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Country: Czech Republic

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5.1.A Specific measures to improve visitor access to heritage sites?

Yes

If so, where can information be found for visitors' access to Publicly owned / Privately owned heritage sites?:

Approach (click to collaps)

Integrated Approach

Publicly owned/managed sites:

Websites

<http://www.npu.cz/>

Privately owned/managed sites:

Websites

<http://amhz.cz/>

Archaeological Heritage

Publicly owned/managed sites:

Public access databases

<http://icad.npu.cz/>

5.1.B Participation levels in European Heritage days

5.1.B Participation levels in European Heritage days:

Année la plus récente	Nombre de sites participants	Nombre de visiteurs
2016	940	

5.1 Commentary

5.1 Commentary:

Commentary (click to collaps)

Integrated Approach

Until 2003, the administration of heritage property was carried out within independent regional offices and was characterised by distinctive differences in the level of its presentation to the public. The National Heritage Institute realizes innovation in this area: it has issued a methodology for interior installations as well as a methodology for guided tours , and enhances “ live culture” activities at historic sites (Castle Night, Living Monuments). Furthermore, growing visitor needs and increasing competition from heritage sites not administered by the NHI also determine the basic requirements for the uniform level of services provided to the visitor (guiding services, booking and ticket sales, souvenir sales, services related to organizing cultural and social events, catering services, landscaping). Towards the begin of 2016 the unification of the websites of all heritage sites and their interconnection with the central NHI website was completed.

5.2.A Initiatives within the field of raising awareness

5.2.A Are there national initiatives within the field of awareness-raising? :

Yes

Initiative

Historical Town of the Year

Ongoing

Target Groups

Approach (click to collaps)

Architectural Heritage

Adults

Initiative

Competition Monument

Ongoing

Target Groups

Approach (click to collaps)

Integrated Approach

Higher Education

Adults

Initiative

Prize of National Heritage Institute Patrimonium pro Futuro

Ongoing

Target Groups

Approach (click to collaps)

Architectural Heritage

Higher Education

Adults

Initiative

Enjoying Czech Heritage

Ongoing

Target Groups

Approach (click to collaps)

Integrated Approach

Preschool

School

Higher Education

Adults

Initiative

Czech Castles

Ongoing

Target Groups

Approach (click to collaps)

Integrated Approach

Adults

Initiative

Moravian Castles

Ongoing

Target Groups

Approach (click to collaps)

Integrated Approach

Adults

Initiative

Czech National Trust

Ongoing

Target Groups

Approach (click to collaps)

Integrated Approach

Adults

Initiative

Unesco Czech Heritage

Ongoing

Target Groups

Approach (click to collaps)

Architectural Heritage

Preschool

School

Higher Education

Adults

Initiative

Industrial Traces

Ongoing

Target Groups

Approach (click to collaps)

Integrated Approach

School

Higher Education

Adults

5.2 Commentary

5.2 Commentary:

Commentary (click to collaps)

Integrated Approach

National Heritage Institute raises awareness by the means of cooperation with the Czech press and media channels, such as Český rozhlas (Czech broadcast) and Česká televize (Czech TV station). It cooperates also with the Czechtourism, and with Regional Authorities.

The National Heritage Institute runs a special loyalty programme, so called Klíč k památkám (Key to Monuments) for visitors who frequently come back to visit the sites.

5.3.A Specific measures (policies or regulations) for the commercial promotion of heritage in the context of tourism

5.3.A Specific measures (policies or regulations) for the commercial promotion of heritage in the context of tourism:

Yes

5.3.B Number of visitors who come to the main heritage sites

5.3.B How many visitors come to the main heritage sites of your country / SAU? Is information available on economic return of heritage tourism ? :

Année la plus récente	Nombre de visiteurs	Rentabilité économique (par € dépensé)
2014	4 799 929	
2015	5 087 197	

5.3 Commentary

5.3. Commentary:

Commentary (click to collaps)

Integrated Approach

5.3B - numbers relating only to the National Heritage Institute

5.3.C Main recurrent heritage events

5.3.C Please list the main recurrent heritage events :

Name of event: International Day of Monuments and Sites

Location: Czech Republic

Date: 18 April

Details

Frequency: Yearly

Web site (URL): <https://www.facebook.com/events/491981320899763/permalink/511253688972526/>

