
THE MAPPING AND EVALUATION OF CULTURAL AND CREATIVE INDUSTRY IN KORÇA CITY

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Abstract: During the recent decades, many international organizations and governments in different countries have raised attention on the development of Cultural and Creative Industries, by considering them as one of the most important leading forces, in the economic growth and the revitalization of urban areas. The mapping of the Cultural and Creative Industries is an important process to identify the development situation of these industries, and to promote supportive policies. Many countries in the world and in Europe have had successful cases of the encouragement and development of these industries with programs and financial projects. There are some sectors in Albania that contribute to the development of the creative economy, although this contribution is still small. In the regional and local level, different development initiatives exist in the field of heritage and art, which more or less have a positive impact on the lives of their communities. The main purpose of this study is the mapping and the evaluation of the sectors, which operate in the field of Cultural and Creative Industries in Korça city. The process of mapping has aimed the identification of the sectors of the Cultural and Creative Industries, on both public and private levels, through the contact in the field. In addition to this, the research has also aimed the creation of a database of data with all the actors who operate in the sectors C&CI in the study area, which will be used for projects and investment in these sectors in the future. Based on all the information obtained from the survey, we have composed an evaluation for the activities, the products, the services that they offer and the needs they have for an effective development. The results of the mapping study show that there are some active cultural and creative sectors, expressing as their most important needs capital and cooperation and one of the ways of increasing the capital can be offered through financial aids in form of soft loans for those sectors that generate jobs. At the end of the study, suggestions are provided on the promotion and market growth of the cultural and creative sectors operating in the study area. The study constitutes an overview of the result analysis regarding to the mapping and the evaluation of creative and cultural industries in the Korça city, referring to the initiative for the development of the project “Local groups & Incubators of social enterprises in the fields of culture/ tourism & folk tradition”. The process of mapping is undertaken to precede the concrete actions, which stimulate and develop these industries. Mapping and evaluation was completed in April 2019 with the collaboration of the institutions and public or private enterprises in study area.

Keywords: Cultural and Creative Industry, mapping, evaluation, Korça city.

1. INTRODUCTION

During the recent decades, many international organizations and governments in different countries have raised attention on the development of Cultural and Creative Industries by considering them as one of the most important leading forces in the economic growth and the development of urban areas. According to scholars, the significant role of the C&CI is brought under the focus of the policies through the reports of UNCTAD-Creative Economy Report in 2008, 2010, and UNESCO 2013, where the knowledge transformation into creative goods and services reflects the importance of the cultural values in the development process. (Yang Jianfei & Černevičiūtė Jūratė, 2017) By means of the creation of a suitable environment with the right policies, legal and institutional support, the cultural and creative activities can act as a engine for territorial development in regional and local areas specially in cities. (PPMI, 2019) In this context, in Great Britain, Italy, Germany, Sweden, and Netherland and in other European countries, the undertaken programs from the governments of these countries have aimed the encouragement and the creation of new forms of cooperation between the combination of culture and creative businesses, by intending the development and the bilateral benefit. (Costantini, 2018) Moreover, European Union supports the cultural and creative sectors through summits, cooperation programs, research projects and monetary funds. (ECIS Report, European Creative Business Network, 2015) Europe is the second largest C&CI market, accounting for 709 billion \$ of revenues (32 % of the global total) and 7.7 million jobs (26 % of all CCI jobs) from 11 cultural and creative sectors such as visual and performing arts, television, movies, heritage etc. (CISAC, 2015) The governments of the developing countries have raised their attention towards the ICC and their important role on

