
STUDY OF THE POSSIBILITIES FOR RECOVERY AND DEVELOPMENT OF THE CRAFTS AND THE ACTIVITIES OF THE COMPANIES IN THE CULTURAL AND CREATIVE SECTOR IN THE MUNICIPALITIES OF SLIVNITSA, DRAGOMAN AND GODECH

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Abstract: The development and promotion of the cultural and creative sector in the area, which is subject to the present study, allows the region to be economically revitalized. In this study, I will track and analyze the opinions of poets, writers, artists, and craftsmen on the issues of the creative sector, as well as the activity of the companies in the sector. For that purpose, I conducted a study which analyzes the problems thoroughly. The study is based on interviews and impressions of personal meetings with participants. Some of the questions in the questionnaire are entirely related to the activity of the company or the craftsman/artist, others refer to their knowledge of the legislation in this field. Natural and anthropogenic resources are also important for the further development of small and medium-sized creative enterprises. The three towns have rich historical, archaeological, architectural, ethnographic, and religious resources. There are eco-trails and biking trails, mountain biking competitions combined with visits of the tourist sites take place every year. In the past, the following crafts were developed in the area: grocery stores, copper smithery, barbers, production of barrels, wine making, cradery, clothing and tailoring, production of wooden building materials, wheat production, production of agricultural machinery and weapons, blacksmithing, furriery, milling, sacks production, shoemaking, knitting, production of harnesses, pubs, lime factories, bakeries. There are also some preserved crafts such as production of antique weapons, blacksmithing (wrought iron processing), cutlery, stonemasonry, and others. The crafts embroidery, handicraft, and pottery are preserved and practiced in the towns of Dragoman and Godech, pottery in Godech is supported by a non-governmental organization conducting courses for the educational institutions. Micro-enterprises and small and medium enterprises in the cultural and creative industries encompass the sub-sectors radio, television, Internet and new media, photography, fashion design, cultural tourism (provision of services in the field of tourism - hospitality and restaurant services and related services). The joint work of local authorities and people and non-governmental organizations wishing to start work in any form to support and develop the creative industries is of great importance.

Keywords: crafts, creativity, economic growth, innovation, regional policy.

ПРОУЧВАНЕ НА ВЪЗМОЖНОСТИТЕ ЗА ВЪЗСТАНОВЯВАНЕ И РАЗВИТИЕ НА ЗАНАЯТИТЕ И ДЕЙНОСТТА НА ФИРМИТЕ В КУЛТУРНИЯ И ТВОРЧЕСКИЯ СЕКТОР В ОБЩИНИТЕ СЛИВНИЦА, ДРАГОМАН И ГОДЕЧ

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Резюме: Развитието и популяризирането на културния и творческия сектор в изследваната област дава възможност за икономическа ревитализация на региона. В настоящото изследване ще проследя и анализирам мнението на поети, писатели, художници и занаятчии по проблемите на творческия сектор, както и дейността на фирмите в сектора. За тази цел проведох проучване, което подробно анализира проблемите. Проучването е направено на база провеждането на анкети и впечатления от лични срещи с участниците в него. Част от въпросите в анкетните карти са свързани изцяло с дейността на фирмата или занаятчията/твореца, други се отнасят до познанията им в нормативната уредба в тази област. Природните и антропогенни ресурси са важни и за по-нататъшното развитие на творческите малки и средни предприятия. Трите града разполагат с богати историко-археологически, архитектурни, етнографски и религиозни ресурси. Има изградени екомаршрути и веломаршрути и ежегодно се провеждат велосъстезания по планинско колоездене, съчетано с обход на туристическите обекти. В миналото в района са се практикували следните занаяти: бакалство, бакърджийство, бръснарство, бъчварство, винарство, даракчийство, дрехарство и шивачество, производство на дървени строителни материали, житарство, направа на земеделски машини и оръжия, ковачество, кожухарство, мелничарство, мутавчийство, обушарство, плетачество, направа на самари (сарачество), кръчмарство, фабрики за вар, хлебопекарство. Има и някои запазени занаяти като направа на старинни оръжия, ковачество (обработка на ковано желязо), ножарство, каменоделство и др. В градовете Драгоман и Годеч са запазени и се практикуват занаятите бродерии и ръкоделие, грънчарство,