Name of event: Castle Night

Location: state castles

Date: 30 August

Details

Frequency: Yearly

Web site (URL): <http://www.hradozameckanoc.cz/>

Name of event: Following the Aristocratic Families (Po stopách šlechtických rodů)

Location: The Czech republic

Details

Frequency: Yearly

Web site (URL):
<http://www.mkcr.cz/cz/zpravodajstvi/zpravy/dlouhodoby-vystavni-a-edukacni-projek...>

Name of event: Museum Night

Location: The Czech Republic

Details

Frequency: Yearly

Web site (URL): http://www.cz-museums.cz/web/festival_muzejnich_noci/titulni

Name of event: Church Night

Location: The Czech Republic

Details

Frequency: Yearly

Web site (URL): <https://www.nockostelu.cz/>

Name of event: Open House

Location: The Czech Republic

Details

Name of event:	Weekend of Open Gardens
Location:	The Czech Republic
Details	
Frequency:	Yearly
Web site (URL):	http://www.vikendotevrenychzahrad.cz/

5.4.A Measures (policies or regulations) taken to ensure the creation of systematic scientific (preliminary) reports

5.4.A Have measures (policies or regulations) been taken to ensure the creation of systematic scientific (preliminary) reports (including digital databases) before comprehensive dissemination of specialised studies? :

Yes

Approach (Click to collaps)

Integrated Approach

Special reports

Archaeological Heritage

Rescue / Preventative excavation

Architectural Heritage

Landscape Heritage

5.4.B Scientific summary records available as on-line databases**5.4.B Are scientific summary records available as on-line databases?:**

Some

Please provide the main URLs

Approach (click to collaps)

Integrated Approach

Website Name:

MIS

http://iispp.npu.cz/mis_public/homepage.htm

Geoportál

<https://iispp.npu.cz/rozcestniky/mapy>

IISPP

<https://iispp.npu.cz/>

Tritius

<http://iispp.npu.cz/carmen/>

Archaeological Heritage

Website Name:

ISAD

<http://isad.npu.cz/>

Architectural Heritage

Website Name:

ISAD

<http://isad.npu.cz/>

5.4.E Knowledge of number of comprehensive specialised studies (i.e. monographs of sites, summaries of topic based research)

5.4.E Do you know how many comprehensive specialised studies (i.e. monographs of sites, summaries of topic based research) are published? :

Yes

Please give details for the year with most recent information

Methodics od National Heritage Institute	2014	16
Methodics of National Heritage Institute	2015	22

5.4.F "Official" periodicals on heritage (i.e. published by a governmental organisation)

5.4.F Are there 'official' periodicals on heritage (i.e. published by a governmental organisation)? :

Yes

Please specify their target audience

5.4.G "Official" publications on heritage, including series (i.e. published by a governmental organisation)

5.4.G Are there 'official' publications on heritage, including series (i.e. published by a governmental organisation)? :

Yes

5.4.H Websites listing publications on the internet

5.4.H Are there websites listing publications on the internet? :

Advisory

Website Name:

Publikační činnost NPU

5.4 Commentary

5.4 Commentary:

Commentary (click to collaps)

Integrated Approach

Journals on Heritage in the Czech Republic:

Zprávy památkové péče (Reports of the Heritage Custody)

Průzkumy památek (Monuments' Explorations)

Staletá Praha (Prague of Centuries)

Památky středních Čech (Monuments of Central Bohemia)

Památky jižních Čech (Monuments of South Bohemia)

Monumentorum Custos

Sborník NPÚ, ÚOP v Liberci (Yearbook of the National Heritage Institute, Liberec)

Památková péče na Moravě (Heritage Custody in Moravia)

Sborník NPÚ, ÚOP v Kroměříži (Yearbook of the National Heritage Institute, Kroměříž)

Sborník NPÚ, ÚOP v Olomouc (Yearbook of the National Heritage Institute, Olomouc)

Sborník NPÚ, ÚOP v Ostravě (Yearbook of the National Heritage Institute, Ostrava)

Památky západních Čech (Monuments of West Bohemia)

Fontes Nissae - Prameny Nisy (Nisa Springs)

Year:

2013

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