

Heritage as an alternative driver for sustainable development and economic recovery in South East Europe

Using of cultural heritage in the socio-economic development strategy of the EU regions

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Abstract

Fast growth of modern cultural tourism concerned with the current society and technical development is seriously presented in the EU regional and countries GDP. Especially here it's necessary to mark such EU countries like Italy and Greece, where this phenomenon must play more serious role in the regional social-economic development. Basing on the analysis of the open data sources authors find the factors which are positively and negatively concerned with the using of cultural heritage in the socio-economic development, made a quantitative estimation of the possible expansion of export strategy of the cultural heritage institutions and compared it with the current measures of EU regional development policy and at last proposed an algorithm of management of cultural heritage objects for the reaching the purpose of future sustainable social-economic development..

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1. Introduction

Regional development faced in recent years with the number of challenges caused by the local factors and factors of higher level - influence of economic crises and caused by it the decrease in demand and consumer ability, etc. Among the factors which potential often is also used insufficiently we could mark the possibility of using the objects of a cultural heritage for the purpose of receiving additional sources for the local development. This use can be carried out on the basis of various strategies. One of them is the export strategy which provides the using and promotion of a certain cultural product on the basis of the cultural heritage focused on various categories of tourists,

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with the emphasis has to be placed on tourists from foreign countries. Taking into account rather small results of the last economic crises for the CIS countries (including Russia) united both general past and Russian language as an instrument of interstate communication it is advisable to formulate basic provisions of such strategy for using the heritage of the above-mentioned countries of Southwest Europe proceeding from the opportunities of attraction and increase in demand of CIS countries residents (tourists).

2. Analysis of factors

Let's try on the basis of the analysis of current practices and available data sources to reveal and describe the factors which are positively and negatively concerned with the using of the cultural heritage in the social and economic development. Experts (Gordin, 2009) devoted to the factors of positive influence a number of elements applicable here to the cultural heritage objects sphere:

1. Active international cooperation through the state organizations of assistance to the foreign relations providing the departure abroad of the organizations which are operating the cultural heritage objects with the various purposes, in particular for carrying out the exhibitions of cultural figures, making in them some master classes, etc. Especially actively the international activity can be conducted within the actions of the line of twin-cities (united cities, UC) cooperation. Important role in the growth of popularity of cultural heritage objects of the region or city or as keepers of these objects of a cultural heritage could play the state culture institutions which have their own programs of the international cooperation and carrying out such forms of cultural heritage export as a regular participation of the museums in large international exhibitions, export of separate exhibits abroad for the demonstration in the largest museums of the world, etc.

2. A certain value for the development of the export strategy of cultural heritage tourism has the acceptance by the government of specialized documents for example programs of the development of the city / region as a heritage and tourist center, etc.

3. Positive value also has the existence in the region / the city with the cultural heritage objects a rather highly eventful (intense) program of annual cultural actions. Special value from the point of view of touristic development plays carrying out a large number of the festivals, exhibitions, competitions which were planned in advance. Such actions are planned at least in advance for 1-2 years that allows bringing a visit to it into the programs of the foreign tourists developed approximately in the same period.

4. For the increase of appeal of cultural heritage establishments for the foreign tourists could be used an active creation of various charity foundations and associations of friends of some cultural heritage object. It may cause regular visits to the city / region with the cultural heritage objects as the members of clubs and also their relatives and acquaintances.

5. Rather new but very effective measure of strengthening the image of the region / the city and its cultural heritage is the creation of foreign branches for the cultural heritage objects. Acquaintance with the part of an exposition of object or its model could create an interest in visiting the object for the potential tourists.

6. In the activity of some most famous cultural heritage objects and based on them institutions the significant role is played by the service of foreign tourists. It is supposed that during the high season in the most attractive cultural heritage objects the share of foreign tourists is about 30-40%. This creates additional motivation for staff of these establishments, allows promoting more actively tourist products for a segment of foreign tourists.

The following factors are negatively influencing to the export possibilities of using the cultural heritage in the appendix of the tasks marked above.

1. The interaction system between the tour operators and cultural institutions is working insufficiently; sometimes there aren't serious researches of touristic demand neither from tourist business nor from the government culture agencies.

2. In a number of the above regions are poorly presented not-musical forms of performing arts intended for Russian-speaking part of tourists. Though the musical component of Italian and the Greek product of cultural tourism is extremely representative and sets samples of the highest world level however the experts pay attention to desirability of creation in such subjects which want to increase attractiveness of cultural heritage objects the theatrical and other platforms equipped with systems of visual or verbal simultaneous translation, and also a demand in them the theatrical collectives playing the chronicle and costume play (pieces) with the historical contents on

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