

## **Deliverable WP 2:**

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### **Joint report on the fieldwork and analysis conducted during the study visit in Broumov region (Czech Republic).**

#### **1. Practical information regarding the study visit**

**Dates of the study visit:** June 5–7, 2023

**Participants:**

Ivan Murin (CZ), Lenka Jakoubková Budilová (CZ), Jan Horský (CZ), Natalia Jandl Trušina (CZ), Andrew Lind (GB), Aušra Mlinkauskienė (LT), Kęstutis Zaleckis (LT), Kateřina Churtajeva (CZ), Petra Kultová (CZ), Žaneta Vávrová (CZ)

**Plan of the visit:**

During the study visit in the Czech Republic all members of the research team are going to meet in person – participants from Lithuania and the Shetland are coming to Prague on June 4. The programme starts on Monday, June 5, with a joint meeting of the research team (venue: Charles University, Prague) and a discussion of the research plans and intended research outcomes. After the discussion the participants will move to the city of Hradec Králové (eastern Bohemia) to meet the associate partners from the Hradec Králové region and to have a lunch. In the afternoon all participants move to Broumov, a town in eastern Bohemia, which has been selected as one of the research localities by the Czech part of the team. In Broumov region we will first visit local villages (Křínice, Božanov), to see some examples of the local cultural heritage (so called Broumov farmhouses – a specific type of architecture built by the original German inhabitants who have been displaced from Czechoslovakia after the WWII). In the afternoon, a joint workshop in Broumov monastery will take place with the participation of the whole team, the associate partners (Hradec Králové region, The Broumov Regional Development Agency) and local stakeholders (village mayors, local politicians, cultural workers, entrepreneurs, local inhabitants). On the second day we will have a guided tour in the Broumov monastery, one of the cultural heritage sites of the region. Later the group will participate in a guided tour in the building of the former mill (and later a printing house) in Broumov – a building looking for its new life. The tour will be guided by Žaneta Vávrová (The Broumov Regional Development Agency), who oversees the supervision of the local cultural and educational activities. Members of the research team then drive back to Prague, where the programme will be concluded by a guided city tour and informal socialization.

## **WORKSHOP WITH THE LOCAL STAKEHOLDERS AND THE PUBLIC**

Broumov monastery  
Monday, June 5, 2023

### **Plan of presentations:**

- 1) Welcome, presentation of the HerInDep project (main objectives, perspectives, and methodology), introduction of team members (Lenka Jakoubková Budilová, Ivan Murin)
- 2) Introduction to local context: brief historical and demographic overview of the Broumov and Krkonoše region (Jan Horský)
- 3) What is cultural heritage? Examples and presentation of the local tangible and intangible cultural heritage (Lenka Jakoubková Budilová)
- 4) Best practice examples from Slovakia (Ivan Murin)
- 5) Case study: The Shetland, United Kingdom (Andrew Jennings, Andrew Lind)
- 6) Case study: Kaunas, Lithuania (Aušra Mlinkauskienė, Kęstutis Zaleckis)
- 7) Round table: How to face depopulation? What are the consequences of depopulation for the local communities? Discussion of the questions of depopulation, local cultural heritage, and sustainability of local communities with local community actors.
- 8) Informal socialization and discussion.

Presentation will be held in Czech and in English. Interpreting to and from Czech will be provided for the Lithuanian and Scottish team members. Interpreting to and from English for the public will be provided, too.

Associate partners (Hradec Králové region, The Broumov Regional Development Agency) will be present, as well as the local stakeholders such as mayors of the town Broumov and the adjacent villages, local entrepreneurs and cultural workers, and the public – local inhabitants.

Discussion is expected after the presentations. The questions for the discussions are:

- How to face depopulation in rural and peripheral areas?
- What can be considered as the cultural heritage of Broumov region?
- Is it possible to maintain cultural heritage in depopulating regions?
- What is the role of tourism in facing depopulation and maintaining of the cultural heritage?

## STUDY VISIT PROGRAMME

### 1<sup>st</sup> DAY – PARTICIPANTS´ MEETING AND THE SEMINAR IN BROUMOV MONASTERY

*Organized by partner/associate partner*  
Charles University, Prague, Czech Republic

**June 5, 2023**

VENUE:

CHARLES UNIVERSITY, PRAGUE, CELETNÁ 20  
BROUMOV MONASTERY

Agenda

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9.00 – 10.00: PARTICIPANTS REGISTRATION, WELCOME SESSION  
Charles University, Prague, Celetná 20 (Room 334)

10.30: TRANSFER TO RESEARCH LOCALITY  
Transfer by car from Prague to Broumov (estimated time: 2,5 hours)

12.00 – 13:00: LUNCH (HRADEC KRÁLOVÉ)

14:00 – 15:00: SITE VISIT – VILLAGES IN BROUMOV REGION (KŘINICE, BOŽANOV) – EXAMPLES OF THE LOCAL CULTURAL HERITAGE

15.00: ARRIVAL IN BROUMOV, ACCOMMODATION IN THE MONASTERY

16.00 – 16: 45: PARTICIPANTS´ MEETING

COFFEE BREAK

17.00 – 18:30: WORKSHOP WITH THE LOCAL STAKEHOLDERS AND THE PUBLIC

Presentation of the project (main objectives, perspectives, and methodology).

Brief overview of the demographic development of the Broumov and Krkonoše region.

Presentation of the local cultural heritage (both tangible and intangible).

Round table: sharing the questions of depopulation, sustainability of the local community, and the local cultural heritage with local community actors.

19.00: SOCIAL DINNER

Local Food Experience

Conclusions of the 1<sup>st</sup> day study visit.

