

## **Social and Economic Integration of Cultural Heritage: State of the Art in Sweden**

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I will tell you about the state of art in Sweden concerning social and economic integration of cultural heritage. I will do that from the point of view of the National Property Board where I work. My report will include the following issues

- 1) National Property Board
- 2) Why interest in the objectives of this seminar from the National Property Board
- 3) Swedish law and other regulations
- 4) Institutions responsible in the field of cultural heritage
- 5) Research about social and economic integration of cultural heritage and about benefits in society from cultural Heritage

Chapter 1 – 4 serve as background and gives an introduction to chapter 5 which describes examples of research and other types of work going on in Sweden concerning social and economic integration of cultural heritage. My aim is to contribute to the efforts of this workshop to obtain its objectives:

-Identification of future social and economic benefits from cultural heritage on the local, regional, national and European level as a contribution to the quality of life.

-Identification of future threats to cultural heritage and their social and economic impact and new preventive measures for preservation of cultural heritage in future.

-Monitoring of national cultural heritage preservation policies and forming recommendations for a creation of individual policies on national levels.

### **1. The National Property Board**

The National Property Board is a governmental agency established 1993. Its work rests on a long tradition of building and a property management by the state, actually from the sixteenth century. The National Property Board is responsible for buildings, forests and land, which are common property.

OH Our heritage

The purpose with founding the National Property Board was that it should be an organisation with special competence to manage what we call our “national heritage” in Sweden as well as other landed and building property. The majority of the buildings, parks and cultivated land are national heritage. That means property of great importance in Swedish history. The National Property Board also is responsible for ensuring that state museums, art institutions, opera house and theatres, the government and the ministries and the Swedish embassies in foreign countries have good premises. Most of the buildings are listed buildings

OH Our operating concept.

The way the Swedish government has chosen to govern the National Property Board is to request a profit to the state every year. The profit is expressed as percent of the economic value of the property. The incomes are rents from tenants. The work that the National Property Board has to do to preserve and develop the property is financed by these rents. That means that within the Board it has to be a balance between property that gives a good income and the less revenue yielding property as most of the palaces and fortresses for example.

The supervision of all listed property owned by the state is carried on by *the National Heritage Board*. It is the National Heritage Board that points out which buildings to list and which buildings to appoint as national heritage for the government to decide to carry it over to the National Property Board. That does not mean that other property owners don't have a lot of listed buildings of great historic and cultural value. It is only what is appointed as national heritage that goes to the National Property Board

## 2. Why interest in the item of this workshop from National Property Board?

The commission of national Property Board is "To preserve, enhance, care for and provide access for the public to the cultural heritage"

The goal and over all ambition for the listed buildings "owned" by the National Property Board is:

OH

- Preserved or enhanced cultural value for future generations
- An engaged and interested society, that have the opportunity to enjoy and experience the property
- Development of the property for well considered use and interested tenants who appreciate and benefit from the cultural historic values
- Best economic result in view of the special values of the property

In very practical terms "An engaged and interested society, that have the opportunity to enjoy and experience the property" means that the National Property Board has to:

- analyse the suitability of the property as visitors or tourist attraction
- regulate the admittance for public in the contract with the tenant and as well regulate the attitudes to the historic and architectural value and the possibilities to make it living to the visitors
- develop the property by restoring interesting and relevant parts of it and in some cases by re-constructions and additions for new use of the property
- give information about the history, the technique, plans for the future etc
- create good contacts with the community where the property is situated.

But still there are many questions to be answered

What does the heritage mean to the citizens? Why? What does it mean to different groups?

What is really the obligation society places on the National Property Board as custodian of cultural heritage?

What are the obligations of society to an institutional custodian as National Property Board if you compare with a private custodian?

What is society willing to pay just to have it? What is acceptable loss of cultural value?

What is the society willing to pay to contribute to develop the property to interesting tourist attractions?

What would be the reasons for local society and private enterprise to contribute to the work to maintain and let people visit the property?

