reformation and it brings an economic point of view into the Plan.

There are several reasons for taking economic approach into account in the planning of preservation and development of cultural heritage. Firstly, financial matters affect the managers of historic buildings and organizers of cultural events continuously during their work. Although the economic benefits are not, by nature of their activities, the main criterion for the assessment of their results, the economy and the effectiveness of the costs incurred are required by all providers of financial support.

Moreover, an important starting point for this study is that intensive monument preservation without the sites and buildings being in use is substantially economically challenging and therefore also unsustainable in the long term. This is particularly the case for small entities or municipalities. However, it is often true that through active use it is possible to look after the actual historical buildings and sites better and more intensively. Furthermore, we take into account the fact that mere conservation of historical sights without their interpretation and promotion to the wider public diminishes the awareness of the society regarding the given sites and events related to them. Finding the effective forms of efficient use of historical sights and their presentation is therefore an important prerequisite for their further development and even their very “survival”. In this regard, tourism in particular plays an important role where direct economic effects can be shown (admission fees, tourists' spending, employment in the region, etc.), as well as the identification of limits and barriers of further development.

Even though we are aware that the most effective use of historical sights may not always be the most considerate to them, an economic view is clearly a part of the effective management of the cultural wealth. In any case, this cannot be just a simple comparison of revenue and costs. In short, profit is not the main objective in culture. However, it makes sense to talk about the broader context of cultural heritage which stimulates a complex regional (therefore also economic) development. The main purpose of this study is therefore to **create a more broadly available methodology for an assessment of the contribution of cultural heritage to the regional economy and particularly the heritage in relation to the topic of the Reformation**. The specific objectives of the study are:

- To carry out a synthesis of the available methodological approaches for assessment of the economic benefits of cultural heritage,



- To define the key areas of influence of the Reformation-linked heritage on economic growth of the European regions and criteria for its assessment,
- To propose and to verify on selected examples the methodology for the collection, recording and interpretation of the data on the economic benefits of the Reformation-linked heritage.

During the initial phase of the ECRR project, thus prepared methodology will be used as one of the instruments of the multi-criteria assessment of the Reformation-linked cultural wealth in Central Europe in the context of the Action Plan development for its protection and development. This will also provide the possibility of an objective detached view for the nomination of selected Reformation-linked monuments to the newly emerging international tourist product “European Cultural Route of Reformation” registered by the European Institute of Cultural Routes of the Council of Europe. The fundamental contribution of the methodology in general is its wider use. Although it is developed and verified on an example of cultural heritage linked with the phenomenon of the Reformation, it is also possible to apply it in cases of other historical topics.

Regarding the objectives, this study is divided into two main sections. The first part focuses on theoretical and methodological starting points, the second focuses on the main points of the proposed methodology (definition of the subject of interest, viewpoints and criteria, the assessment and interpretation process). The content of the study is supplemented by annexes, which contain main practical outcomes, namely clear tools for quick assessment of the economic contribution of the Reformation-linked heritage. Attached is also an example of interpretation of the assessment results, which emerged from the verification of the methodology on real examples.

2. Background of the study

2.1 Why the economic view of culture

During conventional assessment and examination of the various historical sights (the tangible and intangible heritage), primarily their cultural significance is taken into consideration, thus a combination of historical, aesthetic, cultural, symbolic and spiritual values. Also their social importance is taken into account, when they represent the basic material for the strengthening of regional or national identities, and therefore the development of local communities.

Over a long period, the experts (mainly economic) have also been pointing to the fact that most of the historical sights are used in various ways. Whether for tourism, for local cultural purposes, or as facilities for local institutions, shops or cafés. Which undoubtedly means that they also have an economic importance for the region.



Unfortunately economic and cultural approaches traditionally stand in opposition and representatives of individual sectors do not cooperate much. Nevertheless, or rather precisely because of this, it is necessary to combine the two approaches and to offer the most comprehensive view of the phenomenon of the European cultural heritage in all its breadth. Establishing the common criteria for the assessment of the benefits and the potential of cultural heritage for the development of society and regional economic growth will help with this. Ideally the economic assessment should then help to optimize the allocation of resources, so that the impact of the effects of incurred finances is the greatest, not only from economic, but also social and cultural and historical viewpoints.

In the initial phase of the ECCR project, these experiences and recommendations should help the project consortium:

- To select elements or localities of the new European Cultural Route related to the Reformation-linked history and legacy, which have or may mean a major contribution to the economic development of the regions involved in the project;
- To bring proposals for changes that in selected localities may help to use cultural heritage linked to the Reformation more effectively and bring the greatest economic and social benefits to the given area (see the Project Action Plan);
- To demonstrate the economic potential of cultural heritage of the Reformation, for which it is adequate to allocate appropriate resources, namely:
 - At the European level in the form of certification of the New Cultural Route linked to the Reformation,
 - At national and regional level by providing public funds for inclusion in the national strategies in the field of tourism,
 - At the local level by strengthening the identification with the Reformation period e.g. in the area of tourism infrastructure and live culture.

For this purpose it is necessary to carry out research and identify and assess the existing economic assessment methodologies in the field of culture and consider their possible use in terms of the ECRR project.

2.2 Methods for the assessment of the economic benefits of the cultural sector

The aim of the professional sources research is to draw attention to the key aspects that should be included in the economic assessment, to present their main methodological recommendations, and if need be to draw attention to the major advantages or disadvantages that the methodology has in terms of the ECRR project.

In the context of the conducted research, attention was paid to the available information on methods of economic assessment of culture at the OECD level, the European level, but mainly within the Czech Republic. In total more than ten



methodological or thematic studies and analyses were examined. The main conclusions for the selected examined methods, which had the main benefits for the given study, are presented in the following sections.

2.2.1 The certified methodology for the calculation of economic impacts of a cultural organization

This methodology was acquired by the Theatre Institute of the Czech Republic in 2015 and was created as part of a research task. It is primarily designed for the assessment of cultural events (e.g. festivals) rather than historic localities. Its added value lies in the inclusion of so-called multipliers. These assess the economic impacts in precisely described links between sectors or economic activities, which are affected due to the organization of the event and its turnout. The methodology is publicly available on www.kulkalk.cz¹ and can be used for free. There is also a more in-depth methodological manual which describes in more detail the economic assessment process.

Input values, which are used by the methodology, are in particular the information regarding visitors that the cultural event is able to attract. The following information needs to be entered for each target group:

- The number of visitors;
- The purpose of the journey (identification whether the reason for their journey is solely due to the assessed event);
- The place where the visitors came from;
- The duration of stay;
- Spent funds for individual services associated with the visit;
- Travel costs;
- The entrance fee;
- Meals;
- Accommodation;
- Souvenirs;
- Tourist services;
- Other.

After the input of the data (also using detailed defined connections between economic activities - see also the Input-Output Analysis Methodology, EUROSTAT, 2008)², the benefits are evaluated in the structure:

¹ See: Kulkal 2015, Online aplikace pro výpočet ekonomických dopadů kulturní organizace či akce, www.kulkalk.cz

² See: Eurostat Manual of Supply, Use and Input-Output Tables, EUROSTAT (2008)



- The increase in gross domestic product;
- The increase in profits of firms selling services and products;
- The increase in incomes of employees selling services;
- The impact on employment - the number of permanent jobs;
- The collection of indirect taxes (VAT, excise duty).

Interpretation of the assessment outputs is through graphs and numerical results. The advantage of this methodology is the fact that it is easy to use and free, and the calibration of economic benefits. A prerequisite for its good use is to enter high-quality and reliable data, which should preferably be provided through surveys among visitors. Given the fact that calculations are based on data from the Czech Statistical Office, the use in an international context is limited.