## **2<sup>nd</sup> DAY - SEMINAR IN BROUMOV MONASTERY, SITE VISIT**

*Organized by partner/associate partner*

Charles University, Prague, Czech Republic

**June 6, 2023**

### VENUE:

BROUMOV MONASTERY

### Agenda

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9.00 – 10:00: GUIDED TOUR IN THE BROUMOV MONASTERY (LOCAL CULTURAL HERITAGE)

10.00 – 10:30: PARTICIPANTS´ MEETING, KNOWLEDGE EXCHANGE SEMINAR

Coffee BREAK

11.00 – 12:00: SITE VISIT – GUIDED TOUR IN THE BUILDING OF THE FORMER MILL IN BROUMOV (PROSPECTS OF MAINTAINING OF THE LOCAL INTANGIBLE CULTURAL HERITAGE).

12.30 – 13:30: LUNCH

14.00 – 15:50: TRANSFER TO PRAGUE (estimated time: 2,5 hours)

18.30: SOCIAL DINNER

Local Food Experience

Conclusions of the 2<sup>nd</sup> day study visit.

## General information on the participation to the Study Visit in the Czech Republic

### Reaching Prague and the meeting venue



You will arrive by PLANE at Prague international airport (Václav Havel airport)

<https://www.prg.aero/en#/>

You can reach the Prague city centre by BUS or by TAXI.



#### BUS info here:

You can use the **public transport BUSES** from the Václav Havel airport:

Line 119 (direction Nádraží Veleslavín – metro line A)

Line 100 (direction Zličín – metro line B)

Line 191 (direction Anděl – metro line B)

The bus stop is in front of the Terminal 1 building. You can buy the tickets in the ticket machine at the bus stop).

<https://www.prg.aero/zastavka-mhd-t1>

If you have accommodation on Celetná, nearest stops to get off is Můstek (line A + B) or Náměstí Republiky (line B).

There is also a direct line to the city centre, called **Airport Express (AE)**. This special bus line that ensures a direct connection to the main railway station (city centre) from 5:30 a.m. to 10:00 p.m. Timetables are available here: [Passenger | Prague Public Transit Company, joint-stock company \(dpp.cz\)](#)

You can buy the tickets at the visitor centre inside the airport hall or at the driver. It takes approximately 40 minutes to reach the city centre (the main railway station). The departure is in front of the Terminal 1 building.

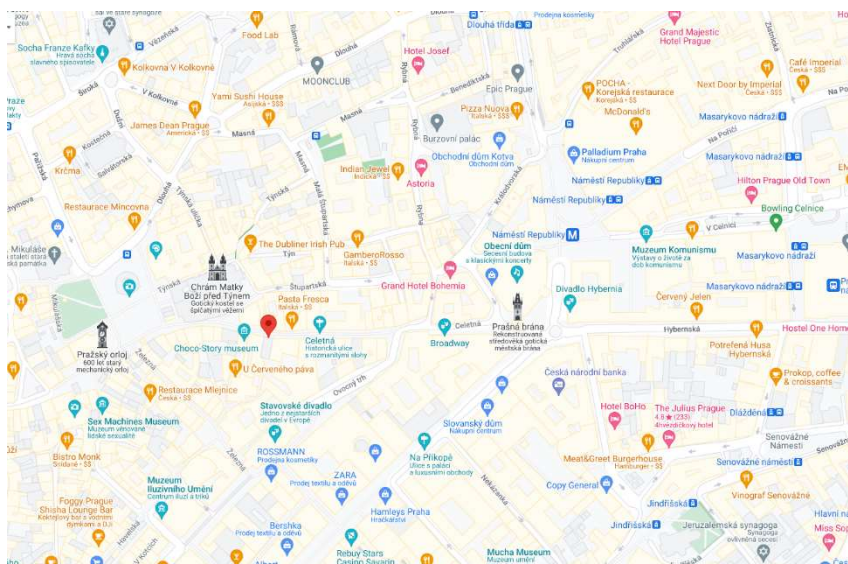
## Introducing the Venue

### Accommodation in Prague

Your accommodation (June 4/5 + June 6–8) is booked in the Opitz House in Celetná street. The accommodation is self-service. It includes a breakfast.



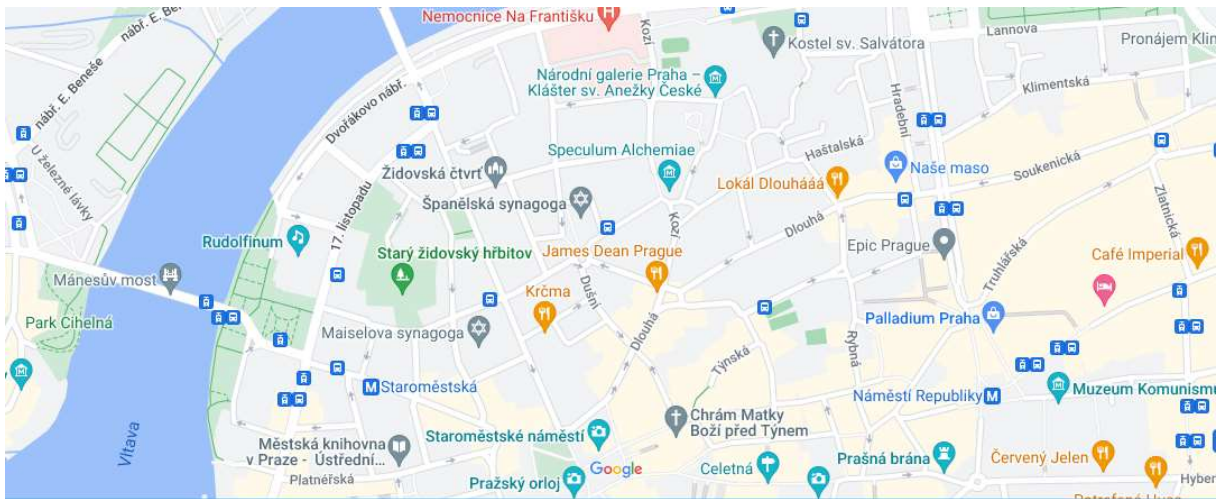
The address of the hotel is: Opitz House, Celetná 14, 116 36 Praha 1.



