Preface

The culture involves enterprises, public and private institutions; so we can assert that the Culture is favorite from an intersection between public and private sectors.

This book aims to show an interdisciplinary approach on the topic of Culture and accessibility, providing theoretical analysis, definitions and case studies. The work aims to increase the scientific research on this purview.

The Culture is a common good, an element of well-being for the citizenry – humanity – as such every person has the responsibility to protect, to preserve and to value. The culture, however, also has an exchange value and therefore it is also a product (good, service, idea). This requires models of economic, social and cultural valid, consistent and shared.

The development models used, however, must consider the definition of Cultural Heritage of UNESCO. Moreover, the process of development of cultural activities must consider that culture is to the benefit of all humanity:

- “Everyone must be in a position to benefit from culture”
- “Culture is a world heritage site”

To get to the heart of the argument, we provide some of the main definitions of the categories of economic activities, which appear to us more responsive to the need to consider culture: any human activity linked to the increase to culture of the territory that is significant for present and future generations.

Cultural enterprises consist of those activities related to the production of goods closely related to the main activities of high artistic creative content, among which we can mention for example the film, television, publishing and the music industry.

The creative industry is an activity that has the core business in production of high creative arts and, at the same time, in actions to support of the cultural expression, such as product visibility, others. The main components of this sector are communication and the typical activities of “Made in.”

The historical and artistic heritage of architecture, is represented by activity, that are carried out in the form of enterprise, and that having to do with the conservation, utilization and valorization of heritage, both in its tangible dimensions than in intangibles, such as museums, libraries archives, others.

The performing arts and visual arts are consisting of activities which, by their nature, do not lend themselves to a model of industrial organization, or because they have to do with non-reproducible assets (visual arts), or because they have to do with live events that can be enjoyed only through direct participation.
If the first three categories (cultural enterprises, creative industry and historical and artistic heritage of architecture) can be considered cultural activities in a broad sense, the last category would fall within the definition of cultural activity in the strict sense. For Colbert, Nantel, Bilodeau, and Poole (1994) in fact, the cultural firm in the strict sense consists of the performing arts, especially in all those activities in which in the core business, there is a direct contact between the artist, his art and the consumer.

The management studies have shown that there is an interaction between the cultural activities and the cultural system, in fact the configurations outlined above are closely related and generate cultural capital of creating economic value.

We can categorize the cultural activities in creative industries, cultural industries, cultural and artistic heritage, performing arts and visual arts, public administration running a cultural activity (such as libraries, museums, public theaters), and non-profit organizations, such as foundations and associations.

It is believed that all the cultural activities contribute to the formation of a national cultural identity for a country, allowing identity to convey a symbolic value of territory—the country in which it is created. In the international scenario, culture is now considered a key factor in human development and social cohesion.

The innovation and promotion of cultural diversity and cultural heritage both tangible and intangible is strategic point, so the people attributing to culture the role of motor of development, and it able to create mechanisms of network based on cohesion and on the comparison between different cultures and diverse populations.

As demonstrated by many of the contributions of this book the union between culture and new technologies is a fundamental, in particular, the issue of accessibility, that is the focus of this work. The technological innovation has provided e-tools that are changing the way of create cultural heritage. Increasingly fluid and interconnected environments often do not allow one to draw a clear difference between the narrow sense and the broad sense, so this difference is reduced more and more, until they merge.

The new technologies have now enabled at the virtual environments to replacing and/or inter-changing physiologically with the physical ones. For the culture, the virtual environments are of considerable importance in different areas. So, for raising capital, as the crowd-founding; for strengthening actions strategic-organizational, as the co-working and crowdsourcing. The theme of innovation and culture are concerned, then, the opportunity to integrate various synergies, and have not only innovative content but also innovative containers.

In general terms, the cultural range has had a profound evolution. In fact, if in the past the Welfare was synonymous with material wealth and the main indicators considered were mainly economic development (GDP per capita). At the end of the Sixties a broader conception of welfare led to the notion of quality of life.

This is because indicators such as GDP could not observe, for example, the extent of pollution of a nation, individual protection, the cultural capacity of the human factor, the health, social cohesion, environmental quality and other factors that become important for the detection of the conditions of human life.

These limits to GDP were recorded by different authors such as Kuznets (1966) and subsequently supported by the major international organizations such as United Nations Organization (UN) and the European Union.

The concept of welfare, based on these assumptions, considers the development, not only as economic growth (GDP), but conjunction with the environmental and social development also. Therefore, the wealth of a state, is not only an investment/return economic overview, but also environmental and
social approach. This is because the idea is to give local communities to each state a high standard of living and not just in terms of wealth but also livability and cultural growth of the area. If the social and environmental indicators are essential for the formation of public opinion, this is due to their ability to refer to the forces that currently affect the quality of life, and their ability to respond to the dominant ideologies of development.