The practical use of this methodology was successfully applied in the case of the project Pilsen European Capital of Culture 2015³ (see details in the presentation introduced at the workshop in Wrocław on December 7, 2016).

2.2.2 The economic value assessment of the cultural and historical heritage in Ireland

The Economic Value of Ireland's Historic Environment expert study⁴ was acquired by an organisation focusing on the preservation and protection of sights (Heritage Council). It defines areas of economic activities, in which cultural heritage of Ireland is positively reflected. It monitors the impacts, especially in the area of preservation and maintenance of monuments and tourism.

The study defines the following economic areas in which cultural heritage is positively reflected:

Areas with a direct economic impact:

- Preservation, maintenance and operation of cultural heritage;
- Tourism (or the expenditure incurred by visitors).

Areas with an indirect economic impact:

- Construction (focusing on investments in the area of monuments);
- Services related to tourism (including hotels, restaurants).

Areas with a derived impact from the cultural offerings:

³ See: Svoboda, Milan: Evaluační zpráva projektu Plzeň - Evropské hlavní město kultury 2015, (<http://www.plzen2015.cz/cs/informacni-materialy-ke-stazeni>)

⁴ See: Economic Value of Ireland's Historic Environment

(http://www.heritagecouncil.ie/fileadmin/user_upload/Publications/Corporate/Economic_Evaluation_of_the_Historic_Environment_Ireland.pdf)



- Economic activities that supply products and services for the benefit of the aforementioned areas;
- Services and products that are purchased due to increased incomes of employees in the above areas.

Areas with the indirect and derived economic impacts are evaluated using the Input-Output Analysis method (calibrated for the economic environment of Ireland). The results of the assessment show impacts, especially with the use of indicators:

- The creation of new jobs;
- The creation of Gross Value Added (GVA);
- Revenues from tourist services or supply of services, repairs and reconstruction of monuments.

The areas, which are positively impacted by cultural heritage, also include education and lifelong learning, environmental protection, the area's attractiveness to investors, maintaining craft traditions, community life, volunteering and stabilization of the population. The study also includes a practical assessment of selected localities of cultural heritage.

2.2.3 Summary

Economic assessment methods of the benefits of cultural heritage are mostly directly applicable within a particular economic environment (most often of individual countries). The output is mostly socio-economic benefits expressed in monetary terms. The main input of the summary of relevant experiences for the next tasks within the framework of the ECRR project is primarily the identification of areas which are subject to monitoring of the positive economic benefits of cultural heritage.

Based on the research of selected methods, it is possible to define areas in which culture brings positive economic benefits, namely employment and investments, as follows:

- 1) Tourism and related economic activities that the client or visitor to cultural offerings uses or usually requires. Their availability is also an attribute of the economic importance of cultural offerings. These are:
 - Accommodation;
 - Catering services;
 - Transport services;
 - Travel agencies and reservation systems;
 - Accompanying cultural offerings;
 - Sport, recreational and fitness services;



- Information services;
- Locally specific goods and products.

2) Then there are economic areas where it is possible to observe positive changes vicariously, in relation to the application of cultural offerings. These are:

- Construction (building renovation and restoration of cultural monuments);
- Operation and preservation of cultural monuments;
- Promotion and marketing;
- Research and training activities.

The mentioned areas, on which cultural offerings have direct or indirect effect, should be taken into account when assessing the economic benefits of the localities that will be, within the ECRR project, selected for inclusion in the New Cultural Route. Therefore, these were reflected, in a fundamental way, in the choice of specific criteria for the assessment of the Reformation-linked heritage described in Section 3.2.1.

The assessment itself, of the impacts and effects in the above areas, is mostly done in monetary terms using the following indicators:

- Gross domestic product produced in the region/country;
- The added value;
- Tax revenues;
- The volume of generated investments;
- Revenues and profits of economic entities.

Effects of cultural offerings that are not expressed in monetary terms, but whose significance is very important for economic development, are:

- The number of newly created firms with benefits for the diversification and the stability of the local economy;
- An environment supporting the partner collaboration and communication;
- An increase in the attractiveness of the locality with cultural offerings for new residents;
- The strengthening of regional identity and the creation of a unique image of the place.

The evaluated experiences suggest that the total economic value of cultural heritage is often closely correlated with cultural and historical significance of the locality or the building. It is also linked to its technical condition, or its aesthetic and functional levels.



2.3 The limits of the available methods for the topic of the Reformation-linked heritage

The use of existing methods for the economic assessment of the benefits of cultural heritage of the Reformation is limited by a number of factors, the most important of which can be summarised as follows:

The specific nature of the Reformation-linked heritage - cultural heritage linked to the Reformation has, in the context of the tourist offer, mostly character of minor and modestly presented localities, buildings and artefacts which at country level in most cases do not constitute a key tourist attraction. Their visitors often visit these places in connection with other sights. It is therefore difficult to precisely attribute economic effects exclusively to the visitors' attractiveness of localities linked to the Reformation.

The numerical outputs of the assessment relevant to specific economic environment - existing methods are aimed at the monetary expression of the economic value. The majority of these calculations is based on the calibration and the available statistical inputs solely tied to the economic environment of the states in which it is carried out. This approach does not allow for the assessment to be carried out in the same way in all regions involved in the ECRR project.

The availability of the input data - the input data of the existing methods of economic assessment are not normally available in the framework of the public statistical sources for localities linked to the Reformation and can be obtained only by a local survey which would require significant capacities exceeding a working framework the ECRR project.

A retrospective view of the economic assessment - existing methods work with the attributes that reflect the existing functionality of cultural and historical heritage and fail to take into account the future potential that the locality has or may have in the case of the implementation of conditional measures. Many of the localities linked with the Reformation have the potential of a significant economic value in comparison to the current situation and it is appropriate to express and evaluate this potential.

Externalities with a limited possibility of monetary expression - existing methods have the ambition to express the economic value and only marginally perceive the non-financial aspects such as contribution to the quality of community life in the area, or contribution to the strengthening of local identity.

For the reasons described above, it is necessary to choose, for the assessment of the economic benefit of the Reformation-linked heritage, an approach that would be able to:

- Respond to the **specific characteristics of the Reformation-linked heritage** (unclear specification/definition of the “Reformation-linked heritage”, religionist and community nature, smaller tourist capacity and nature of certain places, e.g. significant stones or small outside chapels),



- Be meaningful and objective despite the **absence of relevant statistical data**,
- **Provide a comprehensive overview of the status of use**, interpretation and the economic and social benefit of the Reformation-linked heritage, as far as possible **in a universal way** so as to allow a **common view of the ECRR project partners**, and last but not least to objectively compare the economic value of the localities linked to the Reformation at international level,
- Reflect the **current status** (description of the existing economic benefit of the Reformation-linked heritage), but **also the potential** (options and benefits of possible development activities) of individual sites,
- Take into account also **other aspects** which have a significant contribution to the local community and are difficult to express in financial criteria.

All the above outlined reasons led to a new and more comprehensive view on the benefits of cultural (mainly the Reformation-linked) heritage to the regional economy. These led to the creation of our own proposal of the methodology for the economic assessment of localities linked to the Reformation, which should become part of the new European Cultural Route.

3. The methodology for the assessment of the economic benefits and potential of the Reformation-linked cultural heritage

The presented methodology is, among other things, the result of efforts to prepare an easy to understand guide for the representatives of various organizations related to the topic of the Reformation, which would be used to describe the current situation, to evaluate the potential and for comparative analysis. **Target groups** are:

- Religious, historical and cultural institutions,
- Operators and owners of the monuments (state, local, private, other),
- Heritage preservation and conservation institutions,
- Research and educational institutions,
- Local and regional government,
- NGO - cultural and historical awareness,
- Other organizers of cultural and awareness-raising activities (including individuals),
- Tourist organizations and networks,
- Partially also entrepreneurs engaged in supporting services.



