

Heritage as an Alternative Driver for Sustainable Development and Economic Recovery in South East Europe

Correlation of concepts of intangible property of the state, national wealth and intangible heritage

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Abstract

In the modern information society, the role of intangible values increases: knowledge, information, reputation and other intangible objects are able to provide a competitive advantage to individual companies and states as a whole. In the article such concepts as intangible national wealth, intangible heritage and intangible property of the state are considered. The purpose of this article is to differentiate the suggested concepts and to define their intrinsic characteristic. The intangible national wealth is understood as knowledge, level of culture and etc. Intangible heritage - the non-material benefits created by the previous generations and being of value in the modern society. To the objects of intangible heritage refer knowledge, traditions, customs, non-material objects of culture and etc. The intangible property of the state, in our opinion is a set of the relations concerning the non-material objects, which represent a certain value for society (knowledge, skills, culture, traditions, and customs).

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Peer-review under responsibility of the Scientific Committee of Heritage Sagittarius 2014.

Keywords: intangible property; national wealth; intangible heritage; knowledge; information; reputation.

1. Intrinsic characteristic of intangible heritage

Currently there are many interpretations of the term heritage. According to one of them the heritage is understood as a phenomenon of spiritual life, mode of life, lifestyle, inherited, perceived from former generations, from predecessors Fakhrutdinova., Fakhrutdinova, Severyanov, and Valeev, 2013. However, we consider that this

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treatment doesn't allow to consider a material component of heritage, for example, a work of art, architecture and etc., that narrows the heritage category. Often, on the contrary, the heritage is perceived solely as a set of material values from previous generations: heritage - objects of immovable property with the related works of painting, sculpture, arts and crafts, objects of science and equipment and other subjects of the material culture, resulted from the historical events, representing the value from the point of view of history, archeology, architecture, town planning, art, science and technology, esthetics, ethnology or anthropology, social culture and being the evidence of eras and civilizations, original sources of information on origin and cultural development.(The federal law of 25.06.2002 N 73-FZ, edition of 23.07.2013) The attention of modern researchers is concentrated on a consideration of objects of cultural and historical heritage that can lead to the fact that some of the objects which are not subject to the concept cultural and historical can be ignored for example reputation or natural objects. We believe that for the division of heritage according to the spheres of its application it is expedient to divide it on cultural and natural. Subdividing heritage on historical and cultural, we narrow the concept culture, using the classification of a natural and cultural heritage, we understand culture in a broad sense, i.e. culture – everything that men created and in fact is synonymous to a concept civilization. We think that it is necessary to understand heritage as a set of material and non-material objects which represent a certain cultural, historical or other interest for society. As a rule, speaking about heritage it is necessary to perceive it cumulatively, as we consider that the heritage is a general concept including a variety of forms of richness of the previous generations interacting with each other and forming a certain institutional environment. In general, we believe that it is possible to deduce the following classification of heritage.

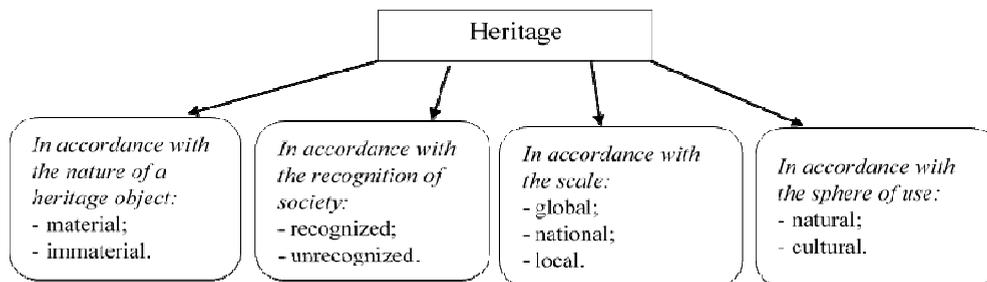


Fig.1. The classification of the term heritage according to the various grounds.

Heritage can be divided into global, national and local in compliance with a scale of its importance for society. Very often for example works of artists became recognized after many years of their death Van Gogh, Gauguin and others. Ricardo explained this phenomenon by the fact that after the death of the artist a painting became a rare and non-reproducible resource Fakhruddinova, Safina, Shigapova, and Yagudin 2013. Thus, many cultural and natural objects become such thanks to the historicity of their origin (antiques), rarities (environmentally friendly natural reserves) therefore understanding of their value for society can come after a long time, that's why we consider it expedient to allocate recognized and unrecognized (potential) heritage of society. Within our work, we would like to draw attention to the intangible cultural heritage of the state. In the recent years the role of immaterial values in the society increases, appear such categories as information economy and economy of knowledge. Knowledge, information, reputation, technologies become competitive advantage of companies in the modern society. In the developed countries there has been a steady increase in the proportion of intangible assets, according to the experts in 2015 the ratio of intangible assets to material will be 95:5 Fakhruddinova, Kolesnikova, Yurieva, and Kamasheva, 2013.

2. National wealth and intangible national wealth

The category immaterial heritage corresponds to such categories as immaterial wealth and immaterial property. The immaterial national wealth is understood as knowledge, level of culture, traditions, national morale and etc.

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