the regional and local growth. In these levels, the development of these industries has a positive impact on the diversity of the touristic product, by promoting the cultural tourism and the festivals. Actually, the Development Strategy of South-Eastern Europe 2020, supports the development of the C&CI by considering as an impetus for the growth of tourism, the raise of entrepreneurship and the improvement of the business climate in the countries of the region. (RCC, 2013) In Albania, the C&CI have been mentioned in the National Strategy for the Development and Integrity (SKZHI-II), 2015-2020. Although there are some developed entrepreneurship and sectors in the cultural and creative field, concretely there is not any data on their social and economic contribution of the country. (KM, 2016) The cultural sector is coordinated and managed by the Ministry of Culture, which implements policies and projects that develop the ideas in this field. Taking into consideration creativity, specific management policies and the concrete strategies of the creative businesses in the national and regional development, they are to a certain extent deficient. In “The Strategy of Business Development and Investments and in the Action Plan for the Period 2014-2020” the creative economy is considered as a promising sector, which contributes to the regional development and the job creation. According to a study of GIZ in 2011, the contribution of the creative economy in Albania is around 0.5%- 1% of the PBB, while in most of the developed countries, the artisan economy contributes with around 3% of the PBB. The creative sector offers around 3500 jobs, or 0.5% up to 1% of the labor force. 56% of all the employees in this sector are women, mostly concentrated in the clothing field (>90%) and handicrafts (78%). A great part of the employees in this field are in the sector of crafts with 37%. (Gishti & Shkreli, 2016) Although they are mentioned as C&CI, in reality the statistical data on the concrete contribution (the turnover, the incomes, the number of employees etc.) that different sectors of this industry have in the national economy nearly misses. In the regional and local level, different development initiatives exist in the field of heritage and art, which more or less have a positive impact on the lives of their communities. (MZHETS, 2014) But what are Cultural and Creative Industries (C&CI)? The term cultural and creative industries has been used widely only after ‘90s. Referring to UNESCO the C&CI are defined as “sectors with organized activities, whose main purpose is the production or reproduction, promotion, distribution and/or commercialization of goods, services and activities with cultural, artistic or inherited nature”. According to the UNCTAD classification, C&CI are divided in four groups: (UNCTAD, 2008, 2010)

- Cultural heritage: Traditional and cultural expressions (arts, crafts, festivals and celebrations) & cultural sites (archeological sites, museums, libraries, exhibitions)
- Arts & culture: visual arts (paintings, sculptures, antique photography) & performing arts (music, theatre, dances...)
- Functional creations: design, (fashion, jewelery, toys.) & new media (software, video games, digital creative content) & creative services (architecture, advertisement...)
- Media: written media (books, press and othe publications) & audiovisual media (movie, television, radio...)

The creative and cultural industries are a dynamic sector in economy, as well as important economical and social leaders in some other sectors. In this regard the mapping process is considered an important step to initially identify the development situation of the cultural and creative industry sectors, identify needs and provide support through their development policies. Mapping studies can provide information available to policy makers and government investment. (Higgs, Cunningham, & Bakhshi, 2008)

2. METHODOLOGY

Research methodology has focused on the usage of some quantitative and qualitative research methods for implementation of the object of study. (secondary and primary resources) The definition and classification of C&CI, is done through the literature review, meanwhile the research fieldwork is based on study area observations and personal interviews carried out with 50 responsible persons in cultural and creative entrepreneurial industries. The questionnaires have been structured and designed by the organizers of the project the data will be used to create InClust groups in the study area. A SWOT (the evaluation of the Strong points, Weak points, Opportunities and Threats) analysis is used to evaluate the situation and the possibilities for development of these activities in the study area. The location of the cultural institutions and private enterprises involved in the survey process are illustrated through the digital mapping of Soffware Arcgis 10.1.

3. STUDY AREA

Korça is one of the main cities of Albania, located on its southeastern part. The city is the center of the municipality of Korça and to the district with the same name. It is situated on the main national axis that goes through the capital city (Tirana) with the center city of the south east Korça and then it connects with the south of Albania, Gjirokastra. The city is also the center of the border area with Northern Greece and the Republic of Macedonia. The population of the city consists of nearly 50 000 citizens. According to history, the Korça area has been inhabited since ancient

times, preserving the continuity of population to this day. Consequently the area constitutes one of the geographical areas with the richest material and spiritual cultural heritage in Albania. Among other things we can mention that elements of handicrafts are also strong points of preserving the cultural heritage and identity of this area. Among them are the early traditions of ceramics, stone and marble, decorative metals, leather, wool, fabric embroidery, etc. Regarding the development of these traditions and the practice of crafts, in the city of Korça are identified some small and medium businesses, which can be classified in the sectors of cultural and creative development. Culture plays an important role in revitalizing the life in the city and promoting the tourist movement towards the destination (Menkshi, 2014) In its support and development programme there are several institutions in the field of museums, theater etc. In a simple finding of cultural and creative activities in the study area, we would identify some categories such as: small and medium businesses in the field of handicrafts, textiles, arts, performers, photographic activities, studio design, advertising, publications, public institutions in the field of culture, education and training. These activities have a positive impact on the promotion and development of tourism and community life in the area. It is also important to mention that the various touristic attractions (museums, cult objects, architecture), numerous celebrations, culinary have transformed the whole area and especially the city of Korça into a destination frequented by domestic and foreign visitors. However, the handicrafts sector is not so well organized and there are not many opportunities for tourists to buy the characteristic and traditional handicrafts of the area.. At present, the financing of the municipality in culture occupies an important role in the artistic life of the city and beyond. Funding accompanies the development of cultural events, fairs and special celebrations, aimed at revitalizing the cultural and creative sectors and attracting tourists to the destination.