като в град Годеч грънчарството е подпомагано от неправителствена организация, провеждаща курсове за учебните заведения. Микропредприятията и малките и средни предприятия в сферата на Културно-творческите индустрии обхващат подсекторите Радио, Телевизия, Интернет и нови медии, Фотография, Моден дизайн, Културен туризъм (Предоставяне на услуги в сферата на туризма – Хотелиерство и ресторантьорство и съпътстващи услуги). От особено значение е съвместната работа на местните власти и хората и неправителствените организации, желаещи да стартират дейност под каквато и да е форма с цел подпомагане и развитие на творческите индустрии.

Ключови думи: занаяти, творчество, икономически растеж, иновации, регионална политика.

1. PREAMBLE

The present research aims to study the activities of all craftsmen, artists, writers, artists and small and medium-sized enterprises and companies in the area of research. For this purpose, two questionnaires were developed with questions related to their work and their future development at the entry of the creative industry and its sub-sectors. In the past, the following crafts were developed in the area: grocery stores, copper smithery, barbers, production of barrels, wine making, cradery, clothing and tailoring, production of wooden building materials, wheat production, production of agricultural machinery and weapons, blacksmithing, furriery, milling, sacks production, shoemaking, knitting, production of harnesses, pubs, lime factories, bakeries. There are also some preserved crafts such as production of antique weapons, blacksmithing (wrought iron processing), cutlery, stonemasonry, and others. The crafts embroidery, handicraft, and pottery are preserved and practiced in the towns of Dragoman and Godech, pottery in Godech is supported by a non-governmental organization conducting courses for the educational institutions. Micro-enterprises and small and medium enterprises in the cultural and creative industries encompass the sub-sectors radio, television, Internet and new media, photography, fashion design, cultural tourism (provision of services in the field of tourism - hospitality and restaurant services and related services).

2. RESULTS, ANALYSIS, DISCUSSIONS.

The results of the questionnaire for the study of the attitudes of amateur artists and practitioners of artistic crafts, artists, writers, artists, etc. on the territory of the municipalities of Slivnitsa, Dragoman, Godech regarding the opportunities provided by the development of the cultural and creative industries in the region and Bulgaria are presented in the following way:

1.	Men	Women	
	66,66%	33,33%	
2.	Education?		
	0,00%	22,22%	77,77%
	Primary education	Secondary education	Higher education
3.	How long have you been practicing this craft?		
	0,00%	0,00%	11,11%
	Less than 5 years	5-10 years	10-15 years
			88,88%
			15- 20 years
4.	From whom did you learn the skills and the intricacies of the craft? Do other members of your family practice a craft? Please describe.		
	Most often, the respondents have had or still have relatives that practice a similar activity. Others have been driven to such an activity out of curiosity or involved thanks to their teachers or close friends.		
5.	Did you know that the craft you practice is in the priorities for development of Bulgaria and Europe and in the future, will you have the opportunity to improve your economic and social situation? Please describe your wishes and requirements for development of your business now and in the future.		
	22,22%	77,77%	
	Yes	No	

55.55% of the respondents - craftsmen, artists, writers, artists and others - describe their wishes and recommendations for development of their business activity now and in the future.

6. What is the realization of the product / service you offer? Please describe.

For craftsmen, the realization is very difficult due to the high value of the products, the weak markets and the competitive Chinese goods. The artists work on demand, they organize exhibitions at local community centers or sell their products in local bookshops. Writers and poets issue books, collections of short stories and poetry through sponsors and also provide them to municipal libraries.

7. What is the number of products / services you have produced for the past year?

Craftsmen perform 2-3 orders for gifts, artists have about 5 painted paintings, and writers and poets write several poems or short stories.

8. If such an opportunity is provided, would you like to develop your skills, qualities, and potential?
66.66% of the respondents wish to develop their skills and their potential, the remaining 33.33% have no desire or spare time.

