



**MOMAr**  
Interreg Europe



European Union  
European Regional  
Development Fund

**RERA a.s.**

**Regional Development Agency of South Bohemia  
Czech Republic**

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## Partner Information



**RERA a.s.**

**Regional Development Agency of South Bohemia**

- Operational since 1999
- Located in České Budějovice, South Bohemia, Czech Republic
- Shareholders: South Bohemia Regional Authority, Union of Towns and Municipalities, Chamber of Commerce, Chamber of Agriculture
- Main areas of activity:
  - ❖ Support of local institutions (help with fund-raising, consultancy)
  - ❖ Knowledge transfer of new ideas to South Bohemia environment
  - ❖ Support of regional development (entrepreneurial, education, protection of the environment, technology, culture heritage...)

## Regional Information

### South Bohemian Region

**Leading branches: tourism, food industry, automotive industry, R&D (biology, biotechnologies, fishery)**

Basic data (2018)	
Area	<b>10 057 sq. km</b>
Population	<b>642 133 inhabitants</b>
Capital – České Budějovice	<b>93 000 inhabitants</b>
GDP per capita	<b>about 15 078 EUR</b>
General unemployment rate	<b>1,91 %</b>
Average salary	<b>1 125 EUR</b>
Guests in collective accommodation establishments	<b>1 729 000 visitors (63% domestic)</b>



## Partner Experience

### Experience with rural heritage

#### ❖ Management of multiple rural heritage projects funded from EU funds

- Castle trail along Malše river (South Bohemia – Upper Austria)
- Riding school in Písek (national monument, historical site)
- Revitalization of houses in Třeboň (preserved area) and their transformation into modern fixtures (cinema, gallery)
- Renewal and improvement of a gallery depository (historical buildings)
- Revitalization of village centres (MagNet, transborder Interreg CZ-Austria)

#### ❖ Establishment of a certified cultural route

- Routes of Reformation (Interreg Central Europe, certified April 2019)

#### ❖ Co-organization of several activities to boost regional cultural heritage

- Exhibition „Past Times“ (South Bohemia – Upper Austria)
- Exhibition series „Rosenberg Year“ (South Bohemia – Upper/Lower Austria)

## Expectations

We expect the project results to contribute to the following aspects:

- ❖ to boost regional development
- ❖ to improve management of rural sites
- ❖ to make rural areas more attractive for newcomers
- ❖ to improve lives of local population to prevent depopulation
- ❖ to balance and redistribute tourism load from heavily affected sites to less known but still attractive locations

# Policy Instrument Addressed

## Policy Instrument

### Integrated Regional Operational Programme 2014-2020

INVESTMENT PRIORITY 6c of Priority Axis 3: Preservation, protection, promotion and development of natural and cultural heritage

*Specific objective 3.1: More efficient presentation, strengthening the protection and development of cultural heritage. Thematic Objective No. 6.*

**Ministry of Regional Development is ready to make use of MOMAr outputs to shape Integrated Regional Operational Programme. The pending question is the timeframe due to the expected ending of the programming period 2014-2020.**

# Management of Cultural Heritage

## Models of management

Models of management usually use a traditional approach that accents number of visitors as a main parameter, without considering the impact upon local population. It leads to „skansenization“, eg. making the place an open-air museum rather than a living settlement.

However, this model causes heavy overload of the most prominent tourism destinations and does not bring other benefits than financial gains. Typical example in the South Bohemia is Český Krumlov, second most-visited place in the country and a UNESCO site.

Fortunately, this approach is currently being reconsidered and new models of management are looked for. This is one of the reasons South Bohemia wants to partner with other countries and regions to see good practise examples. This innovative approach is supported by regional policy makers.



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**Thank you!**

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*Project media*

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