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Creativity, culture and tourism: potential of economic self-development of territory

M. Ivanova
Barents Centre of the Humanities – Branch of the Federal Research Centre «Kola Science Centre of the Russian Academy of Sciences»,
Apatity Branch of Murmansk Arctic State University
Apatity, Russia
medeya999@gmail.com

O. Shabalina
Barents Centre of the Humanities – Branch of the Federal Research Centre «Kola Science Centre of the Russian Academy of Sciences»,
Apatity Branch of Murmansk Arctic State University
Apatity, Russia
oshabalina@yandex.ru

K. Kazakova
Barents Centre of the Humanities – Branch of the Federal Research Centre «Kola Science Centre of the Russian Academy of Sciences»
Apatity, Russia

***Abstract*—In the presented research scientific approaches to the definition of the creative economy are analyzed and the thesis on the focus of the creative economy on the transformation of territories (of various levels) by combining creative and cultural potential and producing creative and / or intellectual product (services) in various spheres of human life and activity is considered. Cities of Russia that are members of the Hanseatic League of New Time Public Association are regions with a rich history and cultural heritage that can become the basis of "new" economic development through the prism of the study and rethinking of the concept of culture and creativity as an economic phenomenon (factor). It is noted that creativity is associated with a certain "geography" and can be especially vividly "manifested" in suburban, rural and remote areas. This approach fits into the concept of developing tourism as the powerhouse of the creative economy, since not every territory (city, settlement) is to accumulate "creativity". Therefore, the realization of the tourist and recreational potential of the territories will contribute to the preservation and popularization of the ethnographic and cultural values of each participant in the New Hansa, and develop and strengthen the multinational and intercultural relations of the Hanseatic League of New Time as a macroregion and a multicultural tourist destination. The current study attempts to determine the necessary conditions for the economic self-development of Russian cities that are part of the Hanseatic League of New Time Public Association within the framework of a systems approach using comparative historical method, an economic and interdisciplinary analysis.**

Keywords—The Hanseatic League, creative economy, culture, tourism, self-development of territory

I. Introduction

The Hanseatic League was an outstanding trade and political entity for its time, which played a significant role in the development of multilateral trade, not only in Northern Europe, but across the globe as well. J. Scammell [Scammell, 1981] names the Ganza among the nine largest thalassic empires in the history of mankind (along with Norway, Spain and England), and P. Hugill [Hugill, 1993] considers it the most important innovation of its time, the first transnational corporation in human history. Indeed, the Hanseatic League for one and a half century of its heyday was a fairly effective federation with a governing council, headquarters, "colonies", allies, and a huge network of trade relations.

The Hanseatic League of New Time (1980) aims to develop trade and tourism based on preserving the Hanseatic spirit of the general lifestyle and culture in the Hanseatic cities, contributing to the economic, cultural, social and political unity of Europe. Today the Hanseatic community is the largest public association in Europe. It covers more than 20 million people representing different cities, countries, cultures and traditions. It is possible that it is creativity and innovation that will become the main driving forces of economic self-development and cooperation between the territories of the Hanseatic League of New Time.

II. Purpose of the Study

The purpose of this study was to determine the necessary conditions for the economic self-development of the territories, including the cities of Russia that are members of the Hansa League of New Time Public Association, on the basis of rethinking the concept of culture and creativity as economic phenomena (factors).

III. Research Methods

The research on the topic was carried out within the framework of a systems approach using comparative historical method, an economic and interdisciplinary analysis.

IV. Problem Statement

In the modern world, the creative economy is one of the fastest growing sectors of the global economy, not only in terms of acquisition of income, but also in terms of job creation and export revenues. And its potential is not yet fully disclosed. Most of the intellectual and creative resources of the world are invested in culture-based industries, whose intangible assets are largely "real" and significant, as in other industries. Human creativity and innovation, both at the individual and at the group level, are the key driving forces of these industries [Creative economy, 2013].

The results of the consideration of scientific approaches to the definition of the creative economy indicate that most authors emphasize the need for a creative class, creative profession, creative sector of the economy, but a single approach has not been developed. Initially, in accordance with the concept of J. Hawkins, the creative economy was reflected in the successfully developing creative business. In

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his opinion, the peculiarity of the creative economy is manifested in the system of specific socio-economic relations between the economy itself and the creative approach to its development and improvement. Ultimately, this leads to the emergence and development of a new creative sector of the post-industrial economy, which is based on the intensive use of creative and intellectual resources [Hawkins, 2001]. R. Florida considers professions to be a fundamental feature [Florida, 2002.]. Currently, "creative economy" is often identified with the concept of "knowledge economy" [Hospers, 2003]. G.- J. Hospers notes that when it comes to knowledge and innovation, they do not have to touch new technologies; innovation is also possible in the field of organization, marketing and logistics. In particular, the author views cities as a place where knowledge, creativity and innovation flourish. He associates the concept of "creative economy", firstly, with the original specific form of economic thinking, which differs from the generally accepted logical model schemes and the ability to find and implement new socio-economic relations and models between phenomena and processes; secondly, with the ability to introduce something new, unhackneyed, inimitable to various fields of practical activity; thirdly, constant readiness to solve non-standard problems and cases. T. Kacherauskas, addressing J. Hawkins, R. Florida and other theorists of the creative economy, analyzes such aspects as the need for entrepreneurship, the obsession with consumption, the merging of work and rest, the integrity of activity, the desire for individual autonomy. He also draws attention to the role of technology in a creative society, their connection with social change. [Kačerauskas, 2012; Florida, 2014]. Our research presents an attempt to substantiate the following thesis: the creative economy is aimed at transforming territories (of various levels) by combining creative and cultural potential and producing creative and / or intellectual products (services) in various spheres of human life and activity.

