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# LOCAL REPORT CONCERNING THE MARKETABILITY AND SUSTAINABILITY OF ICH

## DELIVERABLE D.T1.2.1

(WP T1, ACTIVITY A.T1.2)

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**Project partner (Name, number)**

**Version 1**

**Contact person**

**12 2017**

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- Reflection notes of the interviews
- Completed Questionnaires
- List of the interviewed and questioned actors



## 1. Overview and description of the local activities (interviews and questionnaires)

Max 500 words:

- General conditions of the interviews and questionnaires, including challenges and problems.

Questionnaires:

Questionnaires have been translated into Czech and, for better distribution, were also transferred to Google forms. So, the links were only sent out and there was an effort to speed up the work for the interviewed persons and the evaluation itself.

For the distribution of the forms, contacts to businessmen of the South Bohemian Chamber of Commerce and knowledge of the local circumstances and contacts of the managers of the destination areas, with which we cooperated, were used. The main objective was to capture the motivation of private investors, due to the small number of responses, additional financial operators were added.

Interviews

The interviews were conducted according to the interview instructions. The main topics that were well closely connected with each other were observed.

Interviews with cultural operators were conducted at their workplaces. The interviewed were responsive, some confirmed that they were happy that such projects exist. The interviewed were interested in the results.

Challenges and problems

Due to misunderstanding with the Regional Office related to cooperation, due to the ICH terminology, we did not have the possibility to perform the questionnaire survey in the South Bohemian Region, which is one of the main sources of funding provided in the form of subsidies for culture. We also did not reach the cultural operators who directly fall under the region, although they are very significant - the South Bohemian Museum. Further meetings are being prepared to resolve this situation because we think that these institutions should be included in the report.

Questionnaires:

Many of the questionnaires did not return. The interviewed had a bad feeling of a great deal of personal information about themselves and about companies. The returned questionnaires were briefly filled in.



The tactic was changed - in consultation with the University of Hamburg - personal information was indicated as optional. We also made a change and moved the information about this data to the end of the form so that this section did not deter the interviewed right at the beginning of the form (they were more willing to submit this information after completing the questionnaire and investing their time).

#### Interviews:

- Summary description of interviews and questionnaires (what, who, when, where?)

Cultural operators			
Operator	Who	When	Where
Town Tábor	Mrs. Bláhová, Deputy Mayoress of Tábor	28.11.2017	office
Centre of Culture and Education in Blatná	Mr. Edward Oberfalcer	28.11.2017	office
Town Hluboká nad Vltavou		29.11.2017	office
Information centre, Velselí nad Lužnicí	Mrs Horejsková,	5.12.2017	café
Town Jankov-Holašovice	Jan Jílek, Mayor of the town	3.12.2017	Office in České Budějovice
Local action group Rozkvět	Mrs. Milada Vopálková	27.11.2017	office
Cultural Centre in Strakonice	Mr. Ladislav Řanda, programme manager	24.11.2017	office
Town Vodňany	Mr. Kodádek, Deputy Mayor	4.11.2017	office
Muzeum Netolice	Ms. Zuzana Leherová, Director of Museum	27.11.2017	Museum, office
Cultural Centre of the town of Bechyně	Mr. Štěpán Oldřich, director	3.11.2017	office of director
Department of Culture and Tourism in Třeboň	Ms. Seberová, directrice	22.11.2017	Department office



## 2. Summary of the interviews with local cultural operators (at least 10)

1000-2000 words:

- Acquisition process of the interviews

The first step to selecting and addressing was to identify the best-known cultural events in the ICH area in the region. This list was consulted with the destination managers of the tourist areas who conducted interviews with cultural operators for us.

Representatives of these operators have been identified. Based on the experience of cooperation and the quality of personal relationships among the interviewers of these persons, a list of those to be addressed and requested for the interview was selected. It was also an effort to divide the operators to cover the largest part of the region.