The diversity of target groups and their needs, however, is not the only methodological problem in the case of the Reformation-linked heritage. Unclear is the definition of the Reformation as a historical phenomenon, but also the identification and categorization of the Reformation-linked heritage from the position of a potential tourism product. Clarification of these areas is provided in the following subsections.

3.1 The definition of the subject of interest

The time, local and content definition of the Reformation-linked cultural heritage throughout Europe can be very diverse. Therefore, this will be defined in the context of the wider initial discussion of the ECRR project.

The methodology was therefore established and verified in particular on the basis of knowledge of the Czech environment. For the purpose of the methodology development the sights related to the reformation of the church were taken into account (e.g. efforts of Jan Hus, Luther, and Evangelical Church) as well as related social phenomena (e.g. Hussite wars, the state of the society after the battle of White Mountain in the Czech Republic, etc.). The time period is the period between the 14th to 19th centuries.

To identify the individual sights related to the phenomenon of the Reformation, it is absolutely necessary to collaborate with historians, religionists, and regional experts who can interpret the topic from multiple perspectives. However, there is a need for a further pre-selection even from the resulting reports or identified details. Its purpose is to finally assess and compare only such Reformation-linked sights and places that objectively have the economic potential for regional development.

Based on the knowledge of the historical context, the manners of use and presentation of the Reformation-linked heritage, these **criteria of economic significance were set:**

1) The link to the topic of the Reformation

The real link with the topic of the Reformation is assessed on the basis of historical and social context. The main link can be not only events, but also personalities, values, building styles etc. The link to the topic of the Reformation is judged primarily by historical experts, but certain customariness is also taken into account. This refers to the fact when a specific place has long been linked to the Reformation, but historians disagree about this link. There is more than a few places like this.

If it is not possible to justify links to the phenomenon of the Reformation for the given place, building, item or event, it is not possible to evaluate their economic benefits for the region as a representative of the given topic.

2) Localisation (the possibility to attribute the heritage to a specific locality)

For spatial definition of a specific Reformation-linked sight we use the term “**locality**”. It refers to a place where the heritage is situated (in the case of landscape features,



buildings, exhibitions, monuments or archived files), where it leads (in the case of tourist or pilgrimage routes), or where the related activities are taking place (e.g. celebrations or festivals).

This approach will ensure that the assessed details will have all the characteristics evaluated by given economic aspects. It is therefore possible to assess e.g. what surroundings of a specific Reformation-linked building, a museum exhibiting significant Reformation period writings, and also the place where the venue of the thematic cultural events look like. On the contrary for example, the economic benefits of a historically significant song (e.g. war songs of the popular Hussite movement *Kdož sú boží bojovníci*) can only be relevant if it is an integral part of a particular event or exhibition with an option to be identified as a locality (e.g. the Museum of Music).

This criterion also refers to the existence of a real heritage where visitors have things to visit and experience. As the Reformation-linked sights can thus be considered:

- Individual historic buildings, their parts or premises
- Localities or places (e.g. a hill, a rock, a battle site)
- Towns and other settlements
- Expositions and their parts, etc.
- Trails and pilgrimage routes
- Monuments and sacred buildings (e.g. a lookout tower, a memorial)
- Movable heritage (e.g. writings, a robe, sculptures, pictures)
- Spiritual heritage (e.g. songs, poems)
- Events (a festival, historical celebrations, theatre performances, short-term exhibitions, etc.)

For the purposes of quick assessment of the Reformation-linked heritage, the localities are perceived as places with at least one sight linked to the Reformation or geographically compact collection of such sights (e.g. list of sights, which can be seen in one visit without the use of transport).

If it is not possible to set a specific “locality” for the Reformation-linked heritage, it is not possible to further evaluate its regional economic benefit. The reason is that it would not be possible to objectively look at such sights through all the specific criteria of the proposed methodology (see Section 3.2.1).

3) Interpretation of the Reformation topic

This aspect considers whether the link to the topic of the Reformation is presented and rooted in society. It refers to the fact that historical ties of some place, regarding the topic of the Reformation, can be very strong, but this heritage is not interpreted there, knowledge of the links is not shared in society etc. In such cases, the economic



significance of the topic of the Reformation can barely be talked about in the terms of regional development, but the potential exists here.

Therefore, to be satisfied that the criterion of interpretation was fulfilled, at least one of the following four conditions must be answered positively:

- **General public** perceives the topic of the Reformation in the place as significant. This means that residents of the place know these ties, or real links to the topic exist (e.g. a thematic day for children). Or networks and civil clusters exist in relation to the topic (NGO, associations).
- **Professional public** perceives the topic of the Reformation in the place as significant. This means that the topic is represented by an institution (e.g. there is a thematic exposition as a part of the museum), expert articles are published or thematic events are taking place or are planned (e.g. exhibitions).
- The topic of the Reformation is **interpreted in the place**. This means that whole exposition is dedicated to this, or its part, a trail, information signs, brochures and guides or other tools. This ensures that the visitor is informed about the link to the topic of the Reformation and is provided with at least basic information.
- The link between the locality and the topic of the Reformation is **presented through public channels**. This means that the link is referred to in thematic web portals, in general encyclopaedias and educational resources (Wikipedia, guides, and encyclopaedias) or other source (e.g. a literary novel). In this case, these may be initiatives of entities which are not directly related to the locality. It is not about the presentation in the place but at a distance.

If the locality does not meet at least one of the above conditions, the Reformation in the current status of the interpretation and presentation has no effect on the economic development of the region and therefore is not assessed. However, if the potential is there, a change in status is possible. It is therefore appropriate to use criteria identified below for the proposal and assessment of possible development activities.

3.2 Viewpoints and criteria for the assessment of the economic benefits and potential

We described above what criteria must be met by the Reformation-linked sites, buildings and components to be able to talk about their impact on the regional economy. We clarified why it is appropriate to consider individual sights of the Reformation-linked heritage at the level of localities. Subsequently, the main thematic aspects, respectively areas for assessment of economic benefits and comparison of the Reformation-linked localities, will be identified. Within these areas a proposal of assessment criteria will be presented.



3.3 Main areas of the economic benefit assessment

The identified localities will be evaluated on the basis of four main areas of benefits for the economy and these are:

- **Preservation and protection** primarily refers to the cultural and historical or aesthetic values of the evaluated localities. The degree of protection of cultural heritage and the intensity of its preservation efforts is linked to its economic value. The general rule is that the most important cultural and historical monuments with a high degree of legal protection are also the most sought-after destinations. Their impact on the economy is therefore noticeable.
- **Employment** is a primary indicator in regional growth, because it affects household incomes. As a general rule, the more people are employed by cultural heritage (in cultural institutions, tourist services, restaurants, stores, etc.), the more beneficial it is for the local economy. The asset of sufficient employment, in addition to the unequivocal support of household buying power, is also the fact that thanks to the possibility of steady income an inhabitancy of sometimes remote regions is maintained.
- **Tourism** is an important mediator of the economic impacts of cultural and historical sites. Therefore, in terms of our methodology, it occupies the largest area - half of all specific criteria. The economic value or the significance of the locality for tourism is subject to a number of factors such as uniqueness, quality and authenticity of the offered programme, presence of other sights in the neighbourhood and the quality of available related services. In terms of tourism, the economic effects are higher, if the given sight is able to extend the length of stay of visitors (an overnight stay), to motivate them to repeat visits or to also attract foreign tourists.
- **Societal and social values** are not negligible. In particular where the Reformation-linked heritage forms an integral part of the local community, there is usually a very high level of tourist authenticity (local gastronomy, accompanying cultural activities, etc.). The impact of the cultural locality on the local social environment is not negligible too, but it is difficult to quantify the value of it. This is manifested, for example, by stability and safety, or its attractiveness for businesses and housing.

