

A Proposed Vision for Activating the Role of the Cultural Economy in Achieving Sustainable Development “An Analytical Study”

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Abstract: The study aimed to build a proposed vision to activate the role of the cultural economy in achieving sustainable development in the future and achieving its desired goals efficiently and effectively, managing current crises and solving problems in creative scientific ways, by analyzing and reviewing previous research and studies and educational literature during the current year (2020/2023) to ensure exit With an integrated therapeutic vision according to clear steps to achieve effective digital sustainable teaching and sustainable development. The current study differs from previous studies in the methodology of the study, as it adopts the analytical approach and in the light of the results of previous studies, and according to the vision of the researchers, the perception was built and the degree of its suitability was defined from the point of view of specialists and experts. The study recommends investing in education and training in the field of cultural economy. In order to prepare the qualified cadres needed by this industry.

Keywords: perception, cultural economy, sustainable development

1. Introduction

In an era of unprecedented global challenges, the pursuit of sustainable development has taken centre stage as an urgent imperative for the well-being of our planet and its people. While traditional models of economic growth have often been at odds with environmental conservation and social justice, a new paradigm is emerging – one that recognizes the pivotal role of the cultural economy in shaping a more sustainable and inclusive future.

This proposed vision for activating the cultural economy in achieving sustainable development seeks to harness the power of culture, creativity and the arts as transformative forces. It recognizes that economic prosperity, environmental stewardship and cultural vitality are not mutually exclusive but can be mutually reinforcing pillars of a thriving society. This vision envisions a world in which creative industries, heritage preservation and cultural expression play a fundamental role in addressing the pressing challenges of our time, from climate change to social inequality.

As we delve deeper into this exploration, we will consider how the cultural economy, which encompasses everything from art and design to tourism and heritage, can not only contribute to sustainable development but also act as a catalyst for positive change. We will explore the potential benefits, innovative approaches, and actionable strategies that can lead us toward a future where cultural and economic prosperity go hand in hand, and where sustainability becomes a shared global endeavor. In the pages that follow, we will embark on a journey to understand how the integration of culture and economics can shape a world where communities thrive, ecosystems flourish, and human creativity knows no bounds. This proposed vision invites us to reimagine the role of culture and the arts in our society, and challenges us to consider how they can become powerful agents of positive change in the pursuit of sustainable development.

2. Study Problem:

In an increasingly interconnected world facing complex challenges such as environmental degradation, social inequality and economic instability, the concept of sustainable development has emerged as a beacon of hope and necessity. It calls for the harmonious integration of economic growth, social well-being and environmental protection. As we strive to achieve these lofty goals, it is crucial that we recognize and harness the potential of untapped sectors, among which, the cultural economy stands out as an often underestimated and overlooked player.

The cultural economy encompasses a wide range of activities and industries, from the arts and heritage conservation to tourism and creative innovation. Its unique ability to link diverse cultural expressions and economic endeavors makes it a promising candidate to drive sustainable development. However, despite its

potential, the cultural economy remains relatively unexplored and underappreciated in the context of sustainable development.

This study problem seeks to shed light on the untapped potential of the cultural economy and the critical role it can play in achieving the Sustainable Development Goals. It addresses the need for a comprehensive understanding of how cultural assets, creative industries and heritage conservation can be strategically harnessed to promote economic growth, social inclusion and environmental stewardship.

This study came to focus on investing in the technological revolution, artificial intelligence applications, cultural economy, entrepreneurial projects, and youth energies to support education and its outcomes in solving its problems. The problem of the study is represented in answering the main question of the study: What is the proposed vision for activating the role of the cultural economy in achieving sustainable development? The following sub-questions emerge from it:

- **What is the role of the cultural economy in achieving sustainable development?**
- **What is the proposed vision for activating the role of the cultural economy in achieving sustainable development?**
- **What is the degree of suitability of the proposed vision for activating the role of the cultural economy in achieving sustainable development from the point of view of specialists and experts?**

3. Objectives Of The Study:

- Identify the role of the cultural economy in achieving sustainable development.
- Build the proposed vision to activate the role of the cultural economy in achieving sustainable development.
- Identify the degree of suitability of the proposed vision to activate the role of the cultural economy in achieving sustainable development from the point of view of specialists and experts.