The other accommodation is in Residence Dlouhá (June 6–8). A breakfast is included. Accommodation can be paid by cash or a card.

<https://rezidencedlouha17.cz/>

The address of the hotel is: Dlouhá 17, 110 000, Praha 1.



### Accommodation in Broumov monastery

Your accommodation (June 5/6) is booked in the Broumov monastery. A breakfast is included.

<https://www.klasterbroumov.cz/>



The address is: Klášter Broumov, Klášterní, 550 01 Broumov.

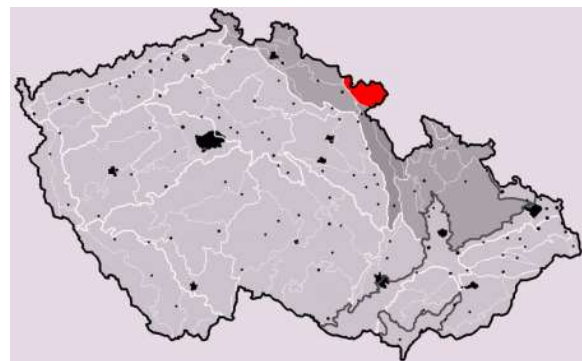
## 2. Characteristics of the region, area where the cultural heritage is located.

### Brief historical and demographic overview of Broumov and Krkonoše region

Krkonoše and Broumov regions are border regions of the Czech Republic, located in north and north-eastern Bohemia, bordering on Poland today (on Germany until 1945). Krkonoše is the mountain region with the Czech highest peak Sněžka (1603 m). Both regions were inhabited mainly by local German population since the 13<sup>th</sup> century, although the areas closer to the Bohemian inland were traditionally Czech-speaking areas.



Location of Krkonoše region in Czechia



Location of Broumov region in Czechia

Both Krkonoše and Broumov regions are known for developed traditions of textile manufacturing and glassworks. Local textile industry and glass production can be considered the cultural heritage, both the tangible and intangible (the products and processes of textile and glass production). However, much of this cultural tradition had been associated with the local German population, which was expelled from Czechoslovakia at the end of the WWII.

This discontinuity of the local population and its effects on the maintenance of the local cultural heritage is one of the foci of our study. The other focus of our research will be on the current depopulation processes in these Czech border regions, triggered by the economic and cultural transition after the political changes in 1989, and its connection to the local cultural heritage.

In terms of demography, both Krkonoše and Broumov region formed densely populated areas within the Czech lands at the until end of the 19<sup>th</sup> century. Today, these regions face depopulation processes that could be followed in two main senses:



- 1) Depopulation in terms of a slow decline in the number of inhabitants, associated with the change in demographic behaviour, and probably also with the change in economic circumstances. This decline partly began already in 1920s (we must consider the circumstances of the WWI), and it might have been supported in some localities by the Great depression in 1929 – 1933. This economic decline continued in the region (and specifically in the textile industry) until 1945. After a moderate population growth in 1970s and 1980s the population decline continued since the 1990s. This decline has been associated with fertility drop since the end of the 1990s.
  
- 2) Depopulation in terms of the expulsion of the local German population in some parts of the region, in 1945–1947. Expulsion of the local Germans was accompanied by a substantial discontinuity of cultural transmission. At the same time, it was one of the main factors in the apparent decline in population density, if we compare the numbers from 1947 (or today), with the situation around 1914 (or, more precisely with the situation recorded in the census of 1910). This makes possible to compare the development of local communities with the population continuity (e.g., western part of Krkonoše, Jilemnice, Dvůr Králové and Labem, Police nad Metují), and communities where people have been displaced and others have been re-settled, i.e. communities with a discontinuity of local population and cultural development (e.g., eastern part of Krkonoše, Vrchlabí, Trutnov, Hostinné, Broumov, etc.).

At the same time, this is a region with a relatively fast population aging (age index growth). Apart from this, the region is very popular touristic area. Intensive tourism is, however, concentrated into several smaller areas, like Krkonoše National Park, Broumovské stěny, or Adršpach. Other touristic use of the region consists of the presence of secondary homes in the region for people from cities.

It is, then, a paradox, that localities that suffer from a population decline and are normally inhabited by very small numbers of people, are overpopulated by large numbers of tourists at the peak periods that complicate their day-to-day life. This holds good mainly in Krkonoše (tourist centres like Špindlerův Mlýn, Pec pod Sněžkou, Harrachov, etc.). Another paradox is a close geographic proximity of places suffering from overtourism (e.g., Sněžka, the highest peak in Czechia), and close, sparsely populated mountain valleys inhabited by wolves (eastern Krkonoše valleys).

The region thus offers some possibilities to compare local population development in particular communities and the local ways of cultural transmission (with special emphasis on cultural heritage).