### 3. Swedish law and other regulations

Statutory protection of historic vestiges has long tradition in Sweden. In 1666 a royal proclamation with the force of law placed under royal prerogative "old monuments and antiquities". It became prohibited to interfere with vestiges, such, as they could then be perceived, which reminded of the greatness of the forebears, particularly those of royal ascent. Graves, stones with runic inscriptions, ruined buildings and similar obvious remains of the past became protected.

A number of legal instruments have since been developed and replaced by others, but the core of the legal message has survived: The physical elements of the cultural heritage should be preserved. If necessity dictates interference with a monument, then the extent of alterations should be determined and monitored by the authorities and the vanishing elements carefully recorded. To a great extent these principles have been adhered to. There has been a difference in attitude towards remains of what has already been abandoned and has lost economic importance, and structures that still have a viable function in society. Rules protecting the archaeological heritage have therefore been adopted earlier than rules protecting architectural values. The architectural values of church buildings have, however, enjoyed supervision of the worldly authorities even before the days of the royal proclamation.

The safeguarding of the cultural heritage has always been a responsibility for the State, today the government (Ministry of Culture) and its agencies. These agencies are the National Heritage Board and the cultural heritage departments of the 21 County Administrations. Gradually, however, local governments have been entrusted with - and become interested in - legal responsibilities, particularly with regard to the architectural values of the built environment.

The statutory framework for protection of heritage values consists of several acts of Parliament, supplemented by government regulations. The most important are:

- Cultural Monuments (etc.) Act (SFS 1988:950).
- The Environmental Code (SFS 1998:808)
- The Planning and Building Act (SFS 1987:10)
- The Cultural Heritage Edict (SFS 1988:1229)

The main statutory instrument is the *Cultural Monuments Act*. This act covers archaeological monuments and sites, listed historical buildings and sites, ecclesiastical heritage, and cultural objects (export/restitution). Only the "elite" of culturally important buildings etc. should be protected under the Cultural Monuments Act. Other buildings of cultural eminence are protected under the Planning and Building Act.

The act is not applicable to buildings owned by the State. Such buildings and other structures may be protected on order of the Government. *The National Heritage Board* is responsible for the monitoring of a special regulation which deals with the state owned built and landed heritage *The Cultural Heritage Edict* (SFS 1988:1229) issued by the Government. Often the protective order may cover an area adjoining the building to ensure that this area be kept in such a condition that the appearance and the character of the building will not be jeopardised.

Pending listing, the County Administration may prohibit temporarily any measures that might lessen the cultural value of a building; Non-consenting property holders may claim

compensation for adverse effects of listing, but there is a threshold of economic damage that must be passed before owners become eligible for indemnification. Very serious restrictions to the use of property caused by the listing of a building, gives the owner the right to call for expropriation of the property. He will then receive compensation for its market value, and will also have his own costs for litigation in a real property court covered by the State.

Once a building has been listed the protective order is meant to govern the continuing upkeep and care of the building. However, it is possible for the owner to apply for permission by the County Administration to make changes to the building contrary to the protective order, if he can claim special reasons. Permission may be granted on condition that the change is made in accordance with specific directions and that the owner records the state of the building before and during the work that will change it. If listing causes an obstacle, inconvenience or costs out of proportion to the importance of the building, the County Administration may change the protective order or revoke protection altogether.

A breach of the protective rules for historic buildings may lead to consequences of different kinds. The County Administration may issue injunctions for restoring damaged buildings, enforced by contingent fines. There could also be penalties. These, however, could not exceed a fine.

The *Environmental Code* (SFS 1998:808) - in force as of 1 January 1999 - proclaims as one its aims the protection and care of valuable natural and cultural environments. It provides inter alia for the establishment of cultural reserves. This code encompasses provisions for all kinds of activities that may affect the environment. It lays down general rules of consideration, which have to be respected by authorities and individuals. With regard to cultural values the code is instrumental in two various aspects. Offences against restrictions imposed in cultural reserve may render a penalty of a fine or up to two years' imprisonment.