Each of the four described aspects is also seen through at least two specific criteria and using up to **6 point scale**. For every score, the content is qualitatively or quantitatively specified, the fulfilment of which is rated (**0-5 points**). It is important to realize that it is objectively impossible to define score points within the specific criteria in a way which would respond to the subtle differences between the conditions of individual localities. Therefore, to interpret the location, it is important to perceive the proposed criteria also as an inspiration for deeper reflection on links that the locality in the region



has, the reasons and consequences of the status quo, and effects that can induce any possible changes. The knowledge of the place as well as intuition both play an important role during the assessment.

A legend for individual items of the point assessment of specific criteria is listed in Annex No. 1 of this study. **An assessment card** for direct recording of information on each locality is also prepared (Annex No. 2). In the following text, each selected specific criterion is described and its choice and benefit for the regional economy is justified. Which data to search for, its assessment and how to obtain it in a comparable form is also clarified.

For each area of interest, it is appropriate to look at cultural heritage through the following specific criteria:

A. **Preservation and protection**

- 1) The degree of protection of the given Reformation-linked monument (or a complex of more Reformation-linked sights) is easy to find in national registers of cultural monuments. It is an internationally comparable criterion, which refers to the cultural and historical significance in the context of local, national or even global treasures. The degree of protection of a certain sight contributes to regional economic growth primarily because the greater status requires more attention from the responsible institutions and persons. At the same time it attracts a large number of visitors.

Within the assessment of the economic benefit, the degree of protection of the assessed locality is determined based on the Reformation-linked monument with the highest status. If the locality is in the zone (e.g. UNESCO in the case of Prague's old city centre), a higher possible assessment is used.

- 2) The technical condition and appearance refer to the visual aspect, which is one of the main factors behind the interest of visitors. Well maintained and repaired buildings also offer even more uses and primarily make their surroundings cosier. The aesthetic value of historical monuments creates a genius loci of many places and affects their level of attractiveness regarding life and business.

The condition and appearance of the locality are evaluated intuitively. In addition to the physical appearance of the main Reformation-linked sight of the locality, the overall atmosphere of the place is also taken into account (e.g. the scenery of the city centre). Thanks to this a visual quality of a certain monument is put into the broader context.

- 3) Research of the locality indicates how much interest the official cultural institutions have in the locality. An important extension of the research activity is suitable presentation and popularization of its results. Thanks to this, the places, whose richness is known to depth, extensively interpreted and presented, have a



better starting position in the context of competition, but also in securing financial resources.

Most historical monuments were subjected to surveys in the fields of archaeology, history of art or archiving. In this direction, the Reformation-linked heritage lags behind in the stages of interpretation and presentation of results of research activities. Therefore, during the assessment of the economic benefits of localities only results and presentation of research in the direct link to the Reformation period topics are taken into consideration.

B. Employment

- 4) Employment in the cultural sector is an important factor primarily for the development of rural areas. Institutions that in some way deal with culture and history, employ a considerable number of people, namely in all regions of Central Europe. In the case of the most attractive tourist areas, this can be a vital source of income for local households.

Subjects that are relevant to the topic of the Reformation are those relating to that topic in the context of their activities at least partially (e.g. historical monuments, museums, church, and festivals). Employment is also monitored at tourist information centres that deal generally with tourism in a given location. The total sum of employees of these institutions is added up, these being technical, managerial and technical staff.

- 5) Employment in specific craft trades concerns areas such as restoration, goldsmiths, bell foundry, carpentry with traditional techniques etc. It is justifiable to say that if not for monuments and museum collections, many of the aforementioned trades and professions would long ago have ceased to exist and those specific skills would not be passed on in the society. Therefore, there is an obvious overlap in the area of education and economic development of local communities.

Most monuments in Europe receive regular restoration. Some even employ experts in the long-term who gradually educate their successors (e.g. maintenance of historical astronomical clocks). For the assessment of this criterion, job opportunities that together look after all local sights, which are at least partially related to the topic of the Reformation, are added up (e.g. also the repair of the part of the monument which is from other than the Reformation period).

- 6) Employment in the tourist infrastructure services includes jobs in catering and accommodation facilities, sale of souvenirs, thematic goods and additional tourist services directly on site. These are services linked to tourism, not a primarily leisure infrastructure for local residents. The service sector is often the main source of economic benefits associated with cultural heritage. Many tourist destinations already count on this and operate their own cafés and shops, or rent



space to other providers. In modern times it is also true that good-quality additional services may be an important factor leading to a repeat visit of the given sight. It is therefore advisable not to underestimate this.

The links between the Reformation-linked heritage in the localities and employment in services of the local tourist infrastructure are not direct. This is mainly due to the smaller tourist prominence of the Reformation that is, with some exceptions, an additional topic in the localities. It is therefore appropriate to view them in a broader context and to be supplemented by the selected criteria of tourism.

This criterion is evaluated on the basis of the sum of all employees in the catering and accommodation facilities directly on site, incl. sales of thematic goods and additional tourist services. Therefore, it is not required to demonstrate connection with the Reformation-linked heritage. The source of the data may be overviews from statistical offices' census or expert estimates.

C. Tourism

- 7) The total number of visits to the locality refers to the number of visitors who visited the place. In a situation where the tourist use of the locality is predominant, this is a key indicator on the basis of which to assess the effectiveness of implemented activities and compare it to other places. Usually statistics for individual sights and cultural institutions are maintained for these purposes. In addition, individual towns or regions process their own expert estimates.

The total number of visits is given for the whole locality or for the main sight, if there is no other data available. This is an annual figure, but an average for the last three years. This eliminates the influence of, for example, repairs or other unexpected events.

- 8) The total number of visits to the Reformation-linked heritage refers to the number of visitors who visited the Reformation-linked sights or events in the locality. For a given criterion an average annual number of visits is used for the most visited sight which is related to the topic of the Reformation. Thanks to the comparison with the total number of visits of the locality as a whole, it is possible to point out whether there is a disparity between the tourist experience of the Reformation-linked heritage and other sights at the site. Likewise, it is possible to analyse the potential of the Reformation-linked sights, including the planned development activities.

The possibility of data comparability is complicated by the fact that the total number of visits of some specific Reformation-linked places is not recorded (e.g. an educational trail to significant places). Expert estimates on the basis of



knowledge of the specific conditions of the region are therefore important, alongside the specific statistical data.

- 9) Tourism value of the locality is assessed on the basis of its national or even international outreach. What is assessed is whether and to what extent it is able to attract foreign tourists and domestic visitors from other regions. Important roles here are possibly played by the readiness for foreign visitors, transport accessibility (an international airport, a motorway, and border areas), the effectiveness of promotion or inclusion in the comprehensive tourist packages. The necessary data is available through surveys of local tourist centres or on the basis of expert estimates. Tourism value is given for the locality as a whole or for the most visited sight not related to the Reformation.
- 10) Tourism value of the Reformation-linked heritage is an indicator which shows how to use the potential of the local Reformation-linked treasures. It is assessed according to the origin of visitors to the main sight related to the given topic. It is compared with the international or multinational outreach of the locality as a whole.
- 11) The attractiveness of the programme suggests what range of experiences is offered to the visitors of the Reformation-linked sights. The criterion responds to the fact that visitors want to have fun, and it is therefore necessary to prepare a varied programme for them. The goal is to keep them in the locality for as long as possible and to attract them to repeat visits. This will ensure long-term, sustainable economic benefits for the region's cultural heritage. The programme may include visitors circuits, expositions, educational trails or organised trips offered in long-term. Also diverse single events (festivals, concerts) and accompanying activities (horseback riding, archery) are monitored.