9. Do you want to pass on the skills and insights of the craft to other people who are interested in it?

88,88%	11,11%
Yes	No

10. Are you aware of the opportunities to use the measures of the Rural Development Program 2014-2020? Measure 6. Development of farms and enterprises. Sub-measure 6.2. Start aid for non-agricultural activities; Sub-measure 6.4.2 Investments in support of non-agricultural activities under the Thematic sub-program for development of small farms; Measure 7 Basic services and renovation of villages in rural areas; Sub-measure 7.2. Investments in creating, improving or expanding all types of small-scale infrastructure; Sub-measure 7.5. Investments for public use in recreational infrastructure, tourist information and small-scale tourist infrastructure; Sub-measure 7.6. Studies and investments related to maintaining, restoring and improving the cultural and natural heritage of the villages; Measure 19. Local development support under LEADER (BOM - community-led local development)?

Yes	No	I know about it but am not aware of the details.	I will get acquainted with it.
33,33%	22,22%	22,22%	22,22%

11. Are you aware of the opportunities of the Operational Program "Innovation and Competitiveness" 2014-2020 Priority Axis 1: Technological Development and Innovation; Investment Priority 1.1: "Technological Development and Innovation"; Priority Axis 2: Entrepreneurship and Growth Capacity for SMEs. Investment Priority 2.1. "Access to finance for entrepreneurship"; Investment Priority 2.2 "SME Growth Capacity"?

Yes	No	I know about it but am not aware of the details.	I will get acquainted with it.
11,11%	55,55%	22,22%	11,11%

The questionnaire for the opinions and attitudes of the people working in the field of cultural and creative industries on the territory of Slivnitsa, Dragoman, Godech municipalities has other characteristics.

The survey is aimed at clarifying the problems and challenges faced by the region west of Sofia municipality related to the opportunities for the development of the creative industries (cultural and creative industries) that it provides (for companies, small and medium-sized enterprises). In the original questionnaire, I have inserted a brief definition of the creative industries and their scope in order to make it easier for the respondents.

1. General information about the company / institution: 100% of the respondents provide correct contact information and contact details of their companies.

2. Do you have a website?

If yes, please write the web address - 71.4% of the surveyed companies provide a correct internet address of their company.

No, but I plan to have one	No, I do not plan to have one	I do not know
14,28%	14,28%	0,00%

3. What national / European legislation do you know? Please describe.

85.7% of respondents are not aware of the national or European normative documents in their field of activity, the remaining 14.28% use the services of consultants.

4. How long have you been developing business in that field?

1-3 years	3-5 years	5-10 years	10 and more years
0,00%	14,28%	28,56%	57,12%

5. How did you decide to develop exactly in this field? Please describe.

Regarding the surveyed companies, those in the sector of "Radio, Television and New Media" have many years of experience; in the "Photography" sector - young and energetic people, retired people with low income; in Fashion, Fashion Design - young people with interest in fashion; in the "Cultural Tourism" sector - Hospitality and Restaurant Management, there are people willing to be economically and socially prosperous in the region.

6. What is the number of your company's staff?

100%	0,00%	0,00%	0,00%	0,00%
0-10	10-50	50-100	100-150	over 250

Companies in the tourism industry have the highest number of employees.

7. What services / products do you provide to your customers? Please describe.

The companies involved in the survey offer the following types of products / services: Delivery and distribution of Cable TV and Internet; Photo-video services, Eco and rural tourism; Fashion agency - employing extras, singers, dancers.

8. What education do your employees have?

0,00%	84,68%	14,28%
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Primary education

Secondary education

Higher education

Among the employees of the companies in the cultural and creative sector, the share of people with completed secondary education is about 85%, followed by those with higher education - 14%.

9. How do you know about the innovations and good practices applied by other companies in your area of activity?

Specialized web sites	42,84%
Electronic media / Radio and television	28,56%
Institutions for business development and consulting services	14,28%
Specialized services and departments in the municipal administration	14,28%

Relatively large is the share of companies that are aware of the novelties and applied good practices from other competing companies through the opportunities and achievements of Internet technologies and the electronic media and radio and television. Other businesses that develop their activities with the help of European funds rely for advice on introducing good practices and innovations to business development and advisory companies, specialized state companies and departments in the municipal administration.

10. Do you approve the actions of the municipal administration regarding the policy of promoting and introducing innovation, new technologies, development of some of the "new" economic sectors and the transition to a knowledge-based economy?

