

2nd World Conference on Design, Arts and Education – DAE 2013

Territorial Distribution of Creative Poles in Romania

Stoian Daniela ^a, Peptenatu Daniel ^a, Pintilii Radu ^{a*}, Schvab Andrei ^a,

^a*The Interdisciplinary Center for Advanced Researches on Territorial Dynamics, University Of Bucharest, Regina Elisabeta, 4-12, Bucharest, Romania*

Abstract

The authors of the present study aim to highlight the territorial distribution of creative industries at the level of national settlement network and the way that the pattern of distribution is influenced by the territorial systems specificities. The undergone research evidences the importance of creative industries for the local, regional and national economies through its contribution to the GDP, and also through the creation and maintaining of jobs. The finality of this study is to design a network of creative poles in Romania. The authors took into consideration every NACE code corresponding to creative industries from 2001 until 2011, focusing on indicators like the total number of companies, turnover, profit and number of employees. Another important objective is to identify the way that the creative industries acted and reacted during the economic crisis at the level of each territorial system. The present study also searched the links between the importance of localization and the type of reaction towards the economic crisis. The identification of creative poles in Romania is an important objective of numerous support documents for the National Strategy of Territorial Development for 2014-2020.

© 2013 The Authors. Published by Elsevier Ltd. Open access under [CC BY-NC-ND license](https://creativecommons.org/licenses/by-nc-nd/4.0/).

Selection and peer-review under responsibility of Academic World Education and Research Center.

Keywords: creative industries, creative poles, territorial systems, territorial management;

1. Introduction

Studies from the last two decades try to explain the creative industries phenomena or of the “creative economy” (Howkins, 2001) from different perspectives. A first direction of research is focused of the widely accepted hypothesis of the importance of cultural-creative activities for the local, regional and national economy through the share in the total GDP, but also through the creation of a considerable amount of jobs (EC, COM(2010)183). In this light the creative industries become a key concept in the knowledge economy, assuring a high level of territorial competitiveness.

Once with the recognition of the social and economic importance of creative industries, implementing coherent policies, territorial development strategies and inter-institutional cooperation becomes imperative for the further development of creative industries (Comunian et al., 2010; Graem, 2009; DCMS, 2001; Banks, 2009). Researchers redirect their focus towards the impact of creative industries upon different territorial systems (Comunian et al., 2010; Harvey et al., 2012); or towards the impact of localization upon creative industries (Drake, 2003).

Defining and the theoretical individualization of the creative industries concept is still an open debate, as are the concepts of cultural industry or creative industry (Hesmondhalgh, 2007; Roodhouse, 2006; Cunningham, 2002;

* Corresponding name: Pintilii Radu. Tel.: +04-021-313-8410

E-mail address: pinty_ro@yahoo.com

O’Conner, 2000). According to O’Conner (2000) cultural industry is the focus point of artists, while creative industries are based upon the technological reproduction targeting an open market.

One of the most accepted definition of creative industries is the one of DCMS (1998): „those activities which have their origin in individual creativity, skill and talent, and which have a potential for wealth and job creation through the generation and exploitation of intellectual property”.

The quantification methodology is also fuzzy as a result of the ambiguousness definition of creative industries, equally contested is also its statistical quantification (O’Conner, 2000; Cercleux et al.2012; Bobirca et al. 2009; Evans, 2009) analyze the creativity index for Romania considering the EU context, their method is based upon the model conceptualized by Florida and Tingali (2004), and reaching at the conclusion that Romania has the highest rate of growth in EU. Yet the relevance of their indicators remains questionable.

Designing a national network of creativity poles was an important role in analyzing the capacity of creative activities to attract other economic activities; this aspect is highlighted in other researches focus on emergent territorial systems in Romania (Peptenatu et al. 2012a). Knowing the dynamics of the entrepreneurial profile has a very important role in the decisional process focusing on sustainable development (Ianos et al. 2012; Braghina et al. 2011; 2012; Peptenatu et al. 2011; 2012b; 2012c; Cercleux et al. 2012).

2. Methoology

Analysis of creative industries in Romania was based on an extensive bibliography regarding individual development activities included in this category, as well as theoretical studies on the development of creative activities.

Quantification was achieved by identifying creative activities in each territorial system in Romania of all economic activities falling in this category (Table 1), according to the National Classification of Economic Activities (NACE). For each territorial system the following indicators of creative activities were analysed: evolution of the number of firms (2001, 2011), the evolution of turnover (2001, 2011), the evolution of the number of employees (2001, 2011).

Based on the results, territorial projections were made for the three indicators, modeling a network of creativity poles in Romania.

Table 1. NACE codes of creative activities

<i>Cod CAEN</i>	<i>Activitatea economica</i>		
1811	Printing of newspapers	6020	TV broadcasting
1812	Other printing activities	6110	Wired telecommunication activities
1813	Services preparing for preprinting	6120	Wireless telecommunication activities
1814	Binding and related services	6130	Satellite telecommunication activities
5811	Book editing	6190	Other telecommunication activities
5812	Publishing of directories and mailing lists	6201	Client based software
5813	Newspaper publishing	6202	IT&C consulting
5814	Journals and periodicals publishing	6203	Computer facilities management activities
5819	Other publishing activities	6209	Other IT&C services
5821	Editing of computer games	6311	Data processing, web-hosting and related activities
5829	Other software editing	6312	Web portals
5911	Motion picture, video and television programme production activities	6391	News agencies
5912	Post-production of motion pictures, video and television programme	6399	Other information service activities
5920	Sound recording and music editing activities	7111	Architecture
6010	Radio broadcasting	7112	Engineering and technical consultancy
		7120	Technical tests and analysis
		7311	Advertising
		7312	Media representation
		7320	Market research and public opinion

Download English Version:

<https://daneshyari.com/en/article/1114882>

Download Persian Version:

<https://daneshyari.com/article/1114882>

[Daneshyari.com](https://daneshyari.com)