V. FINDINGS

There are various methodological approaches to the quantitative assessment of the creativity of the territories [Petrov, 2014]. However, there is no unified methodology for quantitative or qualitative assessment of the creative economy of the territory, therefore we believe that it is correct to evaluate creativity through indicators of entrepreneurial activity in the region, investment attractiveness and investment potential, which can be understood as innovative activity of the region.

In 2018, the regions of the members of the Hanseatic League of New Time lagged significantly behind the innovative leaders in terms of the implementation of results of the creative economy (table 1). Only one of the seven regions is among the leaders – the Novgorod region, the others are in outsider groups.

TABLE I. RATING OF INNOVATIVE REGIONS OF RUSSIA, PARTICIPATING IN THE HANSEATIC LEAGUE OF NEW TIME, 2018

Rank	Region	I=Ii\ 29	% of average	Group	Shift in the ranking
24	Novgorod Region	0.45	113.4%	Innovators of medium high level	-1
36	Leningrad Region	0.41	103.8	Innovators of medium level	14
43	Tver Region	0.39	99.6		-16
44	Smolensk Region	0.38	96.5		1
46	Kaliningrad Region	0.38	96.1		-6
47	Vologda Region	0.37	95.3		4
65	Pskov Region	0.31	78.9	Innovators of medium low level	-5

Source: Rating of Innovative Regions of Russia: Leaders and Outsiders of 2018 [Rating of innovative, 2018].

At the same time, these are regions with a rich history and cultural heritage, which can become the basis of a "new" economic development based on the study and rethinking of the concept of culture and creativity as an economic phenomenon (factor). It is interesting to note that creativity can be associated with a certain "geography" and can be especially vividly "manifested" in suburban, rural and remote areas [Gibson, 2014]. This approach fits into the concept of developing tourism as the powerhouse of the creative economy, since not every territory (city, settlement) is to accumulate "creativity". It is the realization of the tourist and recreational potential of the territories that will contribute to the preservation and popularization of the ethnographic and cultural values of each participant in the New Hansa, to develop and strengthen the multinational and intercultural relations of the Hanseatic League of New Time as a macroregion of a multicultural tourist destination.

According to experts, one of the leaders of the ideas of the creative economy is the UK. The British economy shows high rates of development of the creative economy, the share of creative industries in the formation and growth of GDP, an increase in the volume and share of exports of the products of creative industries, and an increase in the number of people employed in this area. Growth in the creative industry in the UK in the period of 2011-2024 – was 10.5% against the general economic growth of the country - 4.6%. The number of people employed in this sector grew by 5% over the same period against the growth in the number of jobs in the country's economy in whole by 2.1% [Creative Industries, 2016]. In Italy in 2014 the enterprises of the cultural and creative sectors produced 78.6 billion of added value and stimulated other sectors of the economy so as to generate the 15.6 % of the whole national added value, equal to 227 billion euro, including the incomes of that part of the national economy that is directly activated by culture (e.g. tourism) [Boccella, Nicola, 2016].

In order for tourism to become the driving force of the creative economy for the cities of the Russian Federation, members of the Hanseatic League of New Time, we believe that a number of conditions should be met.

Firstly, there should be an understanding that the differences in socio-economic and innovation indicators of regional development are not an obstacle to the

capitalization of cultural heritage through the development of tourism and related industries of the creative economy.

Secondly, its tourist destination should be defined (allocated). The territory of a tourist destination is one of the most important components of this socio-economic system, since their "image" resource potential, which represents competitive consumer value, motivates the visit, forms a tourist flow and thus activates the entire tourist system. N. Leiper noted that each destination has not only distinctive, but similar features as well [Leiper, 2004].

Thirdly, the mechanisms of economic attractiveness should be created for the organization of a multidisciplinary innovation network that provides for the exchange of best practices, the support of professionals and the unification of small and medium-sized service enterprises, artists, musicians, managers in the field of culture and art.

Fourthly, the indispensable condition is the inclusion of local residents, carriers of local identity, as the main actors of the creative economy of the region.

VI. Conclusion

The considered advantages of the creative economy are of particular relevance in relation to the regions of the Hanseatic League, since they will contribute to the solution of issues of employment, consolidation of young people, improvement of citizens' well-being and economic self-development of territories.

The pledge of the fruitful long-term development of the cities of the Russian Federation that are part of the Hanseatic League of New Time should be the predominance of critical thinking and innovation over dogmatism in the sphere of culture and economy; the political will of representatives of various echelons of power to produce the necessary institutional reforms that liberate and direct human energy and enterprise towards creativity; openness to external contacts, which makes it possible to exchange not only goods, but also knowledge, information and culture. Only synergy of processes that unite the entire local community, power, science and culture and the accompanying susceptibility to technological progress, innovations can allow using tourism as a technology to capitalize the cultural heritage of the region [Payne, Storbacka & Frow, 2008; Pralahad, Ramaswamy, 2004; Watt, 1998].

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