4. The Importance Of Studying

The importance of the study is divided into two axes:

The importance of the study from a practical and applied perspective:

- It is hoped that policy makers will benefit from this study by investing in business incubators to achieve educational goals, sustainable development and future foresight.
- It is hoped that leaders will benefit from the recommendations of this study to play their role in encouraging educators and specialists in the educational process to pay attention to sustainable development.

The importance of the study from a theoretical and intellectual perspective:

- It is hoped that this study will represent a scientific addition to its subject, which is an urgent need in our current era and one of the literature that libraries lack, according to the researchers' knowledge.
- It is hoped that this study will provide scientific and research horizons for other researchers to delve into such a field in an effort to achieve the desired development and add new knowledge to educational thought and scientific research to bring about the required positive change.

5. Method

The researchers used the descriptive analytical approach, as they used the theoretical approach by referring to theoretical literature and studies related to the subject; to form a theory about the specialized ideas and concepts in the field of study, and to review previous related studies, through analyzing the literature related to the study; to reach an answer to the study questions and present a number of recommendations.

6. Previous Studies:

Ji Young Jeong; Karimov, Mamurbek; Sobirov, Yuldushboy; Saidmamatov, Olimjon; Marty, Peter (2023). Study entitled Evaluation of Culture Strategies for Sustainable Tourism Development in Uzbekistan Tourism is one of the fastest growing and most visible sectors of the global economy, making a significant contribution to the country's economy. Currently, tourism-led economic growth taking into account sustainable approaches is becoming increasingly important in public policy. Recent urban and regional studies have begun to focus on tourism sustainability from social, economic, environmental and cultural perspectives. The research aims to identify the most important issues and barriers to sustainable tourism development in Uzbekistan and propose the most effective culture strategies to overcome those barriers. This paper includes the application of global RPM (globalization, rationality, professionalism, ethics) analysis in conjunction with SANEL HERMES (sightseeing, paying entrance fees, night tours, experiencing, learning, healing, enjoying, rest and relaxation, souvenir shopping, eating and drinking, staying) based on data from a variety of sources, including literature

review, participant interview, tourist survey, and expert questionnaire to identify and categorize the influencing factors that show the existing barriers to sustainable tourism in Uzbekistan. Finally, a set of culture strategies is proposed, evaluated, and classified by experts using a quantitative strategic planning matrix. The results of the survey showed that tourism activities are currently not sustainable in a satisfactory way. However, if policymakers consider relevant strategies and take this study, as well as its results, into account, Uzbekistan can be made more attractive in terms of sustainable tourism. Ankoča, Catalina; Joko, Ioan Sebastian. Bri (2023). Study entitled Sustainable Rural Development through Capitalization of Local Cultural Heritage - Analysis of the Potential of Cultural Tourism in Romanian Rural Areas: A Case Study of Harman Municipality in Braşov County, Romania This paper explores the issues related to sustainable rural development in former state socialist countries and the local cultural heritage of rural areas. It pays special attention to the potential of cultural tourism that can enhance local rural development. This paper is a case study of Harman Municipality, and this area is investigated in depth. It is one of the most important rural and cultural areas located in Braşov County, Romania, a country with an impressive cultural heritage concentrated in its rural areas. The study uses a mixed analysis that combines quantitative and qualitative research (focus groups, interviews, oral history, personal transfers), participatory ethnographic observation, and logical framework analysis (LFA). The main findings of the study show that Harman Municipality has an important cultural heritage that can be further exploited in the future through the lens of cultural tourism to ensure local sustainability and open new perspectives in terms of local environmental development, linking rural and cultural tourism with other economic activities. Moreover, the main findings of this study, besides being an informative platform for local actors in rural development, represent an inspiring tool that can frame new policies in local sustainable rural development and fertile backgrounds for new discussions in rural development. Local rural sustainability, and enrich local agendas on sustainable rural development through capitalization of cultural heritage and cultural tourism. Tao, Yuheng; Lin, Bo-Hsin.(2023). Study titled Sustainable Development Analyses of Cultural and Creative Parks: An Empirical Study Based on the CiteSpace Knowledge Mapping Approach The rapid expansion of the cultural industry and the increasing demand for innovation have led to a growing interest in the sustainable development of cultural and creative parks. This study aims to provide a comprehensive review and publication of the literature on the sustainable development of these parks using CiteSpace knowledge mapping. We analyzed 662 publications from 2012 to 2023 in the Web of Science database using bibliometric methods, such as descriptive statistical analysis, network analysis, and co-citation analysis. Our findings indicate that the research hotspots in sustainable development of cultural and creative parks focus on cultural ecosystems, environmental conservation, cultural landscapes, creative tourism, park management, and urban regeneration. Three main research themes emerged: environmental service systems, valuation models, and multidimensional value. We propose five future prospects: (1) diversifying sustainable development strategies; (2) diversifying sustainable development strategies; (3) coordinating development with urban, regional, and global sustainable development goals; (4) strengthening interdisciplinary research; (5) deepening stakeholder participation; (<>) improving the evaluation index system for sustainable development. This study provides a methodological guiding framework for constructing multidimensional value for sustainable development of cultural and creative parks, providing valuable insights for future theoretical and practical research.