In the sense of ideal types, we can distinguish localities:

- With population discontinuity and extreme tourism
- With population continuity, but without significant tourism
- With population continuity and extreme tourism
- With population continuity, but without significant tourism

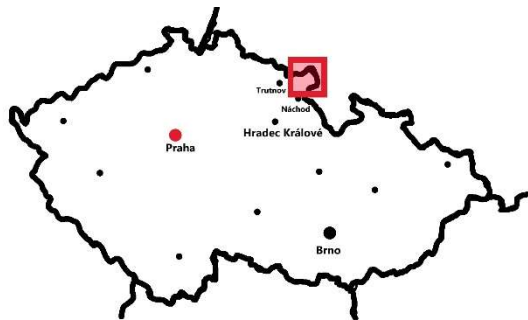
### **3. History of the study visit community/the object and depopulation.**

As the field research area, we have chosen – after long discussions – Broumov and Krkonoše regions in northeastern and eastern part of Bohemia. Both regions comprise areas that had been populated mostly by Germans before WWII, and areas that had been mostly Czech. The reasons for this choice were that both areas have suffered from depopulation in recent decades, and both witnessed massive population changes after the WWII (forced displacement of the local German population), like in many border regions of what is today Czech Republic (Glassheim 2000; Spurný 2015; Vaishar et al. 2021; Kreisslová – Nosková 2023).

The study visit took part in Broumov region, the eastern part of Bohemia. The centre of the region is the town Broumov (7200 inhabitants) with the dominant of the Broumov monastery. The region (cca 16 000 inhabitants) is on the borders with Poland (Germany before WWII), geographically it is one of the headlands of the “promontory” of Czechia into today Poland. Broumov region has formed a historical route from the Czech inlands (Bohemia) into Silesia. It has always been oriented towards the neighbouring regions of Silesia and Klodzko – historically parts of the Bohemian Kingdom, lost to Prussia in 1742, and after that administratively part of Silesia.

The region has all features of a rural and peripheral region. It is far from the centres like the county capital Hradec Králové (the distance is about 80 km, but since there is no highway, the journey takes 1,5 hours by car, 2 hours by train). The national surveys often find Broumov region as one of the most peripheral and with weak civil facilities in terms of roads, schools, employment, etc.. These surveys, however, sometimes suffer from a kind of “methodological nationalism”, because they do not consider Poland, which offers many opportunities for shopping, healthcare, etc. What is often mentioned, is the lack of secondary education, apart from the grammar school in Broumov. This, together with the lack of jobs, often drive young people out of the region.

The region has been traditionally inhabited by German-speaking population (since 13<sup>th</sup> century), and by Czech-speaking population. The cultural and language boundary between the local Germans and local Czechs coincided with the geographical boundary – a belt of mountains (Broumovské stěny). What is north of this belt used to be a German area, what is south of it, Czech. However, until the WWII the areas were connected by a dense web of social ties, reinforced for example by the traditional institution of “handl” (a period of life-cycle service, when young Czechs worked on German farms and vice versa to learn the language and culture of the “others”).



Broumov region in Czechia



Broumovské stěny

After the WWII the former German areas were completely depopulated. The local Germans were expelled, and new Czech settlers came from various localities. Some of the new inhabitants came from the Czech-speaking regions where the Czechs used to come to German households for the life-cycle service (“handl”) – so, they chose the areas they had already known. The former Czech areas (closer to Bohemian inland) have not witnessed this population change and enjoyed a population continuity.

One of the working hypotheses we have formulated is whether the areas with the population continuity face the current population changes better than the areas with the population disruption. Also, we would like to observe the continuity of the cultural heritage maintenance in both types of areas. Thirdly, we consider a possibility that cultural heritage might be a factor that is supportive and helps facing the current depopulation processes.

During the study visit, we discussed, presented and visited several examples of the local cultural heritage: 1. Broumov monastery, 2. Local textile industry, 3. Broumov farmhouses, 4. Local building of the former mill in Broumov.

Broumov monastery was a place where the research group spent a night; on the second day of the visit, we participated in a guided tour in the monastery. The textile industry was discussed during the workshop and mentioned as one of the foci of the future research (the research question is: how to preserve and maintain an intangible heritage in terms of the textile production, when the population who “owned” the necessary knowledge, was expelled?). Broumov farmhouses were visited during the first day of the study visit (the village of Křinice), and discussed with the mayor of the village, and on the second day of the study visit (the village of Otovice). The building of the former mill in Broumov is another site that can be considered local cultural heritage. We participated in the guided tour in the building of the mill, led by Žaneta Vávrová, our colleague from the associate partner (The Broumov Regional Development Agency). She explained the history of the building as well as the plans for the contemporary use of the building as a cultural centre and a place for the “research hub”.

#### 4. Characteristics of existing state of CH

The term cultural heritage is used to label the assets of a group or society, inherited from the past generations. It comprises assets considered to be valuable for the society or a group, and at the same time assets that play important role also at present. To some extent, the term cultural heritage has replaced the older term traditional culture or folk culture (Janeček 2016).

The concept of cultural heritage is associated with the UNESCO, which arrange for the cultural heritage protection, based on the Convention Concerning the Protection of World Cultural and Natural Heritage, adopted by General Conference of UNESCO in 1972. Firstly, these measures regarding cultural heritage were focussed only on the material (tangible) heritage, immaterial (intangible) heritage was added later (2003). The concept of cultural heritage presupposes a continuity in time – cultural transmission from previous generations, and an association with a certain cultural group (ethnic group, nation, society, etc.). It must be not only inherited from the past, but also maintained and passed on to new generations, to be considered cultural heritage.

