**RECULTIVATUR – Database structure, version 1.3**

| Field name | Data type | Description | Control | Values | Required |
| --- | --- | --- | --- | --- | --- |
| ID number | Counter | Counter |  |  | Autom. |
| Attraction name | Text | The name of the attraction, as used by the majority of visitors/locals (popular name). | Text box |  | Yes |
| Attraction alternative name | Text | Less known, alternative name (e.g. official name), if different from the popular one. | Text box |  | No |
| Attraction type | Text | Category of the attraction.[[1]](#endnote-1) | Multivalued field (Drop-down list box with check boxes) | |  | | --- | | Church, ruined church, chapel | | Calvary | | Monastery | | Episcopal palace, vicarage etc. | | Cemetery, crypt, funerary monument | | Bell tower, campanile | | Synagogue | | Mosque | | Other religious building | | Religious monument, statue | | Ecclesiastical museum, treasury | | Secular building | | Secular monument, statue | | Settlement of cultural/religious importance | | Natural attraction | | Other attraction | | Yes |
| Religion | Text | Denomination (if applicable). | Drop-down list box | |  | | --- | | Catholic | | Orthodox | | Protestant | | Other Christian | | Judaism | | Islam | | Other | | No |
| Short description | Memo | Historical / artistic / religious facts about the attraction (some words or sentences; long lexical texts should be avoided). | Text box |  | No |
| World Heritage | Yes/No | Property inscribed in the list of UNESCO World Heritage. | Yes/No |  | Yes |
| Events | Text | Location specific regular event(s) relevant for tourism. See further instructions[[2]](#endnote-2). | Text box |  | No |
| Address | Text | Street name and house number. | Text box |  | No |
| City | Text | Name of the city / town / village. | Text box |  | Yes |
| Zip | Text | ZIP code of the attraction. | Text box |  | No |
| Country | Text | Country of the attraction. | Drop-down list box | |  | | --- | | Albania | | Austria | | Bosnia and Herzegovina | | Bulgaria | | Croatia | | FYROM | | Greece | | Hungary | | Italy | | Moldova, Republic of | | Montenegro | | Romania | | Serbia | | Slovakia | | Slovenia | | Ukraine | | Yes |
| Region | Text | “Practical” regions[[3]](#endnote-3). | Text box |  | Yes |
| Phone | Number | Phone number, including the country and local prefixes, but without any non-numerical characters. | Text box |  | No |
| Internet | Hyperlink | Website address of the attraction (as copied from the browser). See further instructions[[4]](#endnote-4). | Text box |  | No |
| Latitude | Number | Geographical latitude expressed as a decimal number. | Text box |  | Yes |
| Longitude | Number | Geographical longitude expressed as a decimal number. | Text box |  | Yes |
| Contact | Text | Person or organisation managing the property. | Text box |  | No |
| Tags | Text | Keywords describing the attraction. See further instructions[[5]](#endnote-5). | Text box |  | Yes |
| Photo | Attachment | A maximum of three photos representing the attraction. See further instructions[[6]](#endnote-6). |  |  | No |
| Accessibility | Text | Capacity and quality of transport infrastructure connecting the location to the main generating markets[[7]](#endnote-7). | Drop-down list box | |  | | --- | | Poor | | Average | | Good | | No |
| Availability | Text | Operation schedule[[8]](#endnote-8). | Drop-down list box | |  | | --- | | Closed to the public | | Visit by appointment | | Unscheduled visit | | Scheduled visit | | Unlimited visit | | Yes |
| Attractiveness | Text | Probability to become part of the visit programme[[9]](#endnote-9). | Drop-down list box | |  | | --- | | Low | | Medium | | High | | Yes |
| Particularity | Text | Artistic style, historical period, architect, builder, religious attributions etc. | Text box |  | No |
| State of condition | Text | Physical and aesthetical state of the property[[10]](#endnote-10). | Drop-down list box | |  | | --- | | Poor | | Average | | Good | | Yes |
| City attractiveness | Text | Ability to attract visitors from different geographical locations of the city as a tourism destination[[11]](#endnote-11). | Drop-down list box | |  | | --- | | Local | | Regional | | National | | International | | Global | | Yes |
| City services | Text | Quantity and quality of local tourism services. See further instructions[[12]](#endnote-12). | Drop-down list box | |  | | --- | | Insufficient | | Poor | | Average | | Good | | Excellent | | Yes |
| Thematic routes | Text | Name of an existing thematic route passing through the location (if any). | Text box |  | No |
| Other important products | Text | Main tourism products of the destination. See further instructions[[13]](#endnote-13). | Multivalued field (Drop-down list box with check boxes) | |  | | --- | | Religious tourism | | Cultural tourism | | Holiday tourism | | Active tourism | | Nature-based tourism | | Health and wellness tourism | | Wine and gastronomy tourism | | Business tourism | | Yes |

1. A single object can enter into different categories, e.g. a church with a treasury. [↑](#endnote-ref-1)
2. Only events strictly connected to the given object must be considered (e.g. Passion of Christ at Magyarpolány Calvary Hill). Thematically unconnected events using the premises of the given object only as a location must be considered as a factor of general city attractiveness (e.g. VeszprémFest concerts in the court of Episcopal Palace of Veszprém). Expected content: the name of the event and its regular dates (e.g. ‘Easter Monday’, ‘mid of August’ etc.). [↑](#endnote-ref-2)