Chen, Haibo; Lu, Jiawei (2023). Does cultural agglomeration affect the total productivity of green factors of production? Evidence from 279 cities in China This study investigates the function and contribution of cultural industry agglomeration to green economic growth. Based on the quasi-natural experiment of the "regional cultural industry park" selection policy, we use panel data of 279 prefecture-level cities from 2004 to 2019, and the multi-period difference-in-differences method, to empirically test the influence of cultural industry clusters on green economic growth. The basic results support that urban GTFP increases by about 1.5% on average after the construction of a regional cultural industrial park. The regional heterogeneity test reveals that the green economic growth effect is stronger in the eastern regions and the human geography of northeastern cities. Other research on the influence mechanisms has found that the level of regional economic development and economic opening-up, the level of cultural education, the upgrading of industry, and the level of digital technology development support the driving effect of cultural industry clusters on green economic development. The research in this article provides empirical support for the driving effect of cultural industry clusters on regional green economic growth. It is suggested that various regions should strengthen financial support, improve cultural and educational levels, and develop digital technology to promote green economic growth. Wen Ji, Yan; Xu Tang, Liu (2023). A study titled Creative Economy and Sustainable Development: Forming a Flexible Cultural Governance Model for Creativity With the development of cultural democratic transformation, countries attach increasing importance to protecting cultural rights and promoting sustainable cultural development. Establishing a flexible cultural governance model may unleash the transformative power of culture and creativity, gradually disseminate cultural values and ideas into governance, and transform activities into more sustainable behavior. This research was divided into two stages. In the first stage, CiteSpace

was used to conduct a co-citation analysis of documents published between 2013 and 2022 in the Web of Science database. The results were combined with existing cultural development and value indicators from many countries to design cultural impact indicators suitable for evaluating the sustainable development of creative industries. In the second stage, a questionnaire on the cultural industry, creative economy, and cultural consumption was conducted. Through statistical analysis, six dimensions and 20 indicators were obtained: cultural sustainability, cultural democracy, cultural innovation, cultural industrialization, cultural vitality, and cultural policy regulation. The cultural governance framework for creative economy and sustainable development was established through the AMOS program. This study found that the humanistic rationality of cultural management has a significant improvement and stable role in promoting cultural policy governance. The adjustable cultural impact indicators are effective cultural practices for shaping and framing creative industries, which should be invented, stabilized and improved.

- Comment on previous studies

Looking at previous studies, analyzing and extrapolating them, we find that all studies focused on activating the role of the cultural economy in achieving sustainable development, such as the study of Wen Ji, Yan; Xu Tang, Liu (2023). And the study of Tao, Yuheng; Lin, Bo Hsin. (2023). Ji Yong Jeong; Karimov, Mamurbek; Sobirov, Yuldushboy; Saidmamatov, Olimjon; Marty, Peter (2023). This is due to the importance of the cultural economy in achieving sustainable development.

Results of the first question, which states: “What is the role of the cultural economy in achieving sustainable development?”