The *Planning and Building Act* (SFS 1987:10) provides legal tools for primarily the local governments - there are 289 local government districts in Sweden - in looking after cultural values. This act contains rules as to how the cultural heritage should be identified and safeguarded in planning procedures and in the screening of planning applications. Protective orders will specify what measures apply to a listed building with regard to demolition, alteration and upkeep. This act gives local governments a wide degree of autonomy in regulating planning and other development within their respective districts. The State may, however, intervene in planning procedures in certain cases, one of which being that an issue of *national importance* according to the Environmental Code has not been duly considered. Areas delimited to be of such importance due to cultural value should therefore be safeguarded from damaging development.

The act provides for protection of cultural values in several modes. It contains general requirements for buildings and other structures and for sites and public spaces. Alterations to existing buildings and structures shall be carried out with care so that characteristics are preserved and constructional, historical, environmental and architectural values are taken into consideration. Buildings which are particularly valuable from a historical, environmental or architectural viewpoint, or which are a part of an area of this kind, may not be disfigured. All buildings should be maintained to keep their characteristics as far as possible. Buildings, which are particularly valuable, shall be maintained in such a way that their characteristics are preserved.

The act holds that all local governments must adopt *comprehensive plans*, covering their entire districts. A comprehensive plan shall note the main aspects of the proposed use of land and water areas, the local government's view on how the built environment should be developed and preserved. It should further describe how the local government intends to take national interests and qualitative norms under the Environmental Code into consideration. The plan is, however, not binding on either authorities or individuals.

Binding regulations of land use and of development are effected through *detailed development plans*. Alternatively, *area regulations* may be adopted, if needed to achieve the purpose of the comprehensive plan or to ensure the safeguarding of national interests. With these two planning instruments a local government may decide upon regulations in several respects which affect the preservation of cultural values. It may e.g. regulate the extent to which planning permission and demolition permission is needed for individual projects. It may further prohibit demolition and lay down particulars for how buildings of particular cultural value should be preserved.

Regardless of whether a demolition prohibition has been decided upon in advance in a plan or area regulation, the local government may refuse applications to demolish buildings, which are culturally particularly valuable. Decisions under the Planning and Building act can be appealed against to the County Administration, and further either to the government or to an administrative court of law.

To the extent binding planning measures or refusals to grant demolition permission cause economic damage to holders of property rights, these may claim compensation. As in the Environmental Code there are thresholds, which the damage must exceed in order to give ground for compensation, but the thresholds are somewhat differently defined. A serious impediment to property rights may force the local government to expropriate the property at market value. As is the case with other matters of compensation, a real property court can resolve disputes between the parties. Disobedience of provisions under the Planning and Building Act may, and should, cause the local government to intervene. It could then decide on fines, contingent fines or, in the final instance, the pulling down of a new building at the owner's expense.

#### **4. Institutions responsible in the field of cultural heritage**

*Ministry of Culture* has the overall responsibility for immovable cultural heritage. In practice responsibility is exercised by the *National Heritage Board*. The 21 county authorities constitute the intermediate administrative level, which act as bridge between central government and municipalities. The municipalities give effect to their own regulations and implement decisions taken at higher levels.

The National Heritage Board, which is the authority responsible for cultural heritage matters at national level under the ministry of culture, has a guiding function for all institutions working in the cultural heritage field primarily the *county administration* and the *regional museums*. The main goal on the national level are to enhance the cultural heritage, ensure continuity while developing the built environment, foster local identity, counter the threats to the cultural environment, and contribute to a greater awareness of aesthetic qualities and historic contexts.