3. NUTS 3 or NUTS 2 level regions, depending on what is shown on Google Maps. In the “Map” view of the page the regional boundaries are clearly visible, even is the regions’ names are not shown. The online input form shows the lists of appropriate regions for each country (after selecting a country). [↑](#endnote-ref-3)
4. The own website is preferred (e.g. <http://bences.hu/lang/en/> for Pannonhalma Abbey). If there is no own website, the proper page of the local/regional tourism website can be also linked (e.g. <http://www.veszpreminfo.hu/index.php?option=com_content&view=article&id=599:szallas30&catid=100&Itemid=163&lang=en> for the Episcopal Palace of Veszprém). Pages created/maintained by third parties should be avoided (e.g. Wikipedia, UNESCO World Heritage, Tripadvisor etc.). Blog and forum posts, Facebook pages, review and advice sites must be avoided. [↑](#endnote-ref-4)
5. Tags are keywords that express the most important characteristics of the object. For practical reasons, information defined by drop-down lists must not be tagged (e.g. attraction type, religion). Information included in fields as Short description or Particularity is ideal for tagging. Examples of tags: ’gothic’, ’pilgrimage site’, ’St. Sebastian’, ’local products’ etc.). [↑](#endnote-ref-5)
6. The photos to upload must enter in one of the following categories: 1) photos owned by project partners; 2) photos with proper Creative Commons licences (see <http://creativecommons.org/licenses/>); 3) photos used with written permission of the copyright owner. In any other cases, only hyperlinks to the photo page can be accepted. If there are more photos to upload, the preferred ones are those that show the object as a whole. In case of buildings both external and internal photos are welcome. [↑](#endnote-ref-6)
7. The accessibility from the major urban areas and the principal transport hubs must be considered. Good accessibility: fast AND frequent public services (as Intercity trains or express bus services, eventually scheduled flights), easy reach by car (motorways); average accessibility: fast OR frequent public services (rare direct services, more services with changes etc.), car access partially on motorway; poor accessibility: slow and rare public services (no direct connections), car access mostly on “slow” roads. [↑](#endnote-ref-7)
8. Closed to the public: only external viewing is possible; visit by appointment: the data of contact person or office must be publicly available; unscheduled visit: the attraction is generally open, but the opening hours vary or are not announced (e.g. as for many churches); scheduled visit: the opening hours are fixed and published; unlimited visit: the attraction is always opened (e.g. a calvary or a statue). [↑](#endnote-ref-8)
9. Some attractions are not to be missed for most of the tourists visiting a location; others are visited occasionally. High attractiveness: the object is visited intentionally by the majority of the tourists staying in destination – the object is an important element of the destination’s overall image; average attractiveness: the object is visited intentionally by some segments of the visitors, but the occasional visits are rather frequent; low attractiveness: the object is visited by relatively few occasional tourists. [↑](#endnote-ref-9)
10. Good state: renovated/well maintained, influencing positively the tourists’ experience; average state: not renovated recently, there are minor deficiencies not impeding the visit but having a slightly negative influence to the tourists’ experience; poor state: uncared or deteriorated object, eventually with closed parts, having a strong negative influence on the destination’s image and the tourists’ experience. [↑](#endnote-ref-10)
11. If a city is well known globally and it is a desired primary destination for many tourists around the world, it must be considered a destination with global attractiveness, even if the majority of its real visitors come from a smaller geographical area. The same logic of evaluation must be adapted for lower geographical levels. The factors or components of attractiveness are not an issue in this case, only the overall result must be considered. [↑](#endnote-ref-11)
12. Excellent services: a full range of tourism services is available (both in terms of quality and variety), with no significant capacity problems; good services: a relatively complete array of services, with some partial deficiencies (e.g. few high-class hotels or missing conference centre); average services: the offer of services allows a moderate product development as there are considerable deficiencies; poor services: the needs of tourist are satisfied only in a very basic level; insufficient services: some of the main service components are missing (e.g. accommodation) or have a very limited capacity. [↑](#endnote-ref-12)
13. Main tourism products are those which play an important role in the image formation of the destination and generate a considerable number of tourists interested specifically in consumption of the given product. [↑](#endnote-ref-13)