The cultural economy plays an important role in achieving sustainable development by contributing to various aspects of social, economic and environmental sustainability. The following are the main ways in which the cultural economy contributes to sustainable development:

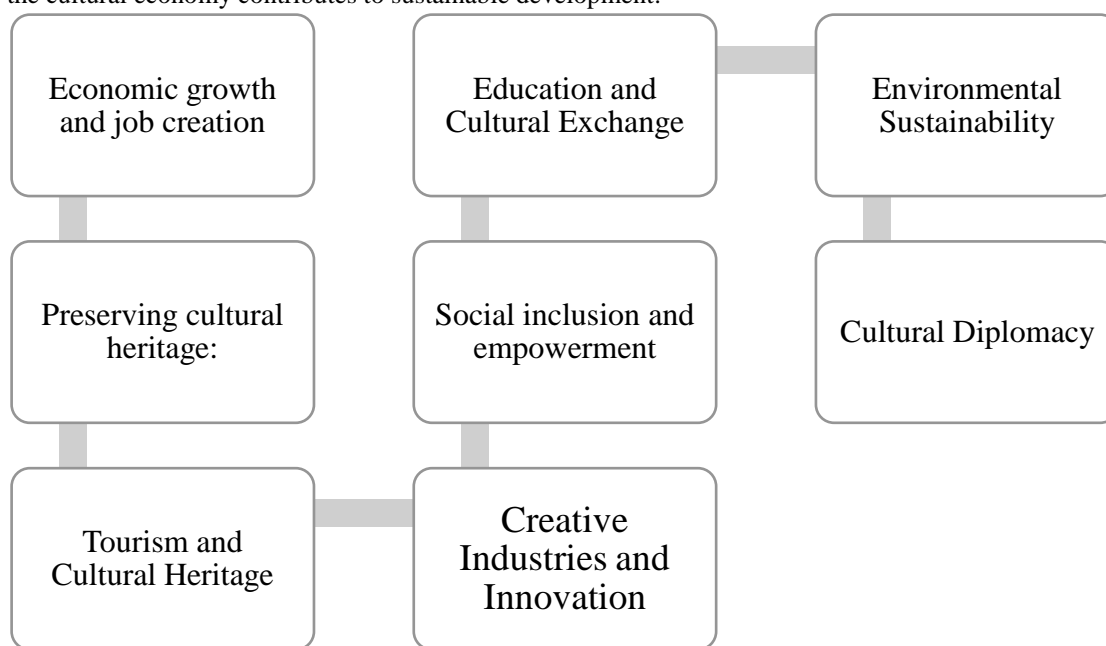


Figure (1) The main ways in which the cultural economy contributes to sustainable development

1. Economic growth and job creation:

- Cultural industries, such as the arts, music, film and tourism, can stimulate economic growth by generating revenue and creating jobs. This can improve livelihoods and reduce poverty, contributing to the economic dimension of sustainability.

2. Preserving cultural heritage:

- Cultural economy activities often involve preserving and promoting cultural heritage, including traditional crafts, languages and customs. By preserving cultural diversity, communities can maintain their unique identities and enhance social cohesion.

3. Tourism and cultural heritage:

- Tourism is closely linked to the cultural economy, as tourists are often drawn to destinations with rich cultural offerings. Sustainable tourism practices, which respect local culture and the environment, can generate income and raise awareness about the importance of preserving cultural heritage.
- 4. Creative industries and innovation:**
 - Creative industries, such as design, fashion and the arts, can drive innovation and creativity within communities. Innovation is a key driver of economic development and can lead to more sustainable practices and solutions.
 - 5. Social inclusion and empowerment:**
 - The cultural economy can provide opportunities for marginalized communities, including indigenous and minority groups, to participate in economic activities and make their voices heard. This can contribute to social inclusion and empowerment, address inequality and promote social sustainability.
 - 6. Education and cultural exchange:**
 - Cultural activities can serve as educational tools to foster intercultural understanding and promote tolerance. Cultural exchange programmes and initiatives can build bridges between different communities and nations, contributing to global peace and cooperation.
 - 7. Environmental sustainability:**
 - The cultural economy can also impact environmental sustainability through practices that promote environmentally friendly approaches. For example, cultural events and venues can adopt sustainable practices in areas such as energy use, waste management and transportation.
 - 8. Cultural Diplomacy:**
 - Cultural exchange and cooperation between countries can strengthen diplomatic relations and promote peaceful coexistence. Cultural diplomacy can be a tool for resolving conflicts, building international partnerships, and promoting the goal of global sustainable development.

