

THE USE OF EUROPEAN UNION FUNDS FOR CULTURAL PURPOSES IN MAŁOPOLSKIE VOIVODSHIP FROM 2007 TILL 2015

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ABSTRACT

The paper explores the issue of the use of European Union funds for cultural heritage in Małopolskie Voivodship during the period 2007–2015, taking into consideration spatial categories which include: rural areas comprising rural communes and small towns, towns with health resorts, land counties, urban counties (town with county rights), and Cracow as the capital of the Voivodship. It examines the structure of the total value and of the amount of EU funding for culture-related European projects by the purposes of their implementation which included: revaluation of the objects of culture, creation and development of a new tourism product, renovation of sports and recreation facilities, promotion and other issues. The study was conducted using the statistical database of the National Information System of the Ministry of Infrastructure and Development of the Republic of Poland (KSI SIMIK 07-13) as of 31 December 2015.

Key words: EU funds, cultural assets, Małopolskie Voivodship, rural areas


INTRODUCTION

The centuries-old cultural, social and economic changes in a given region resulted in the landscape which is rich in cultural heritage objects and assets that play an important part in preserving cultural identity of the local community [Vasile et al. 2015, Jenkins 2018]. However, cultural legacy is increasingly viewed as a factor of social and economic development.

Maintenance costs, running repairs and preservation of cultural heritage objects according to the requirements of the conservator of monuments often exceed the financial capacity of local authorities. That is why the aid funds have become a very important source of financing the process of restoration and adaptation of those facilities to their new socio-economic functions (e.g. tourism function) or of the realization of the community own tasks (e.g. education or admin-

istration). The renovated cultural heritage objects, being the place of operation of the various types of business, including, for example, museology, hotel-restaurant industry, educational and training sector as well as other activities, stimulate the local labour market and entrepreneurship [Murzyn-Kupisz 2013]. Creation of new tourism products leads to the increase in tourist traffic. In accordance with the rule of the multiplier effect this factor influences the local trade and other types of activities directly or indirectly linked to the market supply of goods that are indispensable to visitors. Thus, the benefits from investments in culture-related objects can be observed both from the perspective of the preservation of cultural heritage and from the point of view of social and economic development. Such activities contribute to the increase in the economic value of cultural heritage assets [Murzyn-Kupisz 2012, Ilczuk 2014, Clare et al. 2018].

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One of the regions in Poland which has a rich and varied potential of cultural heritage assets is the Małopolskie Voivodship [Hernik 2007]. While Cracow has dominant position influencing the entire cultural potential of the region, cultural heritage resources and assets located in the voivodship, also in small towns and rural areas, are also of great importance.

MATERIAL AND METHODS

The aim of the paper is to present the ways of spending EU funds earmarked for the purposes related to cultural heritage assets in rural areas of the Małopolskie Voivodship against a background of the remaining spatial categories. The study was conducted for the period 2007–2013(15). In order to achieve such main objective the following research tasks were defined: (1) to characterize the total value of the cultural projects carried out in rural areas of the Małopolskie Voivodship in comparison with other spatial categories; (2) to identify the level of EU funding for “cultural” projects in the Małopolskie Voivodship depending on the type of area; (3) to examine the purposes of spending European “cultural” funds in rural areas compared to the remaining spatial categories in the Małopolskie Voivodship.

The study was conducted using the SIMIK database of the Ministry of Infrastructure and Development of the Republic of Poland. The database contained records of more than 100 thousand agreements regarding the funding of projects through EU structural funds carried out in Poland under all operational programmes during the period 2007–2013(15)¹. However, the European source of financing was used quite rarely for culture in these years: only 1.6% of all agreements related to culture. However, despite a small share of these “cultural” projects in the total amount of EU aid funds they had a significant impact on cultural space of the regions.

