CULTURAL HERITAGE SURVEY - VALUE of EUROPEAN CULTURAL HERITAGE

This survey is part of a European project to explore reliable data for the economic value of European Cultural Heritage. Calculations and analysis will be delivered through a network of actors in the field across different countries.

Personal details:

Male ☐   Female ☐

Age: Under 16 ☐   16-24 ☐   25-45 ☐   45-65 ☐   Above 65 ☐

Education and training: ☐ secondary school ☐ technical craft skills ☐ University graduate degree

☐ Master or higher ☐ Other, …………………………….

Is your professional activity related to cultural heritage? ☐ Yes ☐ No

Specify your professional activity:

☐ Materials and restoration   ☐ Contractor   ☐ Tourism, events, hotel, restaurant

☐ Service, technology provider   ☐ Public administration   ☐ Designer, engineer, architect

☐ Site or asset management   ☐ Research, university   ☐ Other,…………….

Area of expertise: ………………………………………………………..

Country and region where you live:…………………………………………..

Are you at the fair for: ☐ professional reasons   ☐ private reasons

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1. **What kind of heritage assets do you tend to visit?** (select the 3 most important, prioritize by giving t score 1 to 3, where 1 is most important)

☐ Historic towns and cities.
☐ Defensive heritage (castles, walls,…)
☐ Religious assets (churches, …).
☐ Civil infrastructures (roman routes, bridges…).
☐ Industrial heritage (mills,…).

☐ Ruins and buildings from different historic periods (Ancient and prehistoric, Greek, Roman, medieval, non European civilisations, etc.).
☐ Cultural landscapes.
☐ Museums and art collections.
☐ Historic boats, trains etc.

2. **How have you experienced heritage assets so far?** (select the 3 most important, prioritize by giving the score 1 to 3, where 1 is most important):

☐ Short day visits to enjoy the site and/or surroundings.
☐ Longer stays overnight using site and connected services (restaurants, museums, hotels, theatres, streets, views etc.) Tourist visit.
☐ Living and working and/or other recreational activities (events, meeting friends and colleagues, using restaurants, hotels, green areas/parks, etc).

☐ Professional; works on them or deliver services or attractions.
☐ For business or professional activities (office, events, management, tourism, investment, etc.).
☐ Own, buy or rent a historic house for longer or shorter periods.
☐ Activities, learning, education, inspiration.
☐ Other,………………………….

3. **How would you ideally experience heritage assets and their surrounding?** (select the 3 most important, prioritize by giving the score 1 to 3, where 1 is most important):

☐ Short day visits to enjoy the site or its green area.
☐ Longer stays overnight using and enjoying the place and it's connected services (restaurants, museums, hotels, theatres, streets, views etc.).
☐ Living and working and/or other recreational activities (events, meeting

friends and colleagues, using restaurants, hotels, green areas/parks, etc).
☐ Activities, learning, education, inspiration.
☐ Professional; works on them or deliver services or attractions.
☐ Own, buy or rent a historic house for longer or shorter periods.

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☐ For business or professional activities (office, events, management, tourism, investment, etc.).

☐ with multimedia or Web 2.0, app's.
☐ Other,……………………………………

4. With whom have you experienced heritage assets more frequently? (select just one)

☐ Alone ☐ With my spouse ☐ With friends ☐ With family ☐ With professional colleagues
☐ Others, ………………………

5. Which means of transport have you used more frequently to get to heritage assets? (select just one)

☐ Private vehicle ☐ Train ☐ Bus ☐ Plane ☐ By foot ☐ Bicycle ☐ Others,…………………

6. Did you stay overnight in a heritage asset within the last 2 years?

☐ **No,** ☐ **Yes** If **Yes** how many nights in total: ☐ One night ☐ 2-3 nights ☐ More than 3 nights

7. How much money did you spend at that heritage asset during your visit (beside the entrance fee)? …………………………….€

8. Can you see positive effects of preserving and using heritage assets?

(select the 3 most important, prioritize by giving the score 1 to 3, where 1 is most important):

☐ Creates jobs.
☐ Attracts tourists and visitors.
☐ Nurtures identity of a place.
☐ Improves the market for local products.

☐ Preserves history.
☐ It is an attractive environment for residents.
☐ Reduces the need for new buildings.
☐ Others,……………………………

9. What do you consider negative effects of preserving and using heritage assets?

(select the 3 most important, prioritize by giving the score 1 to 3, where 1 is most important):

☐ Environmental degradation.
☐ Mass tourism
☐ Noise.
☐ Planning restrictions.

☐ Too many restaurants, bars, clubs and shops deterring residential use.
☐ Increase of prices.
☐ Others,………………….

10. Who do think are the most relevant actors in the sustainable preservation and use of heritage assets?

(select the 3 most important, prioritize by giving the score 1 to 3, where 1 is most important):

☐ Universities.
☐ Restoration professionals.
☐ Tourist agencies.
☐ Local authorities.
☐ Private owners.

☐ Public owners.
☐ Cultural workers.
☐ Managers of heritage assets.
☐ Local residents.
☐ Others,…………

11. How do you think cultural heritage can foster local development?

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12. Why is it beneficial to know the economic value of cultural heritage?

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Thank you. Further information at: www.jcyl.es/evoch, www.evoch.eu and www.kultur-und-arbeit.de