The aim was to address organizers of already organized events who have experience with both large and small projects. With personalities who are experienced in the management, promotion and preparation of cultural activities.

- Experiences made during the interviews: summary of the reflection notes.

The interviews and their dates were pre-arranged by phone. The addressed persons were helpful and willing to cooperate and devote time to the interviews. (it can be assumed that helpfulness was fostered by good personal contacts with the JCCR created by cooperation in the tourist destination management).

### Interview place

The interview place was always determined by the interviewed. Most often it was the premises of a cultural operator - the workplace. The interviews were conducted in an environment that was known to the interviewed.

### Role of the interviewer

Thanks to personal contacts with the interviewed, there was no a problem with the initial getting acquainted. The interviewed already knew who they were going to talk with. They automatically accepted the role of the interviewer as a guide through the interview, who asks questions further developing or clarifying them if necessary. The interviews showed the experience of communicating with the media - there was no problem with shyness of recording an interview.

### Feelings during the interview

Former personal contacts with the interviewed reflected in a friendly atmosphere at the beginning of the interview. The interviewers had mostly good feelings when conducting interviews. There were feelings of uncertainty when they were unsure whether they



were competent enough to conduct research and if they fully understand the questions they were asking.

- Description of the main objectives of the interview: summary of the content of the interviews and the key passages.

The objective was to address high quality and active cultural operators with many years of experience in the preparation and implementation of cultural activities in the ICH area. The interviews were conducted according to the topics of the recommended guidelines for conducting interviews with cultural operators.

The main topics were:

Basic information:

Basic data of the cultural operator and its specialization. In this section, we asked about the projects the operators were involved in and about their cooperation with other associations, operators or foreign countries.

The cultural operators are trying to make use of local associations in the region + other nearby surroundings. They also have supraregional cooperation.

International cooperation with partner cities is frequent.

Assessment of the creation of destination tourist areas, which often connect the cultural operators and promote communication between them.

Marketability

We were interested in the information about the importance of marketing, and the ways in which they use it. Importance of the social networks role in this case and whether they have a designated employee or department for promotion.

Marketing is perceived as a key area for success of the event being prepared. Even so, the employees who care for this area are often not defined. There is lack of money for marketing staffing.

Marketing is also often one of the main items in the budget of the event.

When using grants, the amount of marketing is often limited. Therefore marketing is made according to financial possibilities.

As a marketing method, the mix of tools is most often used - according to the focus of the event and the target group.

- flyers to letterboxes - direct addressing of local residents, posters (problems with illegal posting - posters are overlaid), use of local press, radio and television,

Use of tourist portals, city portals, billboards, cooperation with media - targeted interviews, preparation of press releases.



Use of tourist centres. Co-operation with accommodation facilities in the material distribution area.

Nowadays, the preparation of new marketing instructions for discussion and approval has been pointed out. Some cities (cultural operators) already have such a manual and use it.

There was also a need for collaboration with professional graphic designers, the need for social networking courses and a better communication platform between operators.

### Social networks

They are widely used. Great emphasis is put on them. It is the possibility to quickly reach the target group with the possibility of reminding on the approaching deadline. It is possible to inform (even photographically) about the preparation and running of the whole event.

The most frequently used social network is Facebook.

Here, you can target at groups and easily communicate with visitors and respond to feedback. Cultural operators often do not have specialists to deal with this media - paid advertising, events around,

To a lesser extent, Instagram is used - according to more active operators and soc. networks, it is a better way to attract young people.

It is often difficult for cultural operators to obtain information on the impact of different types of marketing. There are uncertainties about demonstrating and evaluating the benefits of campaigns. There are no sufficient ways to evaluate the impact of the marketing method on the target group.

### Financing

We wanted to find out how operators are getting information on possible ways of funding, and how they use them. Involving private sponsors in financing the events.

Stability in financing the events and their preparation for the future.

Operators' awareness of crowdfunding.