4. RESULTS AND DISCUSSIONS (The mapping of the C&CI in the study area)

The analysis of the questionnaire data begins with identifying entrepreneurial activity, providing personal data, legal status and defining some elements of contact. In classifying the C&CI sectors, the following activities were identified in the city of Korca: Performing Arts (music, dances); Visual Arts (photography studio, paintings, drawings); Audiovisual Media, (TV, radio broadcasting); Creative Services (print studio, design, architecture, advertisement); Culture and Culture Heritage Institution (museums, libraries, public institutions in the field of culture); Crafts, (ceramics, stone, wood, metal, jewelry leather crafts, sewing); Institution of Formal Education in the field of C&CI, Cultural & Development NGO, Creative-Fashion activities (mode, creativity).

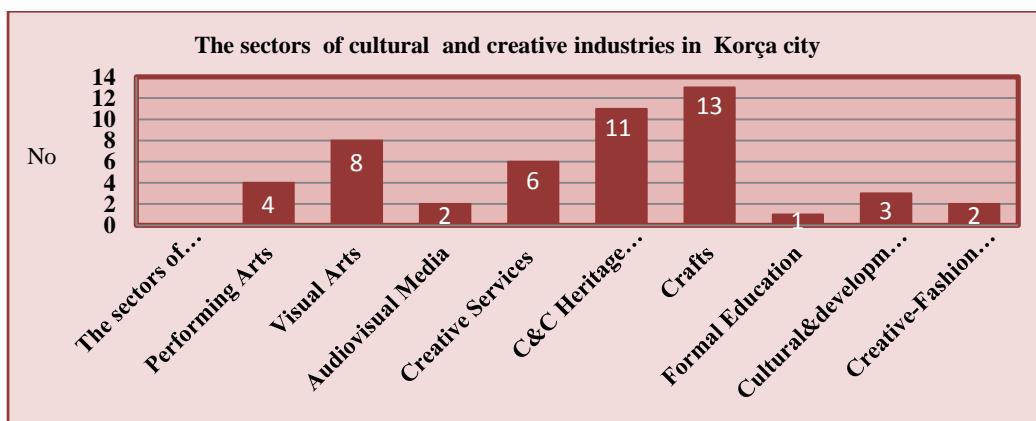


Fig..1 Number of sectors of cultural and creative industries in Korca City.

- **Visual Art** , These creative enterprises relate to the visual arts, mainly photo studios, that have based their activities on photography and video (video clips) with different themes. All of them offer only products related to their activities and nearly non service. Asked about attending in events and promotional exhibitions, from subjects surveyed, only 3 of them (43.5%) stated that they have participate in competitions or photography exhibitions. The beneficiaries of all these businesses are: youth, community, businesses, other stakeholders and institutions. Regarding the question “What is your vision for the future”, all (100%) of them consider expanding their activity, participating in activities that will be organized within the city, the region and beyond, and participating in national and international competitions. Asked to evaluate needs by relevance, for all respondents promotion (1) and collaboration (2) are declared key needs, followed by capital, (3) training (4) and human resources. (5) For these type of creative enterprises there is a high interest (87%) to incorporate their actions into a common agenda that will promote the cultural and creative industries of the area.

- **Performing Arts.** In the performing arts, the main activities are related with creative studios, music groups and dance. Their main activity consists in promoting and transmitting spiritual heritage values through the preparation of young people. The products and services they offer are dance learning and training courses in various genres, concerts, festivals and other performance shows. These cultural groups organize themselves and also participate in cultural activities/events regularly at local, national and sometimes in international level. Concerning the vision for the future, they all express for the further preservation and promotion of spiritual values, the strengthening of young people connection to local and national culture and also the extraction of talents. Is considered importance the idea of creating a sustainable sector for the development of the performing arts. From the major needs listed, 50% have rated the capital need followed by promotion/publicity. Cooperation for most of them is considered to be less important. Interest is also high, 100% to incorporate action/ activities into a common agenda, which would influence the promotion and the development of cultural and creative industries in the area.