The county authorities are responsible for:

- giving legal protection to buildings identified as remarkable buildings
- issuing the relevant authorisations etc
- authorising alterations to ancient monuments and sites

In the case of buildings in private ownership, work is supervised by personnel responsible to the county authorities, and in case of state owned property by personnel responsible to the National Heritage Board. Without prior permission from the county authorities the above may not be altered

The number of protected property is    1500 private owned sites

250 sites owned by National Heritage Board

150 other state owned sites

3000 churches

Also two more agencies are involved

- The National Board of Housing, building and planning (Boverket) +46 (0) 455 353000  
[www.boverket.se](http://www.boverket.se)

- Swedish Environmental Protection Agency (Naturvårdsverket) +46 (0) 8 6981000  
[www.environ.se](http://www.environ.se)

- Swedish Research Council for Environment, Agricultural science and Spacial planning FORMAS (forskningsrådet för miljö ariella näringar och samhällsbyggande) (formerly the Byggforskningsrådet) 46 (0) 8 7754000 [www.formas.se](http://www.formas.se)

The municipalities are responsible, inter alia for declaring buildings or groups of buildings protected monuments in respect of their own planning regulations. The national authorities have the power to modify decisions taken at local or county level

## 5. Research about social and economic integration of cultural heritage and benefits in society from cultural heritage

A lot of research is going on in this field in Sweden. Most of it is about the value from the cultural point of view and sometimes from social point of view. But few researchers have looked on the issue from a commercial and economical point of view. On the other hand local municipalities and tourist agencies that you can call practical research carry out lots of investigations. I will give some examples of research going on headlined as follows:

- a) Cultural value / National Heritage Board
- b) Cultural value-economy / Universities and institutes
- c) Economy / Tourism / Regional and local authorities
- d) Health / Sociomedical institutions

### a) Cultural value / National Heritage Board

The National Heritage Board leads the work of the cultural heritage sector in building up knowledge about the content and change of the cultural environment by means of research. The research carried out by the National Heritage Board is dictated by the responsibility of the cultural heritage sector to preserve and present historic sites. It is also steered by various kinds of changes in society, often initiated by political decisions. The work of preserving and presenting the cultural heritage and historic sites is closely associated with research into cultural history as well as with the spheres of technology and science. Research is often interdisciplinary, with projects being run in collaboration between scholars from different fields.

During 1999 and later National Heritage Board has arranged a lot of discussions and seminars

about the if investments in cultural heritage

-has effects on enhancing regional and local creativity and identity

-increases companies and peoples willingness to move to a place.

A current project is **The TVÄRS "across" project** [www.raa.se](http://www.raa.se) (Titti de Verdier) It is a inter disciplinary project carried through in co-operation between National Heritage Board, The National Board of Housing, Building and Planning and Swedish Environmental Protection Agency with the aims

- to create a mutual ideological and practical platform between natural and cultural values and study how these values interact with sustainable development
- to create methods for analysis of landscape
- to create strategies in planning and development processes

Some years ago the National Heritage Board together with National Property Board initiated the project **Swedish Heritage (Svenskt kulturarv)**. (Lena Sjölin lena@kulturinformation.com) It had the purpose to give attention to cultural heritage as a whole and to develop the ability of the sector to show the heritage in an interesting way, to market what they have to show, and to be more businesslike and profitable

46 (0) 8 51918089 www.svensktkulturarv.se

National Heritage Board have carried through research (Mats Burman) about the **attitudes of the citizens to cultural heritage actors** in many regions of Sweden together with the county administrations in Västmanland, Västra Götaland and Södermanland and also in Norrtälje/Rimbo. An interesting result was that people first of all think about the probability of coming threat from exploitation for roads etc or about restrictions in their personal lives when cultural heritage actors are involved. Not very positive but instructive for all of us working in the cultural heritage sector. It seems to be a big difference between people's feelings for the cultural heritage itself and for the administration with the task to protect it.

The National Heritage Board initiates and also supports research within the field carried through by other institutions like some of the projects described in this paper.

