

The economics of the Dutch cultural landscape

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rijksdienst voor
archeologie,
cultuurlandschap
en monumenten



O N D E R
N O U W
L T U U R
N E T W
S C H A P

Archaeology, Cultural Landscape, Monuments Built Heritage

- November 2006 merge ROB + RDMZ = RACM
- 300 fte; budget €32 million; knowledge institute
- Mission statement: caring for historic environment – in interaction with society
- Monuments and landscapes tell stories; cultural biography of landscape; living heritage; values; collective images and social memories



Managing the *Dutch Beauty*

Cultural landscape is the connection between the worlds of archeology and monuments:

- 365 protected town- and landscapes / protected areas
- twenty national landscapes: sustainable quality, identity / genius loci
- cooperation between ministries, interdisciplinary action



Challenges, conflicts and opportunities:

- Bridging the gap between conservation and development
- Cultural planning and spatial quality, city renewal (small and densely populated)
- The Netherlands is situated on the end of the pipeline
- Landscape in transformation. Who is in charge?
- Economics and ecology: accept national and global changes
- Economic pressure and economic feasibility



Do nothing is more expensive than invest in the Dutch cultural landscape

Last month: conclusion note ministry of Agriculture, Nature and Food Quality:

investment in Dutch landscape results in more happiness and more money

Making the Dutch landscape more beautiful will cost € 8,83 billion, but will produce € 26,7 billion = € 17,9 billion. Comparison: Dutch BNP about € 600 billion yearly.

The Netherlands becomes more attractive as a business location, provides a better 'knowledge-economy' and stimulates tourism and leisure

- Investments and benefits are not located on the same spot/scale
- Requires political commitment and public awareness
- Stop the rumbling of the landscape
- Historic landscapes need some footnotes

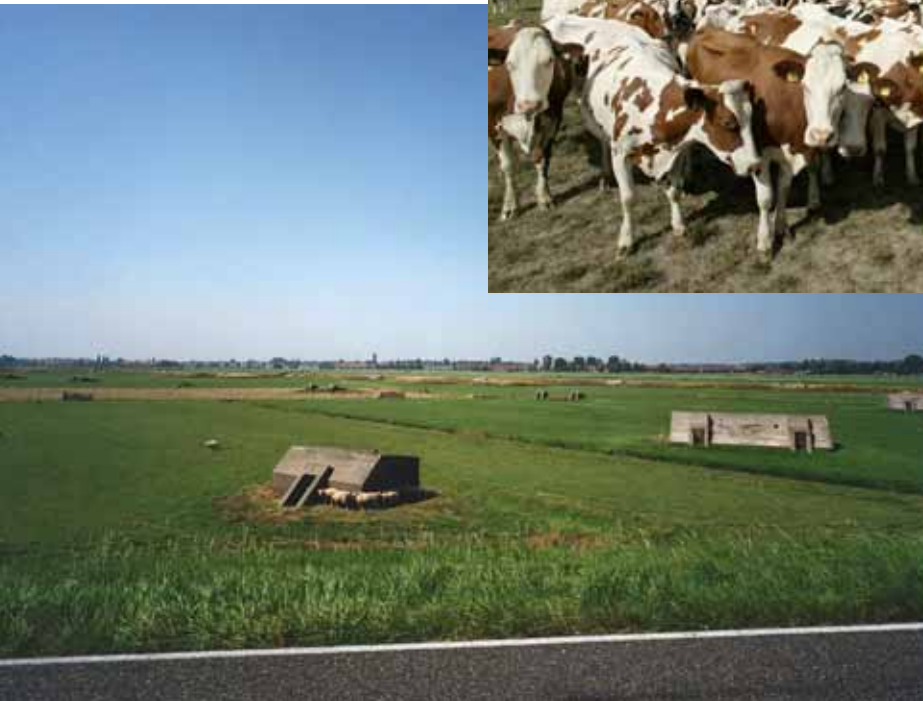
Facts and figures Dutch tourism 2006 (source: NBTC)

- Roundtrip canals Amsterdam 3,3 m.
- Amusement park De Efteling 3,2 m.
- Burger's Zoo 1,5 m.
- Van Gogh Museum 1,4 m.
- Anne Frank House 1,0 m.
- Rijksmuseum 0,9 m.

Inbound tourism: 11 million visitors: Germany (1), UK (2), US (3), Belgium (4), Czech Republic (16; +20%). Main destinations: four big cities (Amsterdam), North Sea



Heritage is hot





Give the future a past

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