- **Crafts.** For the Crafts sector (stone, wood and pottery, leather) the main activities are based on the production and trading of handcrafts of stone, wood and pottery, etc. The main products consist of decorations, ornaments and works of art and shoes production. Regarding the services provided only the pottery sector, provides training for young people who want to learn the craft. The main beneficiaries of these activities and products are interested businesses, the community and tourists. Regarding the question "What is your vision for the future?" these sectors of the cultural and creative industries think mainly to expand their activity, have a market for selling products and transmit crafts to future generations. In this sector the main needs by importance are 100% capital (1); collaboration (2) and promotion/publicity (3). 100% are responded "definitely yes" to incorporate their actions into a common agenda. In the craft sector we can also consider four small enterprises of "Sewing" sector, located in the city. These enterprises have based their activities on women's work, mainly in sewing, design of models and traditional clothing. They regularly participate in fairs or cultural events that are organized by local government or others.. The largest groups of beneficiaries of these products are the visitors and tourists who are interested in buying them but also the community as well.

- **The heritage and cultural sector** is one of the main sectors which can be considered developed and represented by mainly public institutions. Korça is a city with rich cultural heritage expressed by the presence of numerous museums public and private with national values. The survey included seven museums: the National Museum of Education, the Archaeological Museum, the National Museum of Medieval Art, the Bratko Museum, the John Mili Photography Museum, the Photographer's Studio Kristaq Sotiri, the Vangjush Mio Museum House. Regarding the regular practices of cultural activities or events, all these institutions regularly conduct cultural events on specific days of culture and undertake activities in their premises for the education of young people, school students and students. All museums share the same vision, increasing the number of visitors and promoting the values of cultural heritage. In terms of annual turnover, it depends on tickets sales. For museums the most important need identified for 57% is capital and for 29% is cooperation. Heritage Sector group includes other important cultural activities for the city: Theater, Library, Children's Cultural Center and Regional Directorate of National Culture which are public institutions that carry out activities in the field of art, culture and heritage. In addition to activities, these institutions also offer many services activities. The vision of these institutions is to enhance cultural activities and services, and in particular, to strengthen the link between youth, culture and cultural heritage.

- **Audio Visual Media.** The mapping study involves only two audiovisual media enterprises: radio and television, one public and one private. The activities of these enterprises are based on radio and television broadcasting, live, digital and cable (private TV) and also some training services, advertisements, promotions etc. Both of these audiovisual media participate in cultural events on a regular basis and operate wider than the Korça region. The vision for the future consists in expanding the network of broadcasting and enhancing the spectrum of activities. Among the most important needs, cooperation is the mainly need(1), followed by capital (2), human resources (3), promotion / publicity (4) and training (5). Both of these media are also interested to promotional activities, incorporate actions /activities into a common agenda that will influence the promotion and the development of creative and cultural industries in the their area.

- **Creative Services.** Creative services include 3 architectural and design studios and 3 design and print studios. The activity of architectural studios is mainly based on design, implementation and restoration of cultural heritage monuments. On the other hand, the activities of the printing studios consist of printing, design, advertisement, digital printing etc. The products and the services consist of projects, consulting, implementation etc. Referring to the evaluation of the most important needs, they have responded differently, by making the following evaluation: Promotion (1), Capital (2), Cooperation (3), Human Resources (4), Training (5). Regarding to their interest to take part in exhibitions in order to promote the cultural and creative activities, 100% of the respondents answered "possibly yes". The businesses of the creative services sector are interested, to incorporate their actions/activities in a common agenda that would promote the cultural of and creative industries in the area.

Regarding the survey we have noticed a special interest from some creative businesses as: photography studios, creative arts-music/dance and artisans of sewing productions to take part in promotion exhibitions in the area and abroad. The majority of the respondents (44%) are very interested to incorporate their actions/activities into common agenda that will promote the cultural and creative industries in their area. The interest on the question refers to the fact that a part of the C&CI sectors consider the cooperation as an important need, where 29 enterprises consider it as their first or second choice. Asked if they are interested in participating in an exhibition promoting cultural and creative activities in the area, 47 respondents (92%) have declared “yes”. Regarding the annual turnover declarations, although businesses operating in the study area active and licensed, only 14 of them have declare reserved rather than real turnover.