Getting information about possible ways of funding according to the interviewed starts when using one's own resources, learning in practice. Further knowledge maintenance is based on sharing information with other operators or associations. Monitoring the portals



of the Ministry of Culture, the Ministry for Regional Development and the Regional Authority - announcement of new subsidy titles.

#### Funding methods used

The most frequent and largest part of financing of activities is covered by the budgets of cities and municipalities (often the founders of cultural operators)

Subsidy programs: the Ministry of Culture, the Ministry for Regional Development

Subsidies of the South Bohemian Region

Small Projects Fund

Private investors - often in the form of material gifts, they are more willing to make financial contributions for local activities (for local residents).

Crowdfunding - operators are aware of this type of financing, two of the interviewed already have experience - repairs of the statue and production of a new bell. Most operators cannot imagine using funding of cultural events in the form of crowdfunding - they think that people will not get involved. When it comes to supporting a thing that is tangible, important to the society or the local community and remains in place, in their view, this method of financing is applicable.

#### ICH

The role of the ICH and the meaning of this term. Other activities known in the ICH area.

Idea

Traditions, customs, skills, songs and dialects, local crafts

The role of the ICH

The first role is economic - the benefits of money for local residents and entrepreneurs.

The second is the role of patriotism, cultural enjoyment for the residents, social interconnection between people, mental interconnection with the place - people do not want to go elsewhere and stay.

The third role is to increase the attractiveness of the region for the residents and to differentiate it from other areas in the southern Bohemia region but also within the Czech Republic, offering of sustainable tourism





### 3. Summary of the questionnaires to local public and private financial operators (at least 10)

500-1500 words:

- Acquisition process of the surveyed operators

The aim was to reach the widest possible range of financial operators. To address them, the contacts of the South Bohemian Chamber of Commerce were used, when questionnaires were sent to private companies. Unfortunately, the feedback was not as great as we imagined. The companies did not want to comment much on the data. They considered them private. They also did not want to provide personal information about age, name and gender. They considered it to be senseless information in relation to the topic on corporate activities (activities cannot be affected by these data - information seems to be excessive). - for these reasons, they often did not fill in the questionnaire.

For this reason, we finally changed the structure of the questionnaire and the request for personal information was moved to the end of the questionnaire, when it can be assumed that the respondent will complete the questionnaire. Also, in consultation with the University of Hamburg, personal data was marked as optional.

The second target group were the city halls, which emerged from the questionnaires of cultural operators as the most important financial operators. At this level, we used the contacts of the South Bohemian Tourism Authority (JCCR).

In case of addressing companies, mass mailing was used without telephone consultation. In the case of city halls and cities, they were contacted in advance and informed about sending a questionnaire.

The questionnaire was converted to a Google Form. Also, to make it easier to fill it out and avoid gap during filling in after asking whether it is financing or not financing cultural events. (it happened that the last part of the questionnaire was not completed then).

- Summary of the main results and conclusions received from the submitted questionnaires

Answers in questionnaires are mostly single words or short sentences. The questionnaire survey and its results are thus concise.

City Halls



City halls are funded by public money. They are the most frequent financial operators of local cultural activities.

City halls promote cultural, sporting and social activities. They support these activities financially (if they do not support them directly, they support societies), through sponsorship, space provision and media support. As a benefit, they see the improvement of the quality of life in the country, the strengthening of the unity between the inhabitants. This reduces the desire to move elsewhere. This leads to greater motivation to draw private and public services - support for the local economy.

It is also a presentation of the cities and municipalities, the support of tourist activities.

Working with youth, cultivating society and preventing the development of pathological phenomena in society.

### Companies

Companies are involved in events mainly at their place of business. They often support sport, culture and local associations (volunteer firefighters). Most of these are personal contacts between business owners and the applicant for financial contribution.

The companies support events mainly financially - sponsorship donations. According to the company's focus, they also offer media support or space provision. The involvement of financial support is small.

By supporting events, they are trying to build a good reputation among local residents and in the region. Increased awareness of the company and its activities. Additionally, the companies are interested to promote their products.

