

Culture-based and creative economy programs inspired by local intellectual, built and natural heritage

Author: Marosán Gréta

Contact: marosangreta@gmail.com, +36305006017

Debreceni Egyetem

Relevance of the theoretical problem

“Think small first,” writes Cappellini and Lennardt (2010). It can be used in many cases, including from the point of view of local economic development, since one of the most striking processes in the economies transforming as a result of globalization is the intensification of localization (Horváth, 2001: 204). Everyone benefits well with the local product and services: the customer, the producer, the community and the environment (Horváth, 2007: 3). And the nurturing of rural spaces and traditions is an important part of the heritage and identity not only in Hungary but also in Europe (Murányi, 2012). Thus, when creating a product or service, the ideal solution is a combination of internal and external initiatives (Czene and Ricz, 2010). With this two-perspective theory, we can greatly increase a sustainable culture, which, going back to tradition, but from the perspective of the future, is worth interpreting and transforming into a salable product and service (Hartog, 2000).

Overview of domestic and international research on the topic

Szemző and Tönkö (2015) used Kőszeg on the Hungarian side and included several foreign examples too (Dutch, Italian, Estonian, etc.) in his research. Keresnyei (2015) writes about Pécs, Pap (2014) focused several sample areas in Budapest, and in another study the countries of the Visegrad Four (Pap, 2014). Czene and Ricz (2010) report on the success stories of the Hét, Etyek and several Csehát settlements, but in international terms we can also read about Czech, Dutch and Portuguese examples. Also internationally, Andersson (1985) writes about Rome and Athens.

The author's position on the examined theoretical question and relevance of the position to theory and practice

From a legal point of view, the concept also appears in the framework of the sectoral law on public education in the Carpathian Basin. Act CXL of 1997 on Museum Institutions, Public Library Services and Public Education. Act regulates the public cultural tasks of local governments within the local public culture, among others. Section 76 (3) lists seven basic public cultural services, one of which is “Cultural-based economic development” (Kary et al., 2018).

No major analysis or census has yet been carried out on smaller settlements in Hungary, including in Hajdú-Bihar county. Moreover, theoretical works and research with a specifically public culture approach are not typical either. With collected and developed examples, we can also give others an idea for dreaming of a new project with a cultural or creative theme.

Arguments in favor of the author's position in the form of conceptual overview

Intellectual, built and natural heritage

The national list so far includes four natural and four built heritage sites (Csorba, 2017), and 31 values can be reported in terms of intangible cultural heritage (Intangible Cultural Heritage in Hungary website, 2019). These are brought together and supplemented by further categories by Hungarikum, a collective concept denoting the top performance of the Hungarians, in which we can classify more than 70 values into 8 categories. At the national level, the various values can be classified into a constantly expanding category, of which 6631 have been recognized to date (Hungarikumok Collection - Hungarian Depository website, 2019).

Local economy

Czene and Ricz (2010) developed the following concept: Coordinated actions or activities, people, institutions, materials, resources and procedures of a settlement, when a micro- or micro-region is motivated by its own endowments, operated by the mobilization of its endowments using these endowments in a sustainable way totality.

Local economic development

Czene and Ricz (2010) also interpret it as a long-term learning process that consists of several stages from needs assessment to feedback. He also adds that we are not just talking about local economic development, but also about economic development of local interest, referring to local exploitation. Lengyel (2010) interprets it as a conscious, local community intervention in economic processes, which aims at sustainable development.

Cultural and creative economy

We need creativity not only when creating new things, but also when using our existing intellectual, built and natural heritage in a new way (Szemző and Tönkö, 2015). This is also referred to by Murányi (2012), who talks about making cultural heritage consumable as a way of cultural sustainability. The reason for this is that the creative economy can not be considered as an independent economic branch, but appears organically connected to other economic sectors, embedded in them (Keresnyei, 2015: 37). The generation of economic development processes based on local cultural and community resources is typical; promoting the conditions for cultural tourism, cultural rural development, the creative economy and the community economy and ensuring access to information and communication technologies (Arapovics and Vercseg, 2017: 118).



Dimensions of cultural-based and creative economic development (Self-edited figure)

The process of cultural-based and creative economic development can be interpreted in many dimensions. I have highlighted some of these that can be said to be relevant in the present research. Examining the individual points, we can see that while some fields of interpretation (value transmission, sustainable culture - utilization of local value) adhere better to traditions, while other interpretations (cultural tourism and rural development, economic benefits) show traditions only as a tool and marketability is the primary objective. When we talk about economic development, it is also important to list the resources that can be connected to the settlement (local cultural and community resource). Finally, it is also necessary to mention either social responsibility for marketing purposes or municipal embedding, which can be interpreted as a kind of result of the emerging local initiative.

Strengths	Opportunities
<div>> Regional and rural development benefits</div> <div>> Strengthens local identity and local patriotism</div> <div>> Mobilizes the local community, expands the local cooperation network</div> <div>> Leads to the sustainable use of local resources</div> <div>> As one of the main means of communication, it has a significant social impact</div>	<div>> Able to generate local entrepreneurial activity</div> <div>> A unified regional image should be created</div> <div>> The development of innovative marketing should be supported</div> <div>> Increase access by means of modern technology</div> <div>> International relations need to be strengthened, a market needs to be built</div>
Weaknesses	Threats
<div>> There is a lack of purely market-based businesses and creative teams</div> <div>> It is not easy to activate responsible managers in companies and institutions</div> <div>> There is a lack of intellectual workshops alongside the sector, institutions that would provide answers to problems that arise in the sector</div> <div>> Their production is high risk, high chance of failure</div> <div>> There is a lack of methodological assessment of demand, precise identification of target groups and continuous analysis</div>	<div>> The outlook for state and / or municipal institutions is pessimistic</div> <div>> There are no market motivations, almost all institutional forms see the possibility of survival in state subsidies</div> <div>> There is a lack of application of production and service methodologies, this is especially true for organizations engaged in public cultural and artistic activities</div> <div>> Demand is usually driven by local or regional audiences</div> <div>> The unpredictable effect of seasonality and fashion is strong</div>

SWOT analysis of cultural and creative industrial products and services in Hungary

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„The preparation of the presentation was supported by the sub-program of the „Scientific Scholarship Program of the National Institute of Culture” Public Scholarship for Research Students.”