European projects thematically related to culture were carried out under four Operational Programmes: Infrastructure and Environment, Human Capital, Innovative Economy, and Technical Assistance. The number of the projects under study also included

“cultural” projects implemented during the period 2007–2015 within the framework of regional programmes, including the regional programme for the Małopolskie Voivodship. The analysis conducted in the paper takes into account the following characteristics of the projects: thematic scope, total value and the amount of EU funding, as well as an area in which the project was implemented [Powęska 2017]. Based on the thematic scope of the projects four categories of the objectives of the spending of EU funds were distinguished: revaluation of the objects of cultural heritage, creation of a new tourism product, sports and recreation infrastructure, promotion and other issues. Based on studies of literature [Satoła 2009, 2010, Rakowska 2013] and taking into consideration the specific character of the Małopolskie Voivodship the following spatial categories of the beneficiaries were distinguished: Cracow as the capital of the voivodship, towns with health resorts, towns with county rights (urban counties – town with county rights), counties (land counties), rural communes and small towns, which are grouped together as rural areas. A detailed analysis of the content was conducted taking into account the total value and the amount of EU funding with regard to rural areas against a background of other spatial categories of the Małopolskie Voivodship.

In the present paper cultural heritage assets are understood in the sense contained in the Act of 15 February 1962 concerning the protection of cultural assets. These are the objects, both tangible and intangible, which – being a historical and cultural legacy of the region – due to their specific character and peculiarity also play the role of carriers of aesthetic and artistic values. Other important factors are: landscape setting of cultural heritage objects, their popularity, ways of promotion, spatial accessibility, form of their availability and functions fulfilled by the particular objects.

FINDING OF THE STUDY

The Małopolskie Voivodship ranks fourth after Mazowieckie, Dolnośląskie and Lubelskie Voivodships in terms of the absolute value of European funds spent

¹ Under the N + 2 role UE 2007–2013 funds may be spent by the end of 2015.

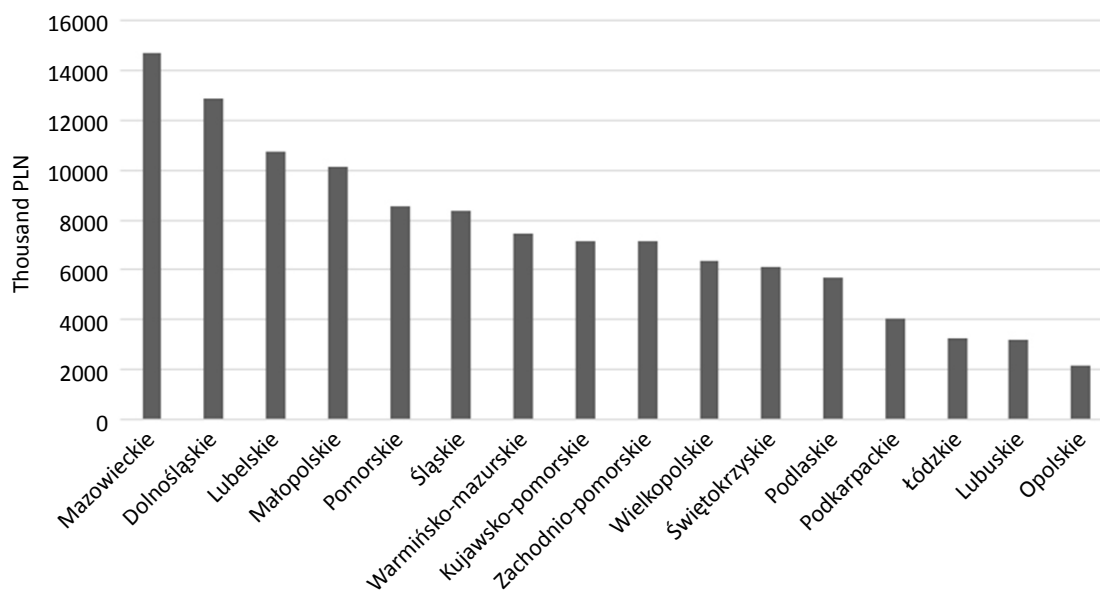


Fig. 1. Total value of projects cofinanced by EU Funds thematically related to cultural assets implemented in Poland by voivodship in 2007–2015

Source: Own elaboration based on KSI SIMIK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.

on culture (Fig. 1). In the years 2007–2015 the total value of all projects thematically related to culture in the Małopolskie Voivodship amounted to a little more than PLN 1 billion, which in comparison with the absolute value of spending in this regard across Poland (PLN 12.3 billion) constituted 8.1%.