#### b) Cultural value-economy / Universities and institutes

Central to the decision-making process in setting public policy is to understand the place of cultural property and cultural property values in the hierarchy of social values and to develop a rational basis for decision making for the preservation of cultural property. Department of Infrastructure and Planning, Royal Institute of Technology, Stockholm among others have dealt with these issues in different research projects

Folke Snickars Department of Infrastructure and Planning, Royal Institute of Technology, Stockholm has studied **"innovation networks in the extended Stockholm region and their impact on culture, jobs and regional development"**. Tel 46 (0) 8 7906000 www.kth.se

His work has the aim to increase the knowledge of the contribution of culture to regional economic, and social, transformation. He discusses and investigates three aspects of this process:

- the role of the cultural sector in regional development at large.
- culture in public policies, public strategies, and public-private partnership for the formulation, and implementation of regional development policy.
- production factors for cultural development.

Cultural activities are often seen as part of the public sector responsibility. The reasons for that are that the demand for cultural activity is not large enough for the sector to sustain without support from the public purse. However the cultural sector contains both private and public parts. If properly defined, the sector will indeed have a role to play as an engine also in the creation of economic wealth in a region. Thus, the question is to assess the economic importance of the cultural sector seen as an industry.

He states that research as well as practical experience shows that cultural factors and the state of the environment play a very important role in determining the attractiveness of a

place and in choice of a location. By cultural factors means both the different forms of cultural activities, which are offered, as well as the cultural, historical and architectural qualities that characterise a place.

Ake.E. Andersson Dept. Of Infrastructure and Planning, Royal Institute of Technology, 10044 Stockholm, Sweden ***“Value Structures of the Emerging C-Society”*** Tel 46 (0) 8 7906000 www.kth.se

The thesis in his work is that it is necessary to include values changing on a slow timescale in the conventional valuation of cultural property in use of cost-benefit calculation, and that value systems are changing from a materialistic into a postmodernist value structure. The new values are embodied in the young generation while the old values are passing away with the older generations, causing conflicts between generations on the valuation of all public goods, including cultural property.

He argues against the idea that the new economic structure reflects the move toward an information-based society in contrast to an industrial society. His thesis is that the change is much more multidimensional and implies a grand substitution of natural resource use in favour of a number of what he calls C-factors:

- Communication and computation networks,
- Cognitive and creative capacities, and
- Cultural amenities.

The study focuses on students from 18 to 21 years of age, and shows that there is a strong preference for a temporary, informal organisation of culture. The younger generation is oriented toward participatory forms of cultural and arts activities. He finds that there is a substantial gap between the official cultural and arts strategies and policies in Sweden (and probably also other parts of Northwestern Europe) and the values of the young, post-materialist or postmodernist generation.

An example. In one of the surveys the younger generation was asked to comment on a strategy of continuing urban renewal accomplished through the demolition of obsolete structures or houses and the construction of new city areas equipped with the latest technologies and designs. The response was interesting: fewer than eight percent were in favour of such a strategy; two-thirds were of the opinion that the focus should instead be on the renovation an improvement of the old houses and buildings in their towns and villages. A gender difference in response was, however, noted.

Younger generations also seem to regard aspects other than productivity and income growth as important in their choice of education, occupation, and employer. In the economically developed parts of the world, younger generations value creativity and potential for innovation as much more important than productivity. Finally, nature is no longer seen as an unlimited resource for quantitative economic growth. Rather, the younger generations seem to have reached a consensus that the ecological system is an entity to be continuously supported by sustainability considerations.

*Birgitta Svensson Associate professor, docent in ethnology at the Department of European Ethnology University of Lund with the project **“The nature of cultural heritage sites”***

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Her research deals with what importance landscape and cultural heritage has related to development of society. The purpose with her work is to present the tendency to use history and culture as an escape way to nature and secondly to discuss the nature of culture heritage policy. The development of the cultural heritage sites to living museums where



visitors can try their hands at old crafts, get a taste of what life was like in the past etc goes hand in hand with ecological perspectives, green tourism and natural products.