Resulting from these developments, the cultural heritage discourse commonly distinguishes between tangible heritage, i.e. material products of people's activities (buildings, monuments, works of art, artifacts, landscapes, etc.), and intangible heritage consisting of traditions, knowledge, processes, rituals, language, i.e. everything that is the product of a culture. The heritage discourse is very diverse, comprising perspectives of history, archaeology, museology, art history, or anthropology. We would like to emphasize anthropological perspective that focuses mostly on the "intangible heritage" and sometimes challenge the in/tangible dichotomy (Smith 2006; Smith – Natsuko 2009; Arizpe – Amescua 2013), or the perspective of the "heritage from below" (Muzaini – Minca 2018). This perspective emphasizes the "emic" perspective of the many diverse local actors who construct what is heritage in their everyday lives.

In this section, we will briefly introduce some of the examples of the local cultural heritage (both tangible and intangible) in Broumov region, their history, and their current state (Bergmann a kol. 2003). We have introduced all of them to the participants of the study visit.

##### **Broumov monastery and the Broumov group of churches**

Broumov Benedictine monastery, founded in the 14<sup>th</sup> century, with the beautiful baroque makeover made by K. I. Dientzenhofer in the 18<sup>th</sup> century, belongs to the Czech national cultural heritage. It is undoubtedly the most important tangible cultural heritage and one of the most significant baroque landmarks in the region. Broumov monastery has always played very important part in the development of the region in terms of economy, culture, and society. The monastery has been for a long time a political centre of the region (formerly the Broumov monastic estate).



Broumov monastery

After 1945, the German-speaking monks were forced to leave, and they were replaced by Czech-speaking Benedictines from Chicago. This did not, however, last long, because after the Communist takeover (1948), the Benedictines were forced to leave (1950). The monastery was then used as an internment camp for monks and later for nuns. Only after 1968 the local nuns were allowed to work for the charity, later they also worked (as prisoners) for the local textile factory. Since 1970s some parts of the monastery buildings were used as state archives. The building of the monastery was neglected during the time of state socialism (1948 – 1989).

After 1989 the buildings were in very bad state. At present, the monastery is not active (there are no monks living in the monastery). The buildings of the monastery started to be renovated by an initiative of local entrepreneurs and the The Broumov Regional Development Agency. Complete revitalization of the monastery complex took place in 2014 – 2015. At present the monastery functions as a cultural and learning centre, offering accommodation, and serving as a venue for local cultural events.

The revitalization of the monastery in Broumov might be used as an example of the best practice, because it triggered a rich social and cultural life of the whole region. Broumov not only became an attractive tourist destination, but this development created jobs in related areas (accommodation, restaurants, etc.). However, the most important contribution of the monastery revitalization was the revival of the local community life and contribution to the strengthening of the local identity. Broumov inhabitants work hard to challenge the label of “peripheral” or “depopulated” region and strive for a new identity.

Probably the most visible and indicative of these local community changes is the participation of Broumov (or, more precisely, the whole Broumov region) in the competition for the *European Capital of Culture 2028* title. Broumov has succeeded to be short-listed for the final competition together with much larger Czech city of České Budějovice. Although it was eventually České Budějovice who won the competition for the 2028 title (June 2023), the participation in the competition has revived the local community life to a large extent.

Apart from the Broumov monastery, Baroque heritage is present in the region also in the form of so called “Broumov group of churches” in the adjacent villages (for example, Heřmánkovice, Božanov, Šonov, Vernéřovice, Vižňov). They were built on the territory of the Broumov monastic estate in accordance with the plans of K. I. Dientzenhofer in the 18<sup>th</sup> century.



**Church of Saint Margaret the Virgin, Šonov**



**Church of Saint Mary Magdalene, Božanov**

## Textile industry

German-speaking inhabitants, who settled in the region in 13<sup>th</sup> century, were invited by the local Benedictine monks. They were supposed to help improve the economy of the peripheral region of the Bohemian kingdom. They were mostly cloth-weavers, who developed the textile production in the area, associated with the flax growing.

Broumov region soon became famous for the cloth production, and especially for the cloth dyeing (so called “Broumov blue colour”). In the 19<sup>th</sup> century the originally domestic production was turned into manufacturing (Bouza – Vaňková 1972), and several textile factories sprouted not only in the town of Broumov, but also in many adjacent villages (Martínkovice, Heřmánkovice, Hynčice, Meziměstí, Horní Vernéřovice).

Textile industry contributed to economic development and population growth of the whole region. Textile producers traded with many European and non-European countries. The economic development of the whole region at the turn of the 19<sup>th</sup> and 20<sup>th</sup> century led also to local population growth. The economic and population decline, however, started already in 1930s and probably also contributed to the worsening of ethnic relationships between Germans and Czechs, which culminated in the WWII.



State textile industry factory Veba advertisement



Contemporary Veba advertisement

After 1945 most of the local Germans were expelled. The Czechoslovak government, however, ordered that some of the specialists stay, who were essential for the smooth functioning of the textile industry. The local factories were centralized and nationalized. The new state-owned textile enterprise Veba was established, based in Broumov. It followed in the old textile industry tradition, but also introduced new forms of mechanization.

Another transformation of the local textile industry came in 1990s, after the political changes and the introduction of the market economy in Czechoslovakia (the Czech Republic since 1993). The textile factories were privatized and strived for survival in the new economic environment.

One of the central research questions in our fieldwork is what strategies and measures were taken to safeguard the cultural heritage of the textile industry in Broumov region. Also, we will focus on the new life of the textile industry in the region and on the intersections of this and the depopulation of the region (e.g., is there a possibility that this cultural heritage contributes to the decision of young people to stay in the region? Does cultural heritage attract more people to the peripheral region?).