The criterion is judged on the basis of the summary of activities of all sights of the locality related to the Reformation. A direct link of the different parts of the offer with the topic of the Reformation is not necessary. The criterion unfortunately captures only the quantity and not the quality of the offered programme.

- 12) Authenticity of the experience describes how deeply the topic of the Reformation is interpreted, and how it is presented to the visitors - in what way, or using which communication tool. In a certain way it refers to the intensity of the offered programmes related to the Reformation. Authenticity is evaluated on the basis of presentation tools and specialised programmes or an experience, which are provided to the visitors (independent expositions, sightseeing routes, pilgrimage routes or educational trails, celebrations and festivals). Places and buildings without a programme are also included, as well as information panels, interactive digital applications, printed materials, souvenirs or goods. But all of this must be related directly to the topic of the Reformation.



- 13) The attractiveness of the region assesses whether the surrounding area of the locality has much to offer and can thus motivate to longer or even repeat visits. The attractiveness of the locality for tourists is given not only by the significance and the quality of the main monuments but also the availability of additional sights. The quality and scope of gastronomy and accommodation services is also essential as well as other recreational infrastructure according to the priorities of the individual target groups (swimming pools, cycle paths, etc.).

The criterion is assessed intuitively in principle based on the overall offer of broadly defined tourist areas.

- 14) The service sector is an important indicator, which refers to the availability of tourist infrastructure of the locality that would provide visitors with comprehensive facilities. As it has already been mentioned several times above, historic and cultural qualities are not only prerequisites of success in the area of tourism. Also the quality and availability of gastronomy and accommodation services plays an important role. These may be why the visitors return repeatedly to a given place or recommend it to their loved ones.

In the assessment, only operations opened all year round, both directly at the place and in the vicinity, were taken into account.

- 15) Transport accessibility may substantially influence the number of visits and the popularity of individual localities from international, national and local positions. Easy air transport is an important prerequisite for success in the tourism of major metropolises. An easy accessibility of public transport or the connection to the main road network is a factor which plays a key role in travel across the country (for national and international tourists). A poor transport accessibility may be the reason why even more significant monuments remain long neglected by some groups.

For the purposes of our assessment we try to take into account in particular the needs of international tourism.

D. **Societal values**

- 16) The local community and its involvement are the main prerequisites for successful rooting of a specific topic in society. The long-term experience shows that efforts to save and develop cultural heritage without the interests of the local population are always less successful than the cases where there is mutual interest of local residents, public administrations and responsible authorities. Another factor that helps to create atmosphere of the place is the strengthening of local cultural and historical values. In the long-term these co-create local identity, but without “nurturing” they may gradually fall into oblivion (as already happened many times in the past).



Although ties between the degree of involvement of local residents and efficiency of care for the local cultural values objectively exist, it is very difficult to assess or even compare them. Every place and specific local conditions are always different. Therefore, there are 5 statements specified for this criterion whose validity shall demonstrate how much the topic of the Reformation is rooted in the minds and activities of local residents and relevant institutions. If none of these statements is valid, the score is zero. One point is assigned for each positive statement. The total maximum rating within a given criterion is thus consistent with the other - 5 points.

- 17) Education and awareness-raising refer to the importance of cultural heritage for maintaining and developing the knowledge and skills in the regions. It has been proven many times that thanks to the support of education, the economic growth is stimulated. The link between awareness-raising and educational activities and the economic development is not direct and easily quantifiable, but is real.

In the case of topics associated with the Reformation, these may be events such as exhibitions, lectures and conferences, festivals, children events and theatre performances. An emphasis within this criteria is given to activities taking place directly at the site, alternatively events organised by the local cultural organizations outside the locality are included. This is based on the assumption that the “export” of local knowledge and skills outside the region encourages further development at the site of the given institution (especially when the presented topics relate to the Reformation).

3.4 A brief assessment procedure and interpretation of its results

A simple recording card for easy recording of information about localities and their assessment was created, please see Annex No. 2 of this study. Each locality should have their own single card to record in. Its structure will provide each assessor with a guidance to the following:

- The definition of the Reformation-linked heritage in individual locations,
- Its description,
- The assessment of its current economic benefits,
- The assessment of its potential and the proposal of development activities.

The card contains a specification of the locality and identification information, a locality description, an assessment based on the point scale of each specific criterion and space for the proposal of development activities. Recording of data on all assessed localities in identical form will allow the assessment not only of the current status and potential of the Reformation-linked heritage in individual places in Europe, but primarily their comparison.



The actual assessment should be preceded by a pre-selection of valuable places of the Reformation. Its purpose is to evaluate and compare only those sights and places that objectively have the economic potential for the regional economy. Section 3.1, therefore defines and describes the criteria of economic significance, which are:

- A link to the topic of the Reformation
- Localization
- Interpretation of the topic of the Reformation

If selected monuments or elements meet the given conditions (they have links to the topic of the Reformation, it is possible to define them locally and the topic of the Reformation is at least partly interpreted/presented in relation to the given sight), the actual description and assessment of the benefits of the local heritage of the Reformation are carried out.

We recommend to first specify the defined Reformation-linked locality, in particular locally. This will serve to create an overview of all sights which are related to the topic of the Reformation, which create a compact geographic unit (located in one town or its immediate vicinity). It is not always easy to clearly name thus defined collection of sights and places and yet, for the subsequent recording in the card, it is necessary to deal with this collection in a sense of a complete locality, similarly as tourist packages are defined.

The card itself is being used from this point and the following information recorded in it:

Description of the locality

- Specifications and identification data (the name, local definition - the address, contact information, or ownership)
- The main sources of information regarding links to the topic of the Reformation (electronic links)
- A description of cultural and historical significance of the locality in relation to the topic of the Reformation (historical excursion)
- The definition of the Reformation-linked heritage of the locality (a list and a brief description of the main sights, places, elements, events, etc., on which the current Reformation-linked reference of the locality is based, including participation in thematic networks and initiatives)
- Other sights (list of other major sightseeing attractions in the locality and its proximity not related to the topic of the Reformation)

The assessment of the economic benefits of the Reformation-linked heritage

- The assessment of the locality will be based on 17 specific criteria, using a 6-point scale for each of them. Individual criteria and their qualitative and quantitative



definitions are clearly processed in the form of methodological manual in Annex No. 2.

- Each criterion has an explanation regarding what data is evaluated for a given aspect (e.g. on the basis of the most important Reformation-linked monument, the sum of all Reformation-linked sites, for the whole area of the locality etc.).
- The card has a table summarizing all the specific criteria with an option to record scored points (colouring the relevant box according to the number of points). The table also allows the insertion of a note or an explanation for the entry.

Development activities

- During the assessment using specific criteria, significant weaknesses or details whose minor change would mean a better use of the potential of the locality will be highlighted. The proposal of the possible development activities, or even already planned changes shall be included in a space at the end of the card.
- We recommend establishing a maximum of five main general development proposals that will address the main challenges of the locality.
- It is also possible to use numbers in the assessment table to show to which specific criteria these would apply to and what changes these proposals would mean (change in the score).