*Klas Sandell The research group tourism and leisure time at Karlstad University 054 7001000 www.kau.se has studied **questions about outdoor life and nature tourism as valuation of culture heritage***

*Sverker. Sörlin Professor Umeå University Department of historical studies (historiska studier) **Production of Meaning in Landscape History and the Problems of Heritage Decision-making the trading zone between articulation and preservation***

*www.umu.se /histstud 46 (0)90 7865386*

His work puts attention to the way, in which a cultural or natural object gains status, as worthy of preservation in a complex cultural, historical, and political process. His thesis is that preservation often is taken to mean the process whereby something is taken out of circulation. May be it would be more fruitful to think of preservation as a process of articulation whereby certain phenomena are given meaning (sometimes: new meaning) and thereby become re-articulated or reintroduced into a new kind of circulation.

He therefore analyse what and who counts, and why. He asks how can we explain that some landscapes are more highly valued than others are? He also looks at the landscape in a way as a trading zone as a lively commercial, scientific, and political marketplace. He in a way concludes that at least in theory, trade is a win-win interaction.

It is a question of which processes are used and which values are formed. He states that there should be different memories to reveal, other places to remember, and new objects to discover from which to construct a new heritage / memories, places, and objects that stand in new relationships to citizens and communities.

*Ingela Pålsson Skarin architect m.a.a Architecture, Technical University of Lund, Sweden*

***Building Preservation around the Baltic Sea a study of the work process based on case studies from Lithuania, Poland, Germany, Denmark and Sweden.***

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To get a grip of the new situation after 1990 for building preservation the authorities in five countries (Lithuania, Poland, Germany, Denmark and Sweden) have taken different kind of actions. The aim of the project was to understand the effect that these actions have, what they can lead to in the future and to improve the work process of building preservation. The purpose was also to create an objective and holistic description of renovation project through a Goal-Free evaluation (M. Scrivens 1972). A continuous recycling of experiences from previous renovation projects compared with certain actions would help setting up guidelines for the future by using a theoretical model of the process. The study was based on 15 case studies. Interviews were held with actors involved in renovation projects in progress. A castle, a church and a vernacular building represented each country. Four factors were studied inductively and their effect of the work registered after a qualitative and finally quantitative analyse; object value, team, financing and legislation.

The study have shown that the object value had the most influence on the work process of building preservation of all factors in the model and that high restrictions for building protection tended to increase the use of modern building materials. A final comparison between processes and the results that they brought about indicated that the measures taken was following the traditions in the countries and were not related to the building objects actual need.

*Helena Drottenborg Litentiate in Engineering- doctorate candidate Lund Institute of technology Department of Technology and Society. Doctors dissertation Thesis. **Aesthetics and safety in traffic environment***

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A possible relationship between aesthetics and safety is described through interdisciplinary research within arts and aesthetics, environmental psychology and traffic safety. This work has revealed less tangible areas of road design in which both architects and engineers may find potential support when planning for an aesthetically positive road environment taking into consideration human characteristics. Keywords Aesthetics, preference, risk, perception, traffic safety, gestalt psychology.

Due to the interdisciplinary character of the study, and also because of the novelty of the research area, it has been developed as a four-stage study. The results of each stage contribute to the establishment of hypotheses for the next stage.

The first stage attempts to describe what a beautiful or ugly road environment looks like. In order to validate the model from the first stage, but also to elucidate whether aesthetically positive experiences may influence drivers' actual behaviour in a positive way, the second stage investigates whether drivers generally show different behavioural aspects in aesthetically different environments. Since certain aesthetic elements may be distracting for the drivers, the attempt in the third stage is to measure the users' assessment of beautiful and ugly road environments. The last stage is an attempt to improve professionals' (both architects and engineers) abilities to fit together with the help of some Gestalt rules (Koffka, 1935), both aesthetics and safety requirements in the process of road design. To **analyse** the road traffic environment from the users' viewpoint, according to the Gestalt laws and to **create** a road traffic environment by using information from the analysis. In very different stages, the study increases professionals' understanding of why, when and how to use aesthetics within traffic environment designs.

*Roland Andersson Professor department of... Royal institute of technology in Stockholm* has summed up twenty years of research in his institution in a book "**Attractive cities**". The research is partly financed from Byggnadsrådet today part of Formas ????