### **Broumov farmhouses**

Broumov farmhouses are unique expression of the vernacular architecture in Broumov region. The villages, originally founded by German settlers in 13<sup>th</sup> and 14<sup>th</sup> century, are an example of the Middle-Ages urbanism of colonial villages (so called Waldhufendorf in German). Original German settlers brought a specific type of architecture from the German region of Thuringia, where they came from. Originally the farmsteads were built from wood (sometimes stone). Only in 19<sup>th</sup> century the specific architecture developed into what we can observe today and what is called Broumov farmhouses.

Broumov farmhouses are big farmsteads consisting usually of three or four large buildings (including farming buildings like stables or barns), surrounding a large courtyard. The buildings are usually two-storeys, and richly decorated in the Classicist and Empire style. As we have mentioned, textile industry in the region contributed to the economic prosperity of village residents. Rich village farmers renovated their homesteads in the second half of the 19<sup>th</sup> century to copy the rich townhouses in Broumov. They wanted to show their wealth by emulating the spectacular classicist architecture of the town-dwellers.

After 1945, most of the original German-speaking inhabitants were expelled from the country. Soon after the expulsion of the local Germans, their farmsteads started to be re-settled by new incomers, who were given these properties by state authorities. These people were mostly Czech-speaking population. Some of them came from the adjacent Czech speaking regions. Sometimes they were people who knew these farmsteads because they had spent their „life-cycle service“ (so called „handl“) there before the WWII. Others came from more distant Czech regions or from the Czech „remigrant“ groups, e.g. from the Ukraine (Volhynia).





Broumov farmhouse, Otovice



Broumov farmhouse, Martínkovice

Today, some of these farmhouses are in ruins. Other, however, are well preserved, renovated, and maintained. In some villages (Křinice), these houses became part of the locally protected village area with a special status (1995). Broumov farmhouses are to be found also in several other villages, like Otovice, Božanov, Martínkovice, Ruprechtice, Šonov, Heřmánkovice, Jetřichov, etc. Some of them were bought by new owners after 1989 and turned into family houses or accommodation premises (there are, also other new functions, as a headquarters for golf resort, etc).

Much research has been done on the architectonical features of Broumov farmhouses that are undoubtedly a part of the local tangible cultural heritage. Researchers focussed on architecture, history, decoration, and to a lesser extent on the use of these households (Bergmann a kol. 2003). In our research, however, we would like to map the ways in which these houses were kept after 1945, and how the local cultural heritage survived the drastic depopulation of the whole region. We will also concentrate on the new life of these houses after 1989 and explore their use and activities for their safeguarding. We will also ask whether the cultural heritage of the region (in case of Broumov farmhouses) contributes to attract new people to settle or to decision of local young people to stay.

## 5. Discussion of the means of safeguarding the local cultural heritage.

Based on the study of the comparative academic literature and the discussion with the local stakeholders during the study visit in Broumov (village mayors, cultural workers, NGO workers, academics, journalists, etc.) we suggest some possible means for safeguarding the local cultural heritage that face the challenge of depopulation. However, these suggestions are only provisional and will be verified during further research, and by comparing different cases of depopulation in Europe. During the further research into the area, HerIndep researchers will also focus on some of these issues.

### **5.1 Periodic survey of the population's relationship to the phenomena and objects of cultural heritage**

To make decisions about the local cultural heritage, it is important to know the attitudes and values of the local community. Mainly in the regions that had suffer a massive population change (expulsion of local Germans and resettlement of the region with new population) it is important to know what relationship the current local population has toward the cultural heritage in the region. Local government representatives should seek the opinion of a wide spectrum of local population, as well as key stakeholders towards cultural heritage phenomena/objects.

Local community attitudes and their relationship to cultural heritage towards cultural heritage is crucial because cultural heritage (both tangible and intangible) needs people to survive. The engagement of the local community in the safeguarding and preserving of the local cultural heritage is of central importance. The first step of this engagement is a mapping of the local community's attitudes and the values they attach to local cultural heritage.

The relationship and values of the local community needs to be researched in at least three subsequent generations of the local families. The generational consensus thus achieved can then be seen as representative of the attitudes of the entire local community. This will safeguard the transmission of cultural heritage values into the future.

The key insights are then information and attitudes:

- How the values and functions of cultural heritage have changed due to population decline.
- How do these attitudes differ in different generations.
- What are the new values and what is a "new life" of the local cultural heritage objects and phenomena.
- Does the local cultural heritage attract new people to the region, and thus help challenge the population decline?

### **5.2 Bringing small local communities together in the revitalisation of the cultural heritage.**

For the optimal and efficient functioning of the local government and for the viability of the communities in the Broumov region, their size in terms of population, but also the structure of the population, is important. Size-wise, they can fulfil several tasks and functions, such as the protection of cultural heritage. More local government functions thus stimulate greater public interest in participating in governance. The ability of local governments to protect cultural heritage is also determined by the size and composition of their budgets.

In small municipalities, however, a large part of the budget is made up of administrative expenses. This implies that they have limited capital expenditure, so they are unable to invest in cultural heritage and have difficulty financing other municipal functions. Smaller municipalities have significantly higher unit administrative costs than more populous municipalities. This does not allow them to administer large grants for heritage revitalisation. We suggest clustering support entities and spreading out the staffing burden of grant administration when using funds for the revitalization of cultural heritage.

### **5.3 Native voice argumentation in gaining of support.**

It is necessary to recognize the applicability of "native voices" for argumentation and application in the public discussion. Who are the "native voices" in the local cultural heritage? Whose cultural heritage it is? These "native voices" might be sought in the surviving collective memory of the local population, but also in the archive documentation.

The "native voices" argument is especially valid in the context of the population change of the region that took part after WWII. Cooperation with the cultural and civic organisations of the expelled Germans might be sought to show whether a part of the cultural heritage of their local population from Broumov is maintained elsewhere.

