



Cultural institutions in Poland

Ministry of Culture and National Heritage

- Adam Mickiewicz Institute
- Book Institute
- The Fryderyk Chopin Institute
- International Cultural Center Krakow
- Polish Film Institute
- Theater Institute
- FilMOTEKA Narodowa - Audiovisual Institute (FINA)
- National Center for Culture
- National Heritage Institute
- Institute of Music and Dance
- National Institute of Museology and Collection Protection
- Polskie Wydawnictwo Muzyczne

Importance of cultural heritage in Poland

Cultural heritage can be defined as inherited from the past and functioning nowadays cultural goods, which can have a physical (material) form, such as: monuments, historical objects, works of art, archives, historical parks, gardens, preserved landscapes and archaeological sites, and a spiritual form (immaterial), as: traditions, rites, customs, craft skills, traditional knowledge (for example, folk medicine), passages, legends or the memory of this legacy.

The nationwide research "Heritage alongside me - Poles and Norwegians towards the local cultural heritage", which was carried out in 2015 at the request of the National Heritage Institute in cooperation with Riksantikvaren as part of the "Heritage alongside me" project, indicates the following: The vast majority of Poles (86%) think **that cultural heritage is important** to them. It is definitely not important for only 1.5%, but rather not important for 7.1% of respondents. Heritage is a bit more often very important for women (34.3%) than men (28.4%). With age, the subjective assessment of the importance of heritage is growing, which does not mean that heritage is completely irrelevant to young people.

The vast majority of respondents believe that **due to cultural heritage, the place of residence can be exceptional**. Cultural heritage strongly affects the sense of pride in the place of residence. The vast majority of respondents agreed with the statement that **cultural heritage can improve the quality of life** of the local community.

As many as 91.3% of the surveyed women and 89.3% of the surveyed men believe that the value of cultural heritage may result from the fact that **it is an important source of knowledge**.



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The vast majority of respondents consider cultural heritage to be valuable because of the **opportunities for recreation and rest that it creates**. 88% of women and 84.7% of men declared it. With the view that cultural heritage is valuable because **it can improve the aesthetics of the place of residence**, 89% of women and 84.3% of men agreed. In total, 91.6% of respondents agreed with the statement that cultural heritage is valuable because it is a **testimony to our history**, which we should pass on to future generations.

The research confirmed the thesis about the generally positive attitude of the majority of Poles towards cultural heritage. It also shows that Poles appreciate the economic potential inheritance.

Wealth and potential of cultural heritage in Poland

Cultural heritage in Poland is very rich and **has a great importance for the lives of residents every day**. In Poland there are seasons and each of them are connected with cultural heritage - traditional events and holidays, sometimes not occurring in any other place (such as barbórka - an annual celebration of miners). Most of the Poles are Catholics, each year various church events are celebrated, also being an immaterial cultural heritage of Poland. Life is subordinated to the seasons, people celebrate the same rituals, expecting them throughout the year. It gives the opportunity to meet people, integrate, but it is also a form of entertainment, hobby and stimulates creativity (eg a Christmas crib competition, an Easter palm competition or a traditional dish competition). An important component of cultural heritage is the landscape co-created by cultural objects (cultural landscape) and nature (natural landscape). Material cultural heritage, such as monuments, architecture, parks create the character of a place, while being a source of knowledge about it. It develops cultural tourism, making it possible to get the knowledge about the place and its history. **Cultural heritage makes people's live more interesting.**

An important role of cultural heritage also consists in its contribution to the promotion of Poland in the country and abroad.



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Properties from Poland inscribed on the World Heritage List UNESCO - 15.

Cultural (14)

- Auschwitz Birkenau - German Nazi Concentration and Extermination Camp (1940-1945) (1979)
- Castle of the Teutonic Order in Malbork (1997)
- Centennial Hall in Wrocław (2006)
- Churches of Peace in Jawor and Świdnica (2001)
- Historic Centre of Kraków (1978)
- Historic Centre of Warsaw (1980)
- Kalwaria Zebrzydowska: the Mannerist Architectural and Park Landscape Complex and Pilgrimage Park (1999)
- Medieval Town of Toruń (1997)
- Muskauer Park / Park Mużakowski (2004)
- Old City of Zamość (1992)
- Tarnowskie Góry Lead-Silver-Zinc Mine and its Underground Water Management System (2017)
- Wieliczka and Bochnia Royal Salt Mines (1978,2008,2013)
- Wooden *Tserkvas* of the Carpathian Region in Poland and Ukraine (2013)
- Wooden Churches of Southern Małopolska (2003)

Natural (1)

- Białowieża Forest (1979,1992,2014)

The cultural heritage resource - it is an open resource, dynamically changing as a result of the continuous process of reinterpreting the heritage and its manifestations, as well as the continuous process of creating new cultural objects (artistic, architectural, symbolic, etc.). **Important elements, both for culture and other areas of life, are creating and creativity.** Being inextricably linked - culture and creativity - determine the conditions for creating new things.

Cultural heritage as an economic potential

Cultural heritage has economic potential and thanks to that it can bring economic benefits. Economic activity based on heritage has economic effects, generating employment in many sectors: in the tourism, construction and real estate, trade or heritage education sectors.

Heritage has the potential to create income and stimulate employment in the region, providing residents with a better standard of living.





Entrepreneurship - what kind of business in cultural heritage sector ?

Economy section	Trade of cultural heritage	Examples
Creative industries	Creative cultural heritage industry	Movies production activity (historical and travel movies), publications, games, desing.
Tourism	Cultural heritage tourism	Museums, hotels, restaurants, tourism services, ekomuseums.
Properties	Monument properties	Sales, purchase of monument properties.
Culture	Industry of protection cultural heritage	Museums, architectural, archaeological, conservation, construction studios.
Trading	Market of handicrafts and antiques	Sales and purchase old aniques, artworks, old craft items.
Education	Industry of popularization and education in cultural heritage	Museum lessons, ekomuseums, events, historical reconstructions.
Agriculture and craft	Tradicional crops and crafts industry sector	Regional products, winery, souvenirs.