The development is a set of goals or objectives desirable for any society that, in pursuing them, should take note of the link, directly proportional, between sustainability and quality of life. If there is, in fact, sustainable the quality of life is positive.

A sustainability development determines the need to design economic and social systems that can simultaneously achieve high levels of sustainability and quality of life, through the defense of the essential elements, as the socio-cultural features of the territory, expanding the horizon of interventions and pursuing intergenerational equity.

The Quality of Life (QOL), in a broad sense, is a constellation of the objective and subjective components of the well-being (welfare), while the people should put more emphasis on the perception and evaluation of life and subjective well-being generally (wellbeing).

If the development requires a positive level and high quality of life, we must act on the factors that determine it (economy, environment, society), taking as a common denominator the territory as a container. It must be sought at the territorial policies the solutions at the questions, that must be answered and the most appropriate solutions for sustainable economic development.

The evaluations of the impact of investment in culture in a territory are a central topic in the context of new perspectives of governance for cultural heritage. The combination of nature and culture is today, not as a contradiction, but as, indissoluble synthesis of the many possible combinations. And it is interesting to note that the environment and culture, both as an object of research, as public choice, are advancing, becoming the center of interest of management actions.

Nature and culture, in particular in some geographical areas, such as Europe, should be considered integrated, especially in a holistic perspective, and thus systemic and relational. However, the Economics of Culture is characterized by a micro-approach to organizations and cultural enterprises, as those public, private and non-profit organizations. In contrast, many studies of Environmental Economics favor the macro perspective, for example through alternative forms of national accounts. Then, there are some approaches mainly stemming from the Welfare such as cost-benefit analysis, the maximization of the use of resources and the analysis of the economic impact that the guidelines are much more common in studies of cultural economics as of environmental economics.

The relationship between culture, land development and creativity is one of the most exciting frontiers that unites scholars of cultural economics, economists, urban and regional economists with industrial and business approaches.

The OECD report (2005), for example, emphasizes the strategic role of culture as a factor of sustainable development, highlighting the ability to activate new sectors of innovation and contribute to the rejuvenation of the traditional sectors, together with the ability to revitalize town centers and European regions by placing issues of urban regeneration and governance.

For debating on economics of cultural heritage is important to analyze the link with the territory and the cultural heritage, this link should be integrated into local economic development by optimizing the effects on income and employment in a specific geographical area. The culture is more and more became part of the new processes of creation of economic value, to become one of the levers of preference for local economic development.
The main objective of cultural policy is the preservation and promotion of cultural heritage. This aim can be compared with that of land management for the purpose of the sustainable local development. The effects on economic development are related to the increase of private incomes, of the government revenue, of employment and training. In particular, the aims of employment are to be achieved through the implementation of supply chain between economic and cultural sectors, as tourism, handicrafts, agricultural development, and others. This integration of cultural resources with the territory allows the achievement of the overall aim of sustainable economic development compatible with the protection of heritage.

Within this study there is a space for reflection on the border between studies economics and management studies, on which the analysis of the economic value of Culture can be interpreted as a pattern that contributes to the production of economic value in territorial contexts.

The commitment towards effective management and creative cultural heritage and towards a development compatible with local values requires not only new paradigms, but also an innovation of the instruments of government of territorial transformations and testing methodologies and practices capable of producing results more performance in providing asset value of cultural identities.

The optical considered, to this end, it is systemic and holistic, moving from theory that aims to expand the vision of resource management, to evaluate all the areas that go to affect user satisfaction, to monitor the effects of actions triggered on all stakeholders and, finally, to move within a broader perspective of the industry in which it operates.

The sectoral approach has been overtaken by the logic of territorial which sets targets for the development and integrated interventions formula. This passage leads to the reformulation of the offer, the product and demand, as they have to be integrated and a multisectoral development perspective for the survival of the area (no more than single sector and/or company) by the competitive advantage of the territorial system.

The direction to experiment is that of a creative management of cultural and natural landscapes, able to promote their coherence and reverse the trend of abandonment and degradation, this could be first step towards a sustainable system.

So, the resulting policies consist in a long-term storage in a permanent management of the landscapes of cultural and historical interest through a strong integration with land use planning. To this end, we must consider two fundamental aspects: awareness of local actors, defining appropriate objectives for the protection and enhancement of cultural resources, evaluate the mutual relations between the territory and the cultural resource.

The first step is to raise awareness the local actors at the culture. This is a role that should be entrusted to public and private entities that manage cultural activities, as constituting the closest level to the needs of local stakeholders. The policy maker may, in a market, plan the development of the resource in an integrated and closely related to a reference area. The Cultural resources may represent, so, a point of cohesion of social groups, which are involved in the development process, become one of the strengths of the system area.