The emphasis should be, however, on the current local population. Other ways of evaluating cultural heritage, such as storytelling, role-playing or public debate are also essential for the continued sustainability of awareness of the significance of cultural heritage. Existing symbolic encounters of the local community need to be supported for the sustainability of a particular heritage.

### **5.4 Promoting activism by the unemployed.**

Based on the examples of the safeguarding of the cultural heritage in other countries, the engagement of the local unemployed is a possible way to engage the local population in the safeguarding of the local cultural heritage. It also creates links between the local community by employing local people on a seasonal basis for the revitalisation work. This method is administratively intensive and the actual involvement in activities and building a relationship with the cultural heritage consumes a lot of energy that could otherwise be invested in the restoration process by professionals. However, this means of engagement offers a possibility to involve all parts of the local population into the cultural heritage safeguarding process.

## 5.5 Stakeholder management.

The stakeholder management means the cooperation of a group of entities directly involved in the activities around the local cultural heritage. To work with a diverse group of stakeholders, it is appropriate to divide them according to their spheres of interest into a group of business stakeholders (suppliers, customers, competitors, strategic partners, professional groups, regulatory authorities), social stakeholders (the public, media, organizations and associations, NGOs, civic associations, community), environmental stakeholders (public, state and local governments, civic associations, community) and a group of economic and financial stakeholders (investors, financial organisations).

Stakeholders:

- To whom are there legal obligations to preserve cultural heritage?
- Who can be positively or negatively affected by local culture revitalization activities?
- Who would be disadvantaged if not involved in revitalization activities?
- Who is affected by the loss of cultural heritage values?
- Who can help in recognizing the contexts and strategies for the revitalization of cultural heritage?

## 5.6 Marketing communication of local culture revitalisation via promotion

Marketing communication is an irreplaceable part of the presentation of local communities focused on profit and prosperity. Each place, including those where culture heritage contents are located, wishing to succeed in the market, should create its own integrated programme of targeted communication with customers it wants to address. This is an inevitable factor in getting the contents established in the tourism. Integrated promotional strategy is based on integrating communication activities.

A suitable combination of communication tools helps to efficiently mediate the culture heritage offer and demonstrates the maturity of the culture of local authorities and subjects in the place where contents are located.

The goal of integrated promotional strategy is to increase the interconnection of all promotional tools, increase their efficiency for internal and external communication, which, despite the increasing communication costs, ultimately helps maintain or reduce the total cost of promotion.

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## Reflection on the study visit in the Czech Republic from the project partners Kaunas University of Technology, Lithuania

### *The completeness of the report: report structure (components), logical consistency, summarizing parts*

The joint report on the fieldwork and analysis conducted during the study visit in Broumov region (Czech Republic) appears to be a comprehensive and well-structured document. It details a study visit conducted on 5<sup>th</sup> -7<sup>th</sup> June 2023 and includes practical information, a program itinerary, main information of the study case, discussions on cultural heritage (CH) in the region, and methods for safeguarding it. The report is logically organized into sections covering the most important aspects of the study visit: historical and demographic overview of the region, history of the local community and issues of depopulation as well as the existing state of cultural heritage. Summarizing aspects of the visit and findings are well integrated, providing a concise overview of the activities and their implications. The report also includes discussions on the implications of depopulation on local culture and heritage, making it not only a record of the visit but also a thoughtful exploration of broader socio-cultural issues in the region.

To enhance the structure of the report please consider the inclusion of a more detailed introduction: establishing the context, and explicitly clarifying the aim and tasks of the visit to guide the unfamiliar reader from the very beginning. Also, consider the incorporation of photos (or other relevant material) collected during the visit to visually support the text and enhance reader engagement, to see what was going on during the actual visit.

### *The context and the practical significance of the visit: historical/cultural context*

The study visit included a visit to the Broumov region, which is an important site for the accumulation of immovable cultural heritage objects which are registered in the Register of immovable cultural property of the Czech Republic (<https://pamatkovykatalog.cz/uskp/podle-relevance/1/seznam/?h=Broumov+Kl%C3%A1ter&chranenoTed=1&hlObj=1&fulltext>). This region is important in terms of other types of cultural heritage such as traditional crafts: textiles and other. The study visit was useful in getting to know the examples of the stylistic sakral and traditional residential architecture of this region, which represent the identity features of German residential architecture and the influence of the neighboring region on the architectural development. This made it possible to understand the identity and importance of this region in the context of the changing social environment.

In the meeting with the representatives of the local community and those interested in the field of cultural preservation and heritage protection, we talked about traditional events and how specific practices can help to better understand the values and priorities of the community.

### *The relevance to the project: relevance to the aims and objectives of the project, practical usefulness for further project research*

The presented case report is directly associated with the objective of the WP2: investigation of depopulated areas with cultural heritage – cases and research across partner. The report implements two tasks of the WP2: 2.1. Identify comprehensive cases. 2.2. Mapping (and proposing) of sustainable heritage strategies in lived practices.

The research part of the report starts from identification of the cultural heritage of Broumov region and raises questions for further discussion: Is it possible to maintain cultural heritage in depopulating regions? What is the role of tourism in facing depopulation and maintaining of the cultural heritage?

This discontinuity of the local population and its effects on the maintenance of the local cultural heritage is seen as the essential focus point of the study. Continuity/discontinuity of populations and extreme/significant tourism categories are used for complex classification of heritage territories.