Its aim is to give useful economic methods for politicians to obtain an attractive city from public economy point of view. The book also gives empirical studies of places and situations where the methods have been used. Part of the book describes attractivity in terms of beauty, culture and spirit and examples of efforts in the world to create these values if lost or not existing. You can also find analysis about in what way these values are necessary to be able to create attractivity in terms of work for people, accessibility to, necessities and service

*Professor Bengt Turner Uppsala University Institution for Housing and Urban Research* is going to start a project on the theme **formation of prices and willingness to pay for cultural heritage values** 46 (0)18 471000 [www.uu.se](http://www.uu.se)

### c) Economy /Tourism /Regional and local authorities

Considerable attention has been devoted to understanding mechanism for setting public policy for environmental standards. Not many attempts have been done to employ economic analysis to the preservation of cultural heritage in economic research. On the other hand lots of practical work has been done.

The most well known I think is the work in the county of Halland in Southwest of Sweden that has been called **The Halland model "how building conservation and labour market policies jointly can be a force for regional development"**

In 1993 The County Labour Board, The County Administrative Board, The Regional Trade Committee Halland's Building Contractors Association and The Construction

Workers' Federation) and Halland County Museum met in order to discuss how to co-operate in issues concerning building conservation and labour market policy

The project shows that the synergy effects and consequences are of significant importance. The work carried out with the preservation of the cultural environment, and perhaps, in particular with building conservation, affects the whole society. A cultural infrastructure seems to be as important as was normally is called infrastructure. The physical surroundings have a significant importance for the identity of a community, and the built heritage works are a symbol for this.

The work has contributed to problem orientated networks over the usual sector boundaries. The investments in restorations are reinvested and local economy has gained to a larger extent compared to new production. The work is labour intensive. The restored surroundings have attracted a lot of small new business. Lots of cultural heritage has been saved instead of demolished. Big enterprises have become interested. Lots of apprentices have been trained in traditional building methods using traditional material.

*Christer Gustavsson Halland County Museum* will during the next workshop here in Prag tell more about The project **the Halland model of the county of Olsztyn (from 1999 Worminsko Mazurskie County)** in Polen. He has also edited a book about the International conference RESTRADE in Halmstad 1999 [christer.gustafsson@la.halmus.org](mailto:christer.gustafsson@la.halmus.org) 46 (0)35 162300

*Leksand in Dalecarlia in Sweden* is a good example of a small town in Sweden where a lot of investigations have shown the importance of cultural heritage and local culture for economy and development

*Norberg in Västmanland in Sweden* is another where old industrial culture has been used as place for meeting, inspiration and base for development

The project **Swedish architecture in wood** (Svensk träarkitektur) in co-operation between The Swedish Tourist Authority (Turistdelegationen) E mail [kansli@tourist.se](mailto:kansli@tourist.se) and [www.tourist.se](http://www.tourist.se), Etour, Svenska föreningen för byggnadsvård (The Swedish association for building care)

It aims to increase and develop the interest in society for traditional Swedish buildings...

The project **The importance of culture institutions as tourist attractions**. West Sweden Tourist Board (Västsvenska turistrådet Västra Götaland) 46 (31) 818300 [www.vastsvenskaturistradet.se](http://www.vastsvenskaturistradet.se) and

*The Swedish Tourist Agency (Sveriges Rese och Turistråd )* 46 (8) 7255500 [www.visit-sweden.com](http://www.visit-sweden.com) and [info@sweturism.se](mailto:info@sweturism.se)

It has the aim to show the economic importance for society of visits to four museums in Sweden and shows a lot of statistics about the purpose, the length, the different tourist categories and the economic impact on society. The museums involved in the study are Ostindiefararen, Nordiska akvarellmuseet, Vitlycke museum, and Lödöse museum, three minor regional museums in the west of Sweden

*ETOUR* is a research institute, which develops knowledge about tourism and travelling and contributes to the tourism industry's development and growth, mainly in northern Sweden. They have worked with an **EU project called the Pleiades**. It began with an idea to create a network to explore the use of culture to stimulate economic development in six rural areas facing depopulation and economical stagnation. The partners in the project decided to concentrate on the development of cultural itineraries in rural areas. In a book they explain how they did this, in the hope that the readers will be able to gain from their experience when it comes to both theory and method, learning how it can be used in diverse situations and geographical areas.