The second point concerns the evaluation of the relationship between Culture and territory and the impact of culture on the development of local economies. The valuation of this bond is the most difficult to implement because it has a complex and intangible nature. The same difficulties have also appeared in the case of the relationship between environment and economy.
We can apply the logic of the Economy environmental to the Cultural Economics, because their approach is similar; moving from the common basis: territory. From this research project on the cultural product in the relational approach, there have been two main results:

- The cultural product is articulated both on the supply chain, for the variety and variability of the elements that compose it, both on the demand for the combination of needs expressed and not expressed.
- There is a relationship between the territory and the cultural product that can take on a level more or less complex.

From the first result of the analysis it follows that the concept of product, of service and of cultural activity has been surpassed by that of an integrated cultural product.

The subject of the proposed work is the Management of the Cultural Products through the relationship approach, which is a different approach to management based on the networking concept. Gummesson (2008) defines the relationship as an economic, cultural and social phenomenon, which has two fundamental dimensions: value society and network society.

The value society is the optimal value creation as a result, the network society is the reticular structure of organizations and society. The idea for this work comes from the definition of relationship management, in particular, the relationship as an approach to the study of cultural products and to relationships which can be activated. Culture is considered a common good, an element of welfare for community, for all people, and as such each individual has a responsibility to preserve, safeguard and value it.

The cultural product must allow culture to finance itself through a process involving the quality artistic production, support of public and media, substantial public and private financing and self-financing. The target audience, and then the target to be attained, is becoming more strategically important. An analysis of new and potential opportunities for new markets space must be realized to be able to exploit potential benefits. With reference to Management, to date, many studies have proved the strategic importance of relationships within the different processes of value creation.

As the analysis of cultural products shows, the relationship helps the interaction between the processes of value of cultural product and territory; so in other words, cultural enterprise, cultural association. In general, a part of the value added generated by a firm through its activities necessarily goes to the local system where it is situated, as it is transferred to other actors who are part of it and vice versa. The most obvious are payments in respect of taxes owed by firm as a legal entity belonging to territory, or examples of donations from private entities outside the enterprise and cultural activity. In the particular, from the perspective of competitiveness development, value creation means the strengthening of tangible and or intangible property in the area and that, as mentioned, determines its terms of competitiveness.

There is a scientific literature as well as wide empirical evidence on the ways in which the presence and behavior of firms affect, or may affect, the factors of economic attractiveness in the geographical context they belong to. Below are the most significant among these modes:

1. Development of quality of human resources.
2. Knowledge transfer to certain local actors.
3. Acquisition of products and services from local businesses.
4. Pulling of local companies in the competitive international contexts.
5. Improving the image and reputation of territory.
6. Improvement of quality of local supply with special reference to that of intermediate goods and high value services.
7. Support to share capital, as the cultural sponsorship and strategic partnerships.
8. Contribution in the realization of infrastructural investments.
9. Improvement of the level of sustainability (social, environmental, economic) of local production system.

We must ask what forces move companies to take behaviors which, more or less directly, create value for the area, that is, again, strengthen its competitiveness factors. These pressures are quite numerous and often indirect, they have been synthesized in the following five types:

1. The action of moral suasion carried by policies and measures adopted by local authorities just to encourage the firm to behave in a favorable way in order to strengthen local competitiveness.
2. The ability of local actors to benefit from companies’ potential contribution, including the establishment of specific types of collaboration with them.
3. The adoption by firm of a sustainability strategy for which it is committed to implementing policies that have significant positive effects on the hosting environment and its stakeholders.
4. The direct convenience for the company to implement policies that have positive effects on hosting environment and on certain of its stakeholders, also in view of acquisition of distinctive resources.
5. The consequences of firm’s success or otherwise of implementation of its competitive strategies.

The way to create value for the region through the strengthening of its competitive conditions and the pressures to do so may be considered in an integrated manner, especially through electronic means of relationship management. The connection of e-relationship management and cultural product needs an integrated approach involving the analysis of literature and analysis of practical cases (in particular the desk analysis) that proposes new and innovative theory such as value co-creation, cross-cutting skills, and QR codes. The analysis of field suggests an integrative perspective of cultural product that is, in sense strict, an archeological ruins, film festival, museum, cultural association and in broad sense, luxury fashion, cultural tourism and tourism.

The characteristic feature of this publication is the theoretical analysis that has made it possible to develop an integrated approach including management and cultural product. This approach is important in order to recognize a common perspective to investigate, create and propose a model for the value creation of cultural products mainly through active relationships with territory. The study of literature, in particular, allowed us to recognize the relationship which is the proper approach to know the contents, meaning and components of the phenomenon investigated.