Taking into consideration the cultural potential of the Małopolskie Voivodship, this may seem insufficient. Rural areas of Małopolska Region utilized almost 18% of funds spent in the entire territory, while land counties, which are also functionally linked to rural areas, absorbed a further 15% of the value of the total number of cultural heritage projects co-financed by the EU (the table). This gives a total of more than 33% of all the expenses incurred, which allows us to note that the areas morphologically linked to the countryside, as compared to the remaining spatial categories of the Małopolskie Voivodship, were the type of areas having a significant share in obtaining EU funds intended for culture.

However, the greatest accumulation of the use of funds was recorded in Cracow. More than 54% of the

total value of all “cultural” projects implemented in Cracow were concentrated in the capital city of the voivodship. The remaining spatial categories of the voivodship, including towns with health resorts and urban counties (town with county rights), took advantage of the opportunity to reconstruct their cultural heritage assets through the EU funds to a small or to a very small extent.

Funding from EU budget for “cultural” projects in the whole Małopolskie Voivodship amounted to 39.4%, and, like the absolute value of the activities which were analysed above, it varied depending on the spatial category. The lowest amount of funding was recorded in the case of Cracow (34.8%), while the highest funding was reported in towns with health resorts (48.9%). In rural areas and in land counties EU grants for cultural projects were at an average level (44.3 and 43.5% respectively), which, in a certain sense, is the result of the ability of local authorities to undertake activities aimed at obtaining external funds but also utilizing their own financial resources for the implementation of objectives at a local level.

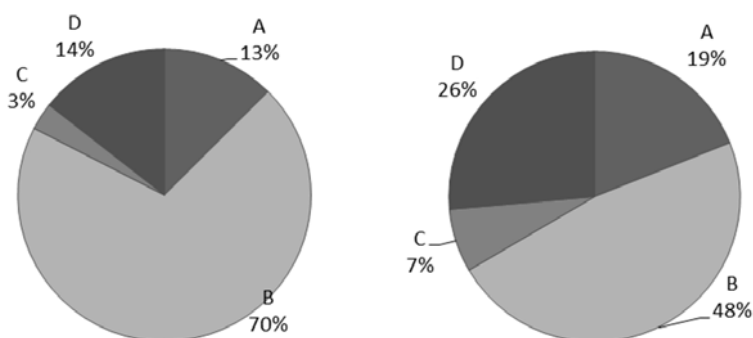
Table. The total value and the amount of co-funding from EU funds of “cultural” projects in Małopolskie Voivodship by type of area in 2007–2015

Specification	Total value	Co-funding from EU funds	Share in co-funding from EU funds in relation to total value
	PLN		%
Cracow	571 550 333.78	199 097 907.95	34.83
Towns with health resorts	106 030 922.08	51 805 638.20	48.86
Urban counties (town with county rights)	28 456 174.71	11 808 703.93	41.50
Land counties	151 267 320.35	65 871 906.34	43.55
Rural areas (rural communes and small towns)	184 988 832.45	82 012 516.22	44.33
Total	1 042 293 583.37	410 596 672.64	39.39

Source: Own elaboration based on KSI SIMIK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.

In Cracow (Fig. 2) up to 70% of the total value of the implemented “cultural” projects was earmarked for the institutional support for culture, including the functioning of objects and promotion as well as the management of culture. It is worth noting that a significant portion of this amount came from the city budget, since only 43% of spending for this purpose was financed from EU funds. It is also interesting to

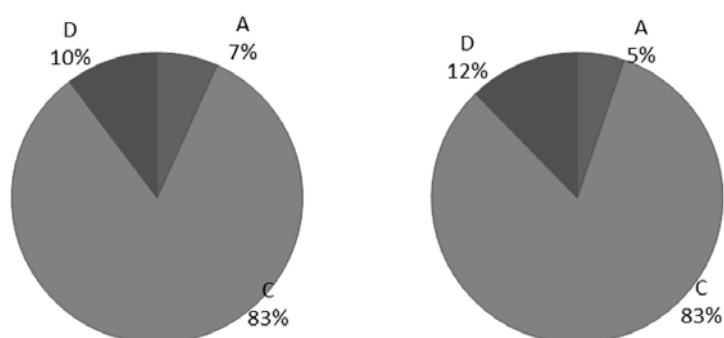
note that the share in the EU funding (26%) for the revaluation of cultural heritage objects was much higher than the total value of implemented projects related to this purpose (14%). The objectives associated with the creation of new tourism products and the development of sports and recreation infrastructure in Cracow received less financial support under European Culture Programmes.