The results of the second question, which states: “What is the proposed vision for activating the role of the cultural economy in achieving sustainable development?”

The role of the cultural economy in achieving sustainable development is increasingly recognized as crucial to promoting economic growth, preserving cultural heritage, and enhancing social integration. To activate the role of the cultural economy in sustainable development, several scenarios and proposed strategies have been put forward. While these strategies may vary depending on the specific cultural context and regional priorities, here are some of the basic elements that are commonly taken into consideration:

Proposed vision for activating the role of the cultural economy in achieving sustainable development	
1. Integrating Culture into the SDGs:	One key step is to integrate culture into the SDGs. Culture can contribute to achieving many of the SDGs, such as poverty reduction, education, gender equality and environmental sustainability. Recognising culture as a cross-cutting element ensures that it is taken into account in policy-making.
2. Cultural Mapping and Assessment:	Governments and organisations can conduct cultural mapping exercises to identify and assess cultural assets, resources and creative industries within a region or community. This provides the basis for understanding the potential and challenges of the cultural economy.
3. Cultural Entrepreneurship and Creative Industries:	It is essential to encourage the growth of creative industries, including design, fashion, film, music and the arts. Supporting cultural entrepreneurs, artists and artisans can stimulate economic activity while preserving and enhancing cultural heritage.
4. Cultural Tourism:	Developing sustainable cultural tourism initiatives can attract visitors interested in experiencing local traditions, arts and heritage. It can generate revenue for communities and help preserve cultural sites.
5. Cultural Education and Capacity Building	Investing in cultural education and skills development ensures that individuals and communities have the knowledge and tools to participate in the cultural economy. This can include training in arts and crafts, cultural management and digital skills.
6. Heritage Preservation:	Protecting and preserving cultural heritage is vital. This includes not only physical sites, but also intangible cultural heritage, traditions and languages. Sustainable conservation practices can help preserve cultural assets for future generations.
7. Public-Private Partnerships:	Collaboration between government agencies, private sector entities and

	cultural organizations can lead to innovative projects and funding opportunities. Public-private partnerships can help drive investment in the cultural economy.
8. Cultural Exchange and Collaboration:	Encouraging international cultural exchange and cooperation can enhance cultural diplomacy, promote cultural exports, and enhance global understanding.
9. Inclusion and Diversity:	Ensure that the benefits of the cultural economy are available to all communities and individuals, including marginalized groups and indigenous communities. Promote diversity in the creative industries.
10. Green Cultural Economy:	Integrating sustainability principles into the cultural economy, including environmentally friendly practices in the production, distribution and consumption of cultural products and services.
11. Digital Transformation:	Leveraging digital technologies to promote and distribute cultural products and services globally. This includes online platforms for selling artworks, virtual museum tours, and digital archives.
12. Measurement and Evaluation:	Developing metrics and indicators to assess the economic, social and environmental impact of cultural initiatives. This helps in monitoring progress and making evidence-based decisions.
13. Advocacy and Awareness:	Raising awareness about the importance of culture in sustainable development and advocating for policies and funding at local, national and international levels.

Implementing these strategies requires a multi-stakeholder approach involving governments, civil society, cultural organizations, and the private sector. Revitalizing the cultural economy in sustainable development can lead to economic growth, cultural preservation, and improved community well-being while contributing to broader global sustainability goals.

Results of the fourth question, which states: To what degree is the proposed concept suitable for activating the role of the cultural economy in achieving sustainable development from the point of view of specialists and experts?

By presenting the proposed concept for activating the role of the cultural economy in achieving sustainable development to experts and specialists, they expressed the suitability and appropriateness of the concept.

Recommendations:

- Enhancing cooperation between various stakeholders in the cultural economy, including governments, the private sector and civil society. This is to coordinate efforts and develop policies and programs that support the development of the cultural economy.
- Investing in education and training in the field of the cultural economy. This is to prepare the qualified cadres needed by this industry.
- Developing the infrastructure that supports the cultural economy, such as museums, art galleries, theaters, etc., in order to provide the appropriate environment for the growth of this industry.
- Enhancing marketing and promotion of cultural products and services. This is to increase demand for them and attract foreign investment.
- Protecting tangible and intangible cultural heritage. This is to preserve cultural identity and promote sustainable development.

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