Based on the collated information and observations, it is possible to clearly define and describe the individual localities important for the Reformation. Furthermore, thanks to the specific criteria, strengths and weaknesses of the Reformation-linked heritage at the site will be identified in relation to economic growth. Due to the proposal of development activities, possibilities for more intensive use of the potential of the place for a comprehensive regional growth are then examined (i.e. both economic and social). On the basis of the obtained, collated and quantified information, the economic benefit of the Reformation-linked heritage in a given place can be better assessed. An example of the potential output of such interpretation can be seen in the case study (see Annex No. 3).



4. Summary

The main goal of the study was to create a more widely applicable methodology for an assessment of the benefits of the Reformation-linked heritage to the regional economy, namely the heritage in relation to the topic of the Reformation. This objective has been achieved. Within the theoretical and methodological introduction it was explained how the economic view of cultural heritage is beneficial, and interesting initial sources relevant to the topic were assessed. The topic of the economic benefits of the Reformation-linked heritage was looked at through the acquired findings. Thanks to this, our own methodology was designed that is able to:

- Respond to the **specifics of the Reformation-linked heritage** (unclear specification/definition of the “Reformation-linked heritage”, religionist and community nature, smaller tourist capacity and nature of certain places, e.g. significant stones or small outside chapels),
- Be meaningful and objective despite the **absence of relevant statistical data**,
- Put the economic benefits into the **broader context** (emphasis on interpretation in the regional context, taking into account social benefits),
- Capture the **current status** (a description of existing economic benefits of the Reformation-linked heritage), but **also the potential** (options and benefits of possible development activities) of individual sites,
- **Provide a comprehensive overview of the status of use**, interpretation and economic and social benefits of the Reformation-linked heritage **in individual states as a whole**,
- Compare individual places, monuments and sights **at international level**.

Part of the methodology is the justification and description of the four main areas of influence of the Reformation-linked heritage on the economic growth and a total of 17 specific criteria, the benefits of which are, for the purpose of the assessment, defined and quantified through a 6-point scale. The aim was to establish a clear and transparent methodology tool broadly applicable for quick assessment of the benefits of the current method of use of cultural heritage across European countries. Thanks to specific criteria it is possible to analyse the potential of this heritage in a broader context and propose appropriate development activities. A summary of specific criteria with a quantified scale is included as Annex 1. It is complemented by a practical card for recording of gathered data and proposals (Annex 2).

The proposed methodical procedure was verified on selected examples of the Reformation-linked heritage in the Czech Republic. In total, this was 9 examples of diversified nature (towns, pilgrimage trails, events, and castles). Furthermore, a case



study was prepared, providing proposal how to interpret conclusions and proceed with their processing (Annex 3).

The main problem in the processing and validation of the methodology was mostly uncertainties in thematic, historical and geographical definitions of the subject of the research - the Reformation-linked heritage. For this reason, the need for cooperation with historians and local experts is emphasized. Also 3 pre-selection criteria were determined of the particulars for the analysis itself and the term “locality” introduced that clearly links the individual elements to more broadly defined areas to which it may be better to attribute the individual obtained data.

We see the main advantages of the created methodology, and methodological tools linked with it, in the possibility to easily and objectively describe the benefits of the various Reformation-linked sites, to assess them and also to compare them at the level of the whole of Central Europe. Main utilisation of these shall be during the development of an action plan for the protection and development of the Reformation-linked legacy within the ECRR project as well as the nomination of selected Reformation-linked sights in the emerging European Cultural Route of the Reformation. We also hope to receive ideas and suggestions from international partners who will examine the methodology through their regional and national particularities and, therefore, help us find and correct any deficiencies.

We see a significant benefit of the created methodology in its broader applicability to other cultural and historical topics. However, only its verification through practice, specific conditions and time will show if it becomes a valid and lasting contribution to expert efforts to merge the economic approaches with the protection and use of the rich cultural heritage of Central Europe.



5. Sources

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6. Annexes

6.1 Criteria for quick assessment of economic benefits of the Reformation-linked heritage of localities

6.2 CRITERIA FOR QUICK ASSESSMENT of economic benefits of the Reformation-linked heritage of localities

6.3 Case Study



Annex No. 1: CRITERIA FOR QUICK ASSESSMENT of economic benefits of the Reformation-linked heritage of localities

If it is not possible to clearly assess the locality with the given criterion, points are assigned based on an intuitive assessment.

PRESERVATION AND PROTECTION

1) The degree of protection *(assessed on the basis of the most significant Reformation-linked monument)*

5 POINTS	UNESCO - a monument with an international status
4 POINTS	A national cultural monument
3 POINTS	A complex of cultural monuments (min. 5 individual cultural monuments, a conservation area, a zone)
2 POINTS	A cultural monument
1 POINT	A monument of local importance
0 POINTS	Without official protection

2) Technical condition and appearance *(assessed as a complex of places and buildings with emphasis on the main Reformation-linked monuments)*

5 POINTS	Very good condition of the locality, along with its surroundings it entices you to visit , live and do business
4 POINTS	Good condition of the locality with distinguished surroundings
3 POINTS	Good condition of the locality, but with unsatisfactory surroundings
2 POINTS	Ongoing reconstruction and repairs
1 POINT	Needs further reconstruction and repairs
0 POINTS	Poor condition of the locality, needs major reconstruction



3) Research (assessed on the basis of research activities throughout the whole locality, but with regard to the results with a direct link to the topic of the Reformation and methods of their presentation)

5 POINTS	Research of the locality is carried out, the presentation of cultural heritage at the site is based on the results related to the topic of the Reformation
4 POINTS	Research of the locality is carried out, the research results in the context of the topic of the Reformation are presented at the site (e.g. a thematic part of the exhibition)
3 POINTS	Research of the locality is carried out, the research results in the context of the topic of the Reformation are at least partly presented at the site (e.g. some individual items in the exposition of the local museum)
2 POINTS	Research is carried out, but the research results are not interpreted in the context of the topic of the Reformation or are not presented at the site
1 POINT	Research is not carried out, but planned
0 POINTS	Without realized or planned research

EMPLOYMENT

4) Employment in the cultural sector (total staff in management, professional institutions and technical support of cultural institutions with links to the topic of the Reformation, incl. tourist and information centres)

5 POINTS	A major local employer (from 100 year-round jobs)
4 POINTS	A medium local employer (from 50 year-round jobs)
3 POINTS	A less significant local employer (from 10 year-round jobs)
2 POINTS	Preservation of the Reformation-linked sight and related activities require at least one year-round job
1 POINT	Only seasonal employees (e.g. a ticket office and castle maintenance)
0 POINTS	Zero employment - the locality does not create any job opportunities in the cultural sector



5) Employment in specific craft trades (assessed on the basis of the preservation of all local sights with at least a partial link to the topic of the Reformation)

5 POINTS	Preservation of cultural heritage in the locality is supported in long-term and regularly by involving specific professions (annual preservation)
4 POINTS	In the last 5 years, specific professions were involved in the preservation of cultural heritage
3 POINTS	Specific professions were involved in the preservation of cultural heritage in the past (20 years back maximum)
2 POINTS	Preservation of cultural heritage is regular, but carried out by normal professions (builders, carpenters, seamstresses) without the necessary knowledge of specific procedures
1 POINT	Preservation of cultural heritage is not regular and carried out by normal professions
0 POINTS	No organized preservation is implemented

6) Employment in the tourist infrastructure services (assessed on the basis of the summary of all employees in catering and accommodation facilities directly at the site, incl. sales of thematic goods and additional tourist services)

5 POINTS	A major employment sector (more than 1,000 year-round jobs)
4 POINTS	An employment sector of medium significance (101-1,000 year-round jobs)
3 POINTS	A less significant employment sector (11-100 year-round jobs)
2 POINTS	Tourist infrastructure services are the source of the permanent revenue at the site (1-10 year-round jobs)
1 POINT	Seasonal employment - the locality provides only seasonal jobs in additional tourist services
0 POINTS	Zero employment - the locality does not provide any job opportunities