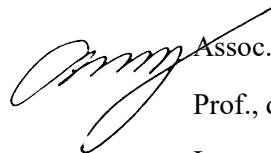
Finally, based on the study of the comparative literature review and the discussion with the local stakeholders during the study visit in Broumov some possible preliminary means for safeguarding of the local cultural heritage that face the challenge of depopulation are proposed, as:

- Periodic survey of the population's relationship to the phenomena and objects of cultural heritage
- Bringing small local communities together in the revitalization of the cultural heritage
- Native voice argumentation in gaining of support
- Promoting activism by the unemployed
- Stakeholder management
- Marketing communication of local culture revitalization via promotion

Each of the above-mentioned means is discussed in more details in the report.

In our opinion the presented case report is important for the implementation of the objective and tasks of the WP2, and, besides that, its further obtained insights, will be needed for the other WPs, as WP3 Objective: Cross-culture comparison of case studies and WP4 Objective: Implementation of partner area case studies.

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## **HerInDep: Czech Site Visit Review**

**Andrew Lind**

### **Introduction**

The first of three HerInDep case study site visits took place on 5-6 June 2023 in Prague and Broumov, Czech Republic. The visit brought together members from each of the three participating institutions: Charles University, Kaunas University and the University of the Highlands and Islands. As part of the visit, a workshop was organised in Broumov, which saw the project team host a variety of local stakeholders and interested parties. Included in the audience were local government officials, members of the region's tourism and heritage organisations, and interested local residents. Following presentations from each of the research teams, members of the audience were invited to give their thoughts on the projects and to discuss what they would like to see from the research. Below is a summary of the main points raised during that discussion.

### **Discussion Themes & Questions**

- How does cultural heritage [CH] maintain populations?
- How can CH survive depopulation, and can it help stimulate population growth?
- What impact does depopulation have on local professions?: there was concern that demographically vulnerable communities suffer disproportionately from a lack of specialised skills, from healthcare to heritage.
- Is there a disconnect between understanding the reasons why people leave vulnerable areas and the impact which this has on the community?
- How can communities utilise CH to motivate people to stay, or attract new people to settle?: there was extensive discussion of the issue that the Broumov region is seen as a nice place to visit, but people are not staying long-term in the area.
- What are local attitudes towards the state?: some locals in Broumov expressed frustration that they felt like the state had abandoned them, limiting their resources to combat depopulation and support local investment.
- What are the push factors for demographic change in the region? Education and employment prospects were highlighted as key push factors in Broumov.



- Is there a friction between tourists and residents? Does this limit the value or impact of CH?
- How can CH be developed in a sustainable way which benefits the community, rather than simply attracting more tourists?
- To what extent is CH protection a barrier for local growth and economic stimulus? Do CH protections create a conflict between the community and the authorities where protection is prioritised over the needs of the community?
- What kinds of emigration are seen as beneficial by the community?: in Broumov, this discussion focussed on 'good' emigrees (young families and professionals) vs 'bad' emigrees (Romani groups).
- How can communities engage new arrivals to the region in their CH?
- What are the best activities/strategies for the sustainability and growth of CH?
- How viable is CH as a means to maintain/stimulate population levels?



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## **Reflection on the study visit in Broumov region (Czech Republic) by Associated Partner Hradec Kralove Region**

**Dates of the study visit:** June 5-7, 2023

As Associated Partner of the HerInDep project we were invited to take a part in the study visit. Study visit was organized in June 2023 in Prague and Broumov. Associated Partner participated in Broumov part of the study visit, as Broumov is situated in north-east part of Bohemia, e.g. in Hradec Kralove Region. Both site visits and meetings with other project partners created great opportunity to network, take deeper insight to the project itself, partner's own work and their projects. Study visit created also rare opportunity to meet local stakeholders in different circumstances and challenging new context, European partners and fresh, unusual perspectives of their own remoted rural life experience.

Workshop with the local stakeholders hold on June 5th was welcomed opportunity to get acquainted with Lithuanian and Scottish team members while they were presenting the Shetland and Kaunas case studies. Especially the Shetland experience with its' scattered islands and accent on culture and creative industries was interesting inspiration. The Shetland university model has caught the attention of local stakeholders as it offers studies available on distance to allow students to study and thus develop their own future life unique work opportunity, often based on creative practice and at the same time to stay at home and help with essential domestic work and activities. For many of our local partners was such university model interesting as they face the life situation when their children and with them whole families have to decide whether to go study – far away from home - or to stay home and help with family business, farms etc.

As the Associated Partner we are keen on taking part in the project as we expect to be involved in the discussions about remoted areas in our region and especially the reasons for ongoing depopulation processes. Broumov is very specific location in our region. On one hand it is an area with strong social and economic disadvantages. Far away from the regional bigger and administrative centres, geographically located on "the other" side of the mountains ridge, with higher unemployment, without higher schools (with one single exception), without hospitals etc. On the other hand, it is an area with fascinating natural and cultural heritage. The sandstone rock labyrinths, natural preservation park,

monumental baroque churches, reconstructed monastery with its vital cultural life create unique offer to develop a sustainable slow tourism offer with the involvement of local residents. Time will tell if this will be enough to retain the existing population or even attract a new one. The HerInDep project is a great opportunity to not only look at these processes from the perspective of regional development planning, which is what our office normally does, but to also incorporate science-based analysis into the process.

What we consider at the moment - even after the study visit - very important for the further successful running of the project is to plan well how and when we as the Associated Partner will be involved in the project, what exactly is expected of us. Processes at the regional office take a long time and need to be planned well in advance, among other things so that we can plan for them sufficient financial reserves.

**Mgr. Kateřina  
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Datum: 2024.04.24 08:59:00  
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Head of Culture, Culture Heritage and Tourism Department

Hradec Kralove Region