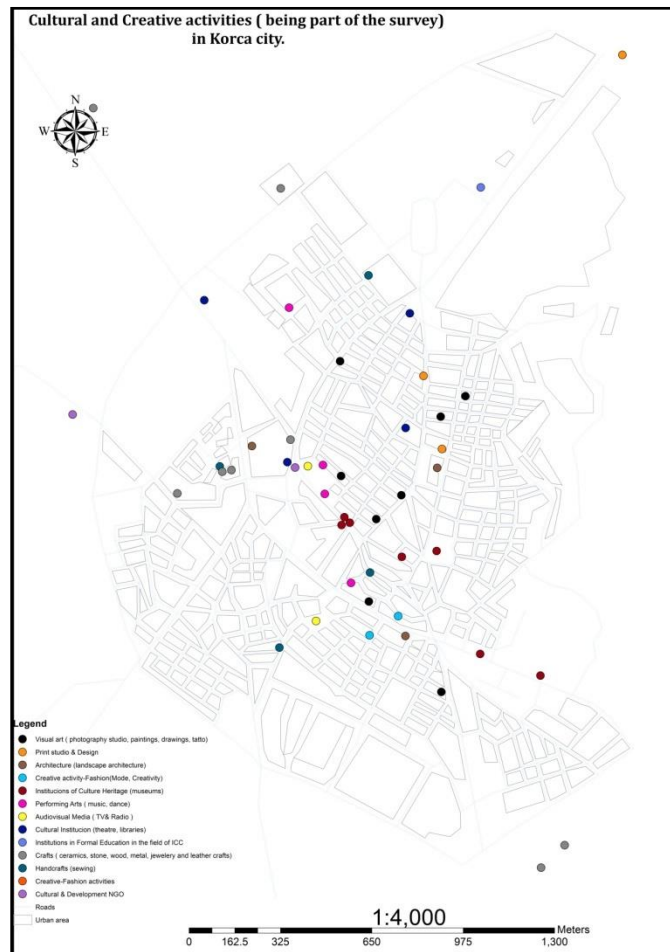


Fig.2.Mapping the C&CI sectors in Korca city.

SWOT ANALYSIS

The interpretation of results confirms the existence of diverse potential in the CCI. The SWOT analysis (evaluation of strengths, weaknesses, opportunities and threats) considering internal and external condition is used to evaluate the development possibilities of the cultural and creative industries in our study area.

- **Strengths:** Great tradition in some cultural and creative activities; A variety of activities in the creative and cultural sectors; Individual certified businesses for the performing artistic activities; The special architectural environment of the city and of the surrounding areas; Many very active public cultural institutions (museums, the theatre, the children’s cultural centre...); An increasing interest for products and activities that are connected to the sectors of CCI.

- **Weaknesses:** The lack of cooperation between the activities and similar sectors that operate in the market; The lack of a national program, regional or local strategy for the development of the CCI; The need for funds and investments for the further development from the local government programs; The lack of scientific research and information about the social and economic impact of these sectors; CCI businesses/enterprises mainly with an

impact on the local level, less competitive on the national/inter; The lack of a developed local and regional market for the sales of products in the creative sector; The lack of studies in the economic development sectors specially in creative and cultural ones

- **Opportunities:** The development stimulation in some sectors of the C&C industry can bring the creation of new jobs and can generate incomes that will incite the local economy; The increase in the number of tourists and their presence in the destination constitutes a market.

- **Threats:** The administrators of the creative and cultural activities try to leave the city towards the capital, where they pretend to find a more favorable environment and a safer market for their products; The tendency of the qualified population and of the youth to leave is a threat for the development .

CONCLUSIONS

Cultural and creative activities / activities can be considered as important sectors that can generate employment and income in the study area. Based on the data provided by the survey process, we consider it reasonable to suggest the creation of a strategy for developing activities / activities and enhancing the impact of K&K industries in the Korça area. Greater promotion of cultural and creative activities through the organization of fairs, exhibitions, celebrations, special days, media advertising etc is to be encouraged. It is also advised to increase the number of centers in the creative and art sectors. The role of governance is important in stimulating policies for the development of the creative and cultural industries (encouraging them to become part of the market, reducing taxes to encourage the production and distribution of products and stimulating their growth. Local government should increase subsidies to individuals but also to other organizations in the cultural and creative industries. Throughout the activities, an annual meeting (conference) with all public and private actors working on the development of the cultural and creative industries can be organized, among other things providing statistical data and presenting projects related to this industry. Likewise, organization of workshops, trainings, consulting services, seminars would help to increase their effectiveness. The role of the University and scientific research is inevitable in this process. The opening of a 2-year study programme in the fields of the sectors of the cultural and creative industries, for which the area of Korça has a tradition, can be supported. Local mapping of the creative and cultural industries should also precede a process of mapping these industries throughout Albania. There should be provided statistical data on the social and economic impact and development requirements of these sectors. Data can also be coordinated at the national level to enable the development of policies and strategies for the development of these sectors.

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