TOURISM

7) The total number of visits to the locality (assessed on the basis of the statistical reports or expert estimates for the locality as a whole or for the main sight of the locality)

5 POINTS	More than 300,000 visitors
4 POINTS	More than 150,000 visitors
3 POINTS	More than 50,000 visitors
2 POINTS	More than 20,000 visitors
1 POINT	Less than 20,000 visitors
0 POINTS	The locality is not regularly open to the public



8) The total number of visits to the Reformation-linked heritage *(assessed on the basis of the statistical reports or expert estimates for the most visited sight related to the Reformation)*

5 POINTS	More than 300,000 visitors
4 POINTS	More than 150,000 visitors
3 POINTS	More than 50,000 visitors
2 POINTS	More than 20,000 visitors
1 POINT	Less than 20,000 visitors
0 POINTS	The locality is not regularly open to the public

9) Tourism value of the locality *(assessed according to the origin of visitors to the location as a whole)*

5 POINTS	International tourism value of the locality - the proportion of foreign visitors is more than 50%
4 POINTS	International tourism value of the locality - the proportion of foreign visitors is 30% and more
3 POINTS	Nation-wide tourism value of the locality - at least 50 % of visitors from other regions of the given state, the proportion of foreign visitors below 30%
2 POINTS	Regional tourism value of the locality - at least 50% of visitors from other districts
1 POINT	Local significance - the main Reformation-linked locality is visited predominantly by local visitors
0 POINTS	Without tourism value - the main Reformation-linked sights of the location are not visited at all, or are closed

10) Tourism value of the Reformation-linked heritage *(assessed according to the origin of visitors to the main sight related to the Reformation)*

5 POINTS	International tourism value of the locality - the proportion of foreign visitors is more than 50%
4 POINTS	International tourism value of the locality - the proportion of foreign visitors is 30% and more
3 POINTS	Nation-wide tourism value of the locality - at least 50 % of visitors from other regions of the given state, the proportion of foreign visitors below 30%
2 POINTS	Regional tourism value of the locality - at least 50% of visitors from other districts
1 POINT	Local significance - the main Reformation-linked locality is visited predominantly by local visitors
0 POINTS	Without tourism value - the main Reformation-linked sights of the location are not visited at all, or are closed



11) The attractiveness of the programme (*assessed on the basis of the summary of activities of all the sights of the locality which are related to the Reformation, a direct link between the parts of the programme and the topic of the Reformation is not required*)

5 POINTS	The locality attracts repeat visits, also because it offers several types of programmes (guided tours and exhibitions) also one-time or accompanying events
4 POINTS	The locality does not attract repeat visits, although offers multiple activities (circuits, concerts, exhibitions, a view from the tower, etc.)
3 POINTS	The locality offers one programme (e.g. a visitor circuit) and one-time events (minimum of 4 larger events)
2 POINTS	The locality offers one programme (e.g. exhibition) and less than 4 one-time events
1 POINT	The locality offers only one-time events (an open day, concerts, a fair)
0 POINTS	The locality does not offer any organized programme

12) Authenticity of the experience in relation to the topic of the Reformation (*assessed on the basis of activities and presentation tools for all Reformation-linked sights in the locality*)

5 POINTS	An independent activity prepared and focused directly on the topic of the Reformation (an exhibition, a guided tour, a trail, a pilgrimage route, historical celebrations etc.).
4 POINTS	An independent activity, part of which is focused on the theme of the Reformation, or thematic particulars without a programme (e.g. statues, an individual place, a memorial)
3 POINTS	Thematic information boards, panels, interactive tools etc. referring to the topic of the Reformation as one of the possible topics or the main topic
2 POINTS	Thematic souvenirs or goods referring directly to the topic of the Reformation
1 POINT	Thematic printed booklets (at least 75% of the content relates to the topic of the Reformation)
0 POINTS	No means of authentic experience in relation to the Reformation



13) The attractiveness of the region (*assessed intuitively on the basis of tourist facilities in wider surroundings of the locality*)

5 POINTS	A popular tourist region - you can spend a quality multi-day vacation (more sights, accommodation and restaurants) at the site and its immediate vicinity (within 50 km)
4 POINTS	Not a popular tourist region, but it is possible to spend a quality multi-day vacation (more sights, accommodation and restaurants) at the sites and its immediate vicinity (within 50 km)
3 POINTS	It is possible to spend a pleasant weekend (more sights, accommodation and restaurants) in the location and its immediate vicinity (20 km)
2 POINTS	The locality and its immediate vicinity (20 km) offer a programme for at least 1 day (at least 1 other interesting thing - e.g. a farm)
1 POINT	It is necessary to travel further than 20 km from the locality to see other sights but catering facilities are closer
0 POINTS	It is necessary to travel further than 20 km from the location to see other sights, no catering facilities closer either

14) The service sector (*assessed on the basis of the availability and quality of basic tourist services, which are available all year around*)

5 POINTS	Catering and accommodation services in adequate quality are available at the site (walking distance)
4 POINTS	Catering and accommodation services in less adequate quality are available at the site (walking distance)
3 POINTS	Catering services in adequate quality are available at the site (walking distance)
2 POINTS	It is possible to have refreshments (biscuits, drinks) at the site (walking distance), other services are within reach (max. 15 min. by car)
1 POINT	There is no possibility of refreshments at the site (walking distance), other services are within reach (max. 15 min. by car)
0 POINTS	There is no possibility of refreshments at the site (walking distance) or within reach (max. 15 min. by car), or these are only available in selected months



15) Transport accessibility (*taking into account the needs of national and international tourism*)

5 POINTS	International air routes - the place has an international airport
4 POINTS	International motorway routes - the place is accessible from the motorway (max. 30 minutes by car)
3 POINTS	Trans-regional routes - the place has a stop for major interregional and international bus and train connections
2 POINTS	Regional links - the place is located no more than 30 min. by car from the main regional town
1 POINT	Regional links - the place is located more than 30 min. by car from the main regional town, but it is accessible by the road network
0 POINTS	The place is not accessible by the road network

SOCIETAL VALUES

16) The local community (*the score is assessed according to how many defined statements below are valid for a given locality*)

1 POINT	In the context of the topic of the Reformation, specialised thematic events (e.g. Hussite Day for children, historical celebrations, a fair, and schools days) are organised at the locality.
1 POINT	Civil associations that are active in the area are connected to the topic of the Reformation period.
1 POINT	The link between the locality and the topic of the Reformation is “generally known”, because this information is passed on in the normal course of school education.
1 POINT	The topic of the Reformation is represented in the locality by a strong institution which devotes at least half of its activities to the topic (e.g. a permanent exposition, lectures, exhibitions etc.)
1 POINT	Topics linked to the Reformation period are currently the main instrument for the presentation of the locality or the wider area where it falls within (campaigns, marketing brand, logos)
TOTAL	



17) Education and awareness-raising (assessed on the basis of activities of local institutions, organizations or initiatives - e.g. exhibitions, lectures, events for children)

5 POINTS	Local cultural institutions with links to the topic of the Reformation are important national actors in the area of education and awareness-raising (e.g. a museum with activities beyond the region)
4 POINTS	Local cultural institutions with links to the topic of the Reformation are important regional actors in the field of education and awareness-raising.
3 POINTS	In the past 5 years, at least 1 educational or awareness-raising activity directly linked to the topic of the Reformation (e.g. an independent thematic exhibition) was implemented at the site.
2 POINTS	In the past or currently, thematic events with at least a partial link to the topic of the Reformation were/are implemented at the site.
1 POINT	No specialised events linked to the topic of the Reformation take place at the site, only normal education and awareness-raising activities.
0 POINTS	No educational and awareness-raising events for local and general public take place at the site