The perspective adopted is to deepen the theoretical framework of cultural product through the lens of relations in order to propose a relationship marketing for cultural product on the basis of both theories of reference and empirical analysis of case studies. This book focuses on the integration of the two main areas of study proposed, the Total Accessibility Approach (Aiello, 2012) and the Electronic Relationship Management (Gummesson, 2008); this integration can be considered as a method to reach new business area: satisfy all individuals, also that with special needs (physical disabilities, visual, sensory, permanent or temporary), otherwise restricted in the enjoyment of cultural products. The object under investigation is the cultural product in an integrated and accessible configuration. The study question is: which role and which value has the relationship between cultural product and territory into accessible
development projects; like the case study proposed by the authors of this book, as *I Sassi di Matera; Giffoni Film Festival; Museum of Pompeii and Herculaneum* and *Peepul*.

The proposition supported is this: the cultural product to be sustainable and competitive must be integrated to the reference area, making it accessible to all typologies of users (tourists, citizens, individuals with special needs, other). This integration is both input and output of relational processes; it follows that relationship has a key role in the competitiveness of the integrated cultural product and then into value creation of the same. The book is divided into 4 four study areas: Management of Cultural Product, Internet Perspective of Cultural Product, Accessible Perspective of Cultural Product, and Tourism Perspective of Cultural Product.

The first section is composed from eight chapters. The first proposes a definition of Cultural Product in integration and relational approach. In the chapter two, the authors define a particular configuration of main relationships between management of Cultural Product and territorial context. The third chapter proposes a case study on Cultural Relationship Management, the “Sassi di Matera”.

Chapter Four moves onto the question of cultural heritage management from a resource integration and value co-creation perspective. So, the Chapter Five offers an analysis of the demand for a particular cultural product, the children’s cinema.

As noted at the beginning of this presentation of the book the financial aspect plays a significant factor for the development of cultural product, the sixth and seventh chapters provide a focus on this topic. The last chapter of the first section is focused on communication actions for a museum.

The second section of book debates of the Cultural Product in the Internet Perspective through the role of the Internet and Social Media, the smart innovation and the mobile app. In this section there are two case studies, one on the virtual museums in Pompeii and Herculaneum as cultural organizations and the other on luxury fashion brands from the perspective of the consumer.

The third section deals with the cultural product from the perspective of accessibility. In particular, the issues addressed are the proposition of a business model for an accessible tourism product, the analysis of Web 2.0 model in cultural organization, and disability management and marketing the cultural product.

The last section provides an analysis of the cultural product in the tourist perspective. In particular, Chapter 17 provides an analysis of the satisfaction of the cultural tourist, and Chapter 18 offers an analysis of creative tourism and cultural heritage. The last chapter of this section deals with the theme of tourism in the context of the e-relationship.

In each section, we have integrated the organization’s perspective with that of the consumer.

The objective of the proposed publication is the cultural product in an integrated and accessible configuration. The question under study is: which role and which value has the relationship between cultural product and individuals, territory and enterprises into accessible development projects.

The proposition supported is: the cultural product, in order to be sustainable and competitive, must be integrated to the reference area, resulting accessible to all typologies of users, as tourists, citizens, individuals with special needs, other.

This integration is both input and output of relational processes, it follows that relationship has a key role in the competitiveness of the integrated cultural product and then into value creation of the same.

The ultimate goal of this work is to show how an *Easy* Cultural Product, supported by New Technologies in a perspective of Total Accessibility, enable electronic relationships from the perspective of management.

The research and the models achieved through it and here proposed highlight the need of a strategic role of Technologies Applications into the e-relationship between cultural goods and stakeholders, as
local actors, investors, touristic enterprise, citizens, associations, tourist, individuals with special needs, and others; in order to reach new concept of cultural good: Accessible Cultural Product.

The scientific value concerns a new approach to Accessibility’s Management of Cultural Products, that is a matter under investigation by different studies as sociological analysis.

The innovative approach to the study concerns the Total Accessibility of Cultural Products; the analysis of accessibility is not just about architectural barriers, but also the cognitive, socio-cultural and sensory barriers, and any other limit, temporal or permanent to accessibility. The study intens to be an important contribution to management, in particular to tourism business and to organization and management of cultural products.

The potential impact of the study is to provide public and/or private organizations a support for realizing a projects of total accessibility to products, as a value added offered to meet new needs and creating new and potential motivations. The purpose of the study is to advance both scientific literature and practical and operational management of cultural products as tested through the project which proves the main assumption tracks:

1. Cultural products must meet the total accessibility.
2. E-relationship supports and helps the cooperation among enterprises, public and private organizations, associations and consumers in the construction of total fruition.

Finally, this work can continue the study in Advanced Technologies and its application to products and cultural organizations.

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REFERENCES