A – creation of a new tourism product, B – promotion and other issues, C – sports and recreation infrastructure, D – revaluation of the objects of cultural heritage

Fig. 2. The structure of the total value and the amount of co-funding from the EU Funds of “cultural” projects implemented in Cracow by type of products in 2007–2015

Source: Own elaboration based on KSI SIMIK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.



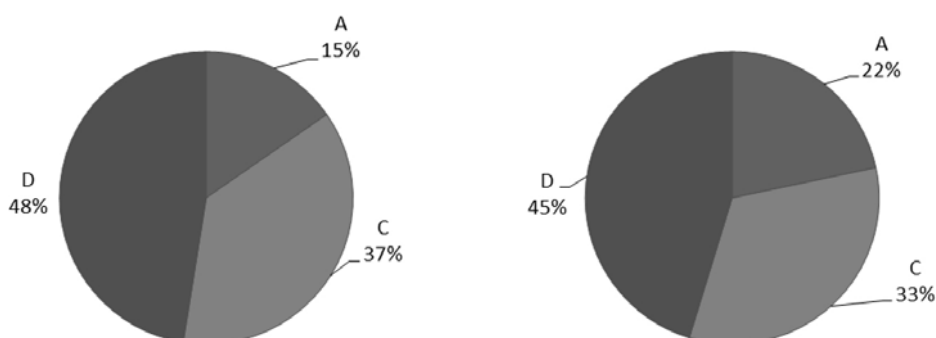
A – creation of a new tourism product, B – promotion and other issues, C – sports and recreation infrastructure, D – reevaluation of the objects of cultural heritage

Fig. 3. The structure of the total value and the amount of co-funding from the EU Funds of “cultural” projects implemented in towns with health resorts by type of products in 2007–2015

Source: Own elaboration based on KSI SIMIK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.

In towns with health resorts (Fig. 3) of the Małopolskie Voivodship, in terms of both the total value of implemented projects and the funding from EU budget, most important purposes included the development of sports and recreation infrastructure, with some 10% share of spending on reevaluation of cultural heritage assets and small outlays on development of new tourism products. Such a structure of expenditures for these projects is coherent with the character and with the main social and economic functions of these localities.

In urban counties (town with county rights), both in terms of the total value and of EU funding for projects implemented in the field of culture, expenditures were mainly channelled to reevaluation of cultural heritage assets and objects as well as to the development of sports and tourism infrastructure (Fig. 4). The fact that the authorities of these spatial units focus on the reconstruction and preservation of cultural values shows their attempt at increasing cultural potential, which has a great impact from the perspective of competitiveness and territorial marketing



A – creation of a new tourism product, B – promotion and other issues, C – sports and recreation infrastructure, D – reevaluation of the objects of cultural heritage

Fig. 4. The structure of the total value and the amount of co-funding from the EU funds of “cultural” projects implemented in urban counties (town with county rights) by type of products in 2007–2015

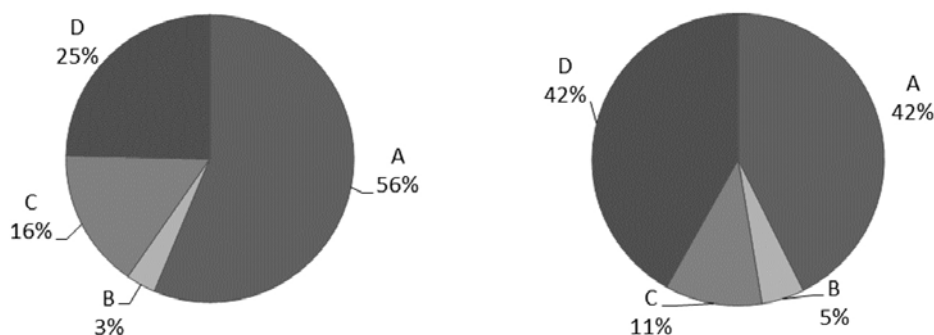
Source: Own elaboration based on KSI SIMIK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.

of these localities. Such a structure of expenditures within the framework of cultural projects in urban counties allows one to point to increasing importance of these towns on the tourist map of the region and the country, thus promoting the formation of local and regional tourist attractions.