Annex No. 2: PRACTICAL CARD for quick assessment

Description of the locality

- Specifications and identification data
- The main sources of information regarding links to the topic of the Reformation
- A description of cultural and historical significance of the locality in relation to the topic of the Reformation
- The definition of the Reformation-linked heritage of the locality
- Other sights

The assessment of the economic benefits of the Reformation-linked heritage

CRITERIA	ASSESSMENT					
	0	1	2	3	4	5
The degree of protection						
Technical condition and appearance						
Research						
Employment - cultural sector						
Employment - specific craft trades						
Employment - tourist services						
Number of visits - total						
Number of visits - reformation						
Tourism value of the locality						
Tourism value - reformation						
The attractiveness of the						
Authenticity of the experience						
The attractiveness of the region						
The service sector						
Transport accessibility						
The local community						
Education and awareness-raising						

Current situation Potential

Development activities:



Annex No. 3 - Case Study

Assessment AND INTERPRETATION of THE ECONOMIC IMPACT OF REFORMATION-LINKED HERITAGE

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City Domažlice (CZ)



CITY DOMAŽLICE (CZ)

The assessment of the economic benefits and potential of the Reformation-linked heritage

Domažlice City is one of the centres of Pilsen region, located near the Czech-German border. It is known mainly for its specific folk traditions associated with the area of Chodsko. It also has a rich history associated with the Reformation. In its vicinity, in 1431, a battle took place which surprisingly was won by the followers of the religiously and also socially motivated Hussite movement. The movement sought fundamental changes in the then Christian practice. It is therefore an important phenomenon of the European pre-Reformation period. The Battle near Domažlice completed the fifth Crusade which suppressed these reformist efforts in Bohemia, efforts which were seen as heretical in Europe.

The Reformation-linked monuments and sites

- Baldovské návrší (the site of the Hussite battle) with a new memorial. An educational trail with modern sculptures leads to the battle site from the city centre.
- A part of the Exhibition at the Museum of Chodsko devoted to the Middle Ages.
- A modern building of the Evangelical church from 2008 with a bell from the 19th century.
- A gazebo called Gloriet near Domažlice. According to folk traditions here Cardinal Cesarini, a participant of the battle, lost his cardinal's hat when he was running away from the Hussites.
- An independent exhibition dedicated to the medieval history of the city and the local Hussite movement is planned in the cultural centre Pivovar (Brewery). The probable year of opening is 2020.
- Domažlice City is an active member of the network of Czech and German cities with Hussite history and tradition - Hussite cities (<http://www.husitskamesta.net>).

Other sights of the locality

The historic centre of Domažlice with burgher houses from the 14th to the 16th century, the leaning tower, the town hall and the medieval gate - Gothic fortifications - the castle of Chodsko- the Archdeacon Church of the Nativity of the Virgin Mary - other churches - the Museum of Chodsko - ethnographic territory of Chodsko with specific folk traditions and history - Chodsko Festival

The Surroundings: museums in Klenčí pod Čerchovem - Horšovský Týn and the chateau - the Protected Landscape Area of the Bohemian Forest - German borderland



The main sources of information links regarding the topic of the Reformation:

www.husitskamesta.net

www.hussitische-kulurroute.com

www.bitvaudomazlic.cz

www.cs.wikipedia.org/wiki/Bitva_u_Domažlic

The results of the assessment of the economic benefits of the Reformation-linked heritage

0	1	2	3	4	5	Specific criterion
+	+					Degree of protection
+	+	+	+	+		Technical condition and appearance
+	+	+	+	<i>1</i>		Research
+	+	+	+	<i>1,2,3</i>		Employment - the cultural sector
+	+	+	+			Employment - specific professions
+	+	+	+	+		Employment - services
+	+	+	+	<i>1,2,3,4</i>		The total number of visits to the location
+	+			<i>1,2,3,4</i>		The total number of visits to the Reformation-linked heritage
+	+	+	+	+		Tourism value of the locality
+			<i>1,2,3</i>			Tourism value of the Reformation-linked heritage
+	+	+	+	+	<i>1,2,3</i>	The attractiveness of the programme
+	+	+	+	+	+	Authenticity of the experience
+	+	+	+	+	<i>2.4</i>	The attractiveness of the region
+	+	+	+	+	+	The service sector
+	+	+	+			Transport accessibility
+	+	+	+			The local community
+	+	+	+	+	<i>2</i>	Education and awareness-raising

Note: The numbers in italics refer to each of the proposed development activities and show the possibilities for improving the current situation that the proposals could bring.



Interpretation of the economic benefits of the Reformation-linked heritage in the locality

Strengths:

- A renovated city centre, with a new educational trail with statues which leads to the Hussite battle site, where the new memorial is situated. A recently created separate product is also dedicated to the topic of the Reformation.
- There are good facilities of additional tourist services (catering, accommodation), in which sufficient staff is employed.
- The wider region of Domažlice has much to offer, thanks to its rich historical and folk tradition and natural wealth. It also benefits from its close position to Germany, whose inhabitants are frequent visitors.

Weaknesses:

- The economic benefits of the local cultural heritage are negatively affected by the low total number of visits that do not match the potential of the place. This is very noticeable in the case of the Reformation-linked heritage that currently has only local tourist significance.
- The employment in the area of culture is weaker and does not match the fact that Domažlice surroundings are essentially a tourist region.

Proposals for development activities

- 1) An independent, strong and playful exposition in relation to the topic of the Reformation in the city centre (already planned)
- 2) A joint and coordinated presentation of the entire region as a unique place in the Czech Republic (folklore, the Hussite movement, nature) and therefore a greater emphasis on the Reformation-linked history of the city.
- 3) Better coordination of tourism activities (a greater focus on organised groups e.g. schools, foreign tourists) and their thematic targeting
- 4) An improvement of orientation and interpretation tools of cultural heritage in the city and the wider region

Summary

City Domažlice has good tourist facilities. It has a strong Reformation-linked history which the local initiatives are dedicated to, and which is a part of the general awareness. Although the topic of the Reformation in the area is central, unfortunately it is not represented in more significant way by an official institution that would systematically look after this legacy (a museum or a cultural centre). Therefore, the Reformation-linked heritage is not sufficiently interpreted and presented here.

The visual status of the locality, its tourism infrastructure and the overall attractiveness of the wider area are assessed as very good. However, the location is lagging behind in the total number of visits. The Reformation-linked heritage contributes to the total



number of visits at a minimal level. This may be due to the fact that the main Reformation-linked sight (Baldovské návrší - the site of the famous battle) is poorly accessible from the city centre and does not offer a sufficiently attractive programme. Furthermore, it is obvious that the official cultural and tourist institutions insufficiently promote the Reformation period as an important topic.

For these reasons, the economic potential of the Reformation-linked heritage in Domažlice is not sufficiently used and its economic benefits are minimal. It can be said that while it helps with local employment and it is the traditional instrument of local identity, it lags behind in economic benefits relating to tourism.

The change could be brought about by a new interactive exhibition that would be largely focused at the Reformation-linked Hussite history of the city, and in particular by targeted promotion of the topic as the determining phenomenon for the region.

Contacts

City Domažlice - www.domazlice.eu

Association for the memorial of the Battle near Domažlice - www.bitvaudomalzic.cz

Museum of Chodsko in Domažlice - www.muzeum-chodska.com

Town Cultural Centre Domažlice - www.idomazlice.cz