One of the articles in this book is written by *Kjell-Åke Aronsson, ETOUR*, he's discussing ***culture tourism and the role it plays when it comes to strategies for regional development. Gammelstad*** 46 (0)63 146000 christina.frimodig@etour.mh.se

Gammelstad is a church-village near the small town Luleå in the north of Sweden where people stayed during their visits to church. Their farms were situated so far away from the church that it was impossible to go there over a day.

The six regions within the network are:

the Aude (France), Denbighshire (Wales), Friesland (Netherlands), Galicia (Spain), Shannon (Ireland) and Västernorrland (Sweden). The seventh participant is ECTARC (the European Centre for Traditional and Regional Cultures) playing the role of the invisible star offering guidance. ETOUR has followed the project and financially participated with the publishing of this final report.

#### d) Health/ Sociomedical institutions

Boinkum Benson Konlaan Umeå University department of community medicine and rehabilitation. The coherence of health and leisure time activities boinkum.bk@sosmed.umu.se 46 (0)90 7852187

The purpose of the study was to investigate the relationship between health and participation in cultural life through the fine arts (i.e. music, cinema, theatre, drama, museum visits, etc.) or having leisure time activities.

Data collected through three surveys REBUS in 1969-70 (n=7805), the Swedish Survey of Living Conditions (ULF) in 1982-1983 (n=12982), and a Panel survey of ULF 1982/1983-1990/1991 (n=3793), as well as data from an experimental study of stimulation by the fine arts and light physical exercise

The study showed that those subjects who rarely participated in cultural events (unspecified) had a 57% over-risk compared to those who often did so; This was after having controlled for the confounding variables. Based on 140000 person-years at risk, it was found those four specific cultural attributes – film, concert, art exhibition and museum visits, covered with survival. This seems to be in line with our hypothesis

Stimulation by the fine arts reduced blood pressure as well as the levels of both adrenocorticotropical hormone (ACTH) and s-Prolactin. The research shows close links between health and being an active consumer of culture or having leisure time activities. The result is also suggestive of specific effects of participation in certain cultural activities and health outcome. Probably a widening of the participation net in the cultural life in a population could be beneficial to its health.

## **6. Conclusion**

Considerable attention has been devoted to understanding mechanism for setting public policy for environmental standards. But a lot more have to be done to reach an appropriate understanding of different groups preferences today and for the future. Not many attempts have been done to employ economic analysis to the preservation of cultural heritage in economic research. On the other hand lots of practical research have been done on regional and local level.

I am totally convinced about the social and economic benefits from cultural heritage and about its contribution to the quality of life and economy. Still I am sure that we have to find

ways to enhance the effects. And by more research we have to show that the effects really come from culture. In Sweden senses of belonging especially in the countryside are deeply rooted in mental categories such as emotions, memory, and imagery, and landscape has played an important role in an era of human history that has been fundamentally structured by the nation. In management we have to focus more on that

It seems to be a big difference between people's feelings for the cultural heritage itself and for the administration with the task to protect the cultural heritage. In that lies one of our big challenges for the future.

#### Definition of National Heritage

The National Heritage comprises properties and buildings of various kinds of the outmost historical importance. Therefore they should be owned and managed by the Swedish State through the National Property Board.

The property/buildings defined as our national heritage have had a central function in the Swedish history and some of them have, from time immemorial, belonged to the Crown.

Among the properties defined as such are, at first hand, the buildings for ministerial and other governmental purposes, for defence, scientific and cultural purposes as well as State demesnes and monasteries.