42,84%	14,28%	14,28%	28,56%	0,00%	0,00%
Yes	Rather yes	Definitely no	No	Rather no	Definitely no

There is a large percentage of approval of the actions of the municipal administrations because in some of the studied municipalities there are already strategic documents for the development of the cultural and creative industries. The local initiative groups for development also have a major role.

11. Have you applied for a European project to fund your business?

28,56%				71,4%
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Yes When for the last time? Was your project approved? What is the value? No

71% of the companies have not applied for an European funding project, the other 28.6% have applied and have had their project approved. This is due to the fact that these companies have a small number of employees (they fall into the category of microenterprises) and their activity in most cases is developed on the territory of the particular municipality by location.

12. Are you aware of the opportunities related to the use of the measures of the Rural Development Program 2014 - 2020 - Measure 6. Development of farms and enterprises. Sub-measure 6.2. Start aid for non-agricultural activities; Sub-measure 6.4.2 Investments in support of non-agricultural activities under the Thematic sub-program for development of small farms; Measure 7 Basic services and renovation of villages in rural areas; Sub-measure 7.2. Investments in creating, improving or expanding all types of small-scale infrastructure; Sub-measure 7.5. Investments for public use in recreational infrastructure, tourist information and small-scale tourist infrastructure; Sub-measure 7.6. Studies and investments related to maintaining, restoring and improving the cultural and natural heritage of the villages; Measure 19. Local development support under LEADER (BOM - community-led local development)?

28,56%	42,84%	28,56%	0,00%
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Yes

No

I heard about it but don't know the details

I will get acquainted with it

Most of the respondents gave a negative response – 43%, positive response was given by nearly 28.6%, another 28.6% of the respondents have heard about the program and its measures but don't know details. The reason for that distribution is the activity of the local initiative groups and the development opportunities they offer.

13. Are you aware of the opportunities of the Operational Program "Innovation and Competitiveness" 2014-2020 Priority Axis 1: Technological Development and Innovation; Investment Priority 1.1: "Technological Development and Innovation"; Priority Axis 2: Entrepreneurship and Growth Capacity for SMEs. Investment Priority 2.1. "Access to finance for entrepreneurship"; Investment Priority 2.2 "SME Growth Capacity"?

14,28%	57,12%	28,56%	0,00%
Yes	No	I heard about it but don't know the details	I will get acquainted with it

The reason for that distribution is the fact that the information given to the managers of microenterprises regarding "Rural Development Program 2014-2020" is not enough.

3. CONCLUSIONS OF THE POLL (QUESTIONNAIRE):

As a result of the opinions of the artisans, artists, painters, etc., it is clear that, in order to develop the cultural and creative industries, attention should be paid to the following:

- ✓ Adequate measures by municipalities and specialized administrations to involve artists in the development of the cultural and creative industries;
- ✓ Provision of access to markets for their goods and services; Organization of festivals and exhibitions aimed primarily at craftsmen;
- ✓ Promotion of their activities by all possible means;
- ✓ Measures for protection and support of Bulgarian goods against cheap goods from China, Turkey, etc.;
- ✓ Writers and poets have a proposal to create literary clubs or day centers at the community centers or schools where regular gatherings for exchange of experience and literary readings could be held.

The following conclusions can be drawn from the SME poll (questionnaire):

- ✓ All surveyed companies belong to the micro-enterprise sector;
- ✓ A large number of companies have actual web addresses, which is a prerequisite for their future development;
- ✓ About 60% of companies have been active for more than 10 years. Nearly 72% of the companies have not applied to finance their activities through EU funds and programs. 43% of the companies do not know the opportunities provided by the Rural Development Program 2014 - 2020, 57% are unaware of the opportunities provided by the Operational Program "Innovation and Competitiveness" 2014-2020.

CONCLUSION

According to the survey results, the region has a chance to develop the cultural and creative industries if the municipal administrations take the necessary measures to revive and develop the crafts that have been preserved, and the other cultural and creative industries sub-sectors will be further and developed. The well-educated population of the three municipalities determines the development of the specific creative sectors. The available anthropogenic and natural resources in the region will play an important role in the development of cultural tourism.

LITERATURE

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