However, in land counties (Fig. 5) projects aimed at developing a new tourism product in the objects of culture were by far the most significant undertakings. Such a structure of spending points to the activities undertaken to make the widest possible use of these objects to develop tourism function. Also, a continu-

ous improvement of the condition of cultural facilities was co-funded from the EU projects in the field of the restoration of the previous state and character of these cultural assets. One can observe a higher share of own outlays for revaluation in land counties.

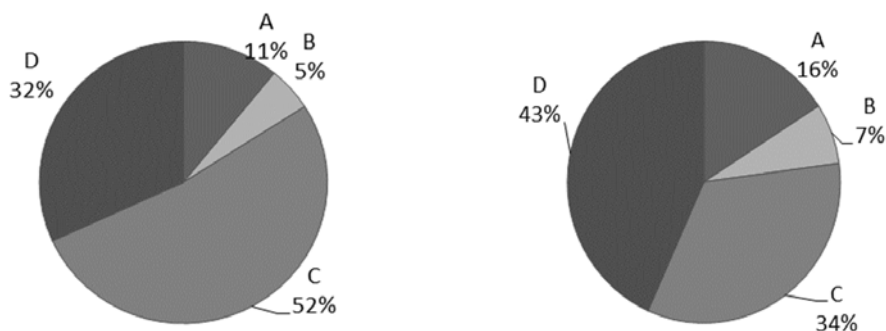
In rural communes as well as in small towns (Fig. 6), in both the structure of total value (52%) and in the amount of EU co-funding (34%) for these projects, data showed the dominance of expenditures for sports and tourism infrastructure which is often neglected at a local level. That is why the implementation of these projects results most often in the improvement



A – creation of a new tourism product, B – promotion and other issues, C – sports and recreation infrastructure, D – revaluation of the objects of cultural heritage

Fig. 5. The structure of the total value and the amount of co-funding from the EU Funds of “cultural” projects implemented in land counties by type of products in 2007–2015

Source: Own elaboration based on KSI SIMICK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.



A – creation of a new tourism product, B – promotion and other issues, C – sports and recreation infrastructure, D – revaluation of the objects of cultural heritage

Fig. 6. The structure of the total value and the amount of co-funding from EU funds of “cultural” projects implemented in rural areas by type of products in 2007–2015

Source: Own elaboration based on KSI SIMICK data of the Ministry of Infrastructure and Development of the Republic of Poland as of 31 December 2015.

of the facilities, which is very important from the point of view of the standard of living and the quality of life of inhabitants, especially of young generation. It is also worth noting that sports and recreation facilities are extremely important for the development of tourism function, which may be reflected in the development of entrepreneurship and stimulation of the local economy.

The revaluation of cultural heritage assets also has a significant influence on the development of tourism function in rural areas; in 2007–2015, 32% of the total value of cultural heritage assets was allocated for this purpose in these areas of the Małopolskie Voivodship, and the funding from EU resources accounted for up to 43%. When comparing the data relating to the total value and the amount of EU funding for the projects in the field of development of sports and tourist infrastructure as well as the revaluation of cultural heritage assets one must point out that the development of sports and recreation facilities was accompanied by a higher share of the local administrative units' own funds, while the renovation of cultural heritage assets was carried out with greater EU support.

CONCLUSIONS

The analysis conducted in this paper has led to the following conclusions.

In the Małopolskie Voivodship there was a large spatial variability both in terms of the total value and the amount of EU funding for the implemented projects, depending on the spatial areas distinguished in this study. The highest level of spending – about one-half of both the total value and of EU funding for completed projects – was reported in Cracow; however, the share of the areas of dominant rural character (land counties and rural areas) was also significant and it totalled one-third of all the expenditures on the implementation of culture-related projects.

The analysis shows that during the period of 2007–2015 the highest level of EU co-financing for culture-related projects in the Małopolskie Voivodship was observed in towns with health resorts and in rural areas, while the lowest EU grants were allocated to urban counties (town with county rights) and to the capital of