European cities in the process of constructing and transmitting of the European Cultural Heritage. International curriculum for undergraduate and master students.

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ERASMUS+ PROGRAMME

STRATEGIC PARTNERSHIP FOR HIGHER EDUCATION

COOPERATION FOR INNOVATION AND THE EXCHANGE OF GOOD PRACTICES
Cultural potential of cultural heritage
Cultural heritage

- The part of the culture that comes from the past and that is considered valuable and representative
- Cultural heritage had / has a high artistic value or is a proof of the development of society
- Each culture has its own cultural heritage, which is maintained, used "in its own way"
- Cultural heritage is a value in itself, but value depends on its "usability"
Cultural heritage management

- The process of protection, research and use of cultural heritage with a view to sustainability (development)
- If the management does not perform these processes and does not achieve any results, then it is not the management of cultural heritage
- Profit can be economic, educational, recreational-leisure, social-entertaining, differentiation-integration (serves to strengthen identity)
- Cultural management should use an evaluation model of cultural potential
Cultural potential

- A set of cultural values (phenomena, elements, complexes) that can be used for profit.

- It consists of 5 components:
  - Cultural heritage
  - Cultural organizations and institutions
  - Cultural events and products
  - Cultural infrastructure
  - Human resources in the cultural sector
Cultural potential

- To obtain information about cultural potential, the methodology of cultural mapping is used in order to identify cultural resources.

- Assessing cultural potential is a "new" approach, based on the experience of several different countries/organizations:
  - Cultural mapping used by UNESCO
  - Many countries came up with their own projects (e.g., NIPOS in the Czech Republic)
  - In 2018, thanks to him, Valletta (Malta) became the European Capital of Culture
Evaluation of cultural heritage - quantitative material components:

- Archival documents
- Historical library collections and documents
- Collections of museums and galleries
- Works of music, dance, dramatic art and scenography
- Works of cinematography, television and audiovisual production
- Works of fine and applied art
- Works of traditional art and artistic production
- Historic urban, architectural and building structures in relation to landscape structures
- Cultural landscape
Assessment of cultural heritage - quantitative intangible components:

- Language (and its variants)
- Verbal and literary expressions
- Dramatic, musical and dance arts
- Cultural traditions
- Historical events
- Geographical and local names
- Technological procedures and specific techniques
- Intangible manifestations of extraordinary value
Example: Pottery

- Cultural network:
  - Pottery tradition (cultural heritage)
  - Civic Association for Pottery (organization)
  - Pottery workshop (event)
  - Yard of the Pottery Museum (infrastructure)
  - Two potters and a cultural officer of the municipality (human resources)
Importance of cultural potential assessment:

- It increases the availability of culture and access to cultural content
- Stimulates the revitalization of cultural life, civic engagement, community development, local identity
- It serves for socio-economic development e.g. in tourism, for the local community, visitors, the third sector
- It can also be used for spatial planning, development of creative economy, development of educational society
Potential utilization

- It is not necessary that these are just unique (endemic) cultural resources
- It is more important to define the recipients (target group)
- More important than "originality at all costs" is the evaluation of the possibilities of cultural heritage, the creation of an appropriate composition of cultural services/products, effective marketing, flexibility
- It is essential to create a year-round offer - events are a diversification of the lives of residents and a profitable activity
- The potential of a place is often underused or only occasionally
Potential utilization

- The potential can also be increased by building networks, e.g. in a micro-region where the visitor will find more interesting places that cooperate with each other.
- The involvement of the local population contributes to authenticity.
- Today, the cultural potential is being developed in the territory of the Slovak Republic only gradually. If the goal of our cultural heritage is the gradual building of cultural infrastructure, then abroad the problem is oversaturation of services and too much interest. What is also the problem for the usability of the potential ...
Please look at the document Analysis of Heritage Cultural Potential

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