The companies that do not support the events say they are small and do not have enough funding to support.



## 4. Conclusion

500-1000 words:

- Summary:
  - Description of the most relevant actors for marketability and sustainability in your region

South Bohemian Region - Department of Culture and Monument Care - (we are currently looking for ways to cooperate).

The Department is responsible for maintaining the traditional folk culture in cooperation with the Ministry of Culture of the Czech Republic.

It monitors the professional and unprofessional cultural activities of the residents of the region and provides tasks performing while providing subsidies to them.

It provides tasks for the fulfilment of the function of founder of contributory organizations in the field of culture - professional knowledge and research activities of ICH - South Bohemian Museum in České Budějovice, Regional Museum in Český Krumlov, Museum of Jindřichův Hradec, Prachatice Museum, Prácheň Museum in Písek, Museum of Central Pootaví Strakonice,

JCCR - South Bohemian Tourism Centre

- communicates and cooperates with cities, micro-regions, the South Bohemian Regional Authority, tourist information centres and tourism entrepreneurs.

It establishes tourist areas and destination managements. (they were selected for collaboration on questionnaire monitoring)

Tourism Association of the South Bohemian Chamber of Commerce.

The Tourism Association was established as a joint platform for the cooperation of entrepreneurs providing tourism services. The aim of the Association is to support the development of tourism, to improve services and to defend the interests of its members and other entrepreneurs and entities providing tourism services in the South Bohemian Region.

Town halls in cities and municipalities - provide financial support to local activities and associations, are frequent cultural operators

MAS - Local Action Groups (místní akční skupiny) - various focal points - linking activities between regions to help regions with subsidies, announcing challenges,



- Description of these actors in respect to networks, joint projects, cooperation, including your own connections

See description above.

- Description of the financial instruments and models being used for financing ICH

The most common way to finance cultural events is financing from city and municipal budgets.

In addition, subsidy titles are used - most frequently mentioned:

European Funds - ESFR

Subsidies of the Ministry of Culture

Subsidies of the Ministry for Regional Development - IROP,

Subsidies of the South Bohemian Region for Culture

Rural Development Program

Supporting international activities:

Cross-border cooperation

Silva nordika - Small Projects Fund

Support from companies:

Most often provided in the form of services, provision of premises or donations. Support for local associations. Financial support is not fully developed.

- Outlook

Financing of cultural events is largely dependent on the budget of cities and municipalities. These budgets are stable. Support for cultural events is thus steadily stable or growing. On the part of municipalities and cities, there is great support for culture and the ICH in their areas and the effort to keep traditions and traditional events alive. The municipalities are interested to maintain the collectivity of the population, to cultivate the residents and to build the relationship of the residents to the place where they live. Another motivation is to support local economy and tourism development.

Cultural operators use the available subsidy titles to learn about how to use them, especially through experience, communications with other operators and associations.



Education in this area is an ongoing check of announced subsidy titles. The survey shows that both the quantity and the level of the events are increasing. The interest of the population in these activities is also increasing.

In the region, cooperation between areas is improving on a continuous basis, especially in tourist use, which still supports the sustainability of the ICHs and their uniqueness.

- Suggestions and recommendations in the light of the results

The need to increase the involvement of private financial operators. It is better to contact them and to be able to offer benefits. Focus on local businesses that are more willing to cooperate in the region they know.

Improve communication between cultural operators in the area so that they do not compete on a timely basis.

Improve communication in the region scale.

Finding the quality of social networks use - even though they are all used, great differences in experience with their use can be expected.

Comparing the levels and experiences of marketing and promotional processes of various cultural operators - choose recommendations, create basic guides, tools and recommendations for them.



Name of the contact Person  
Martin Bartuška



Institution / Name of the Project Partner  
South Bohemian Chamber of Commerce

Address  
Husova 9  
České Budějovice 37001  
Czech republic



Email  
bartuska@email.cz



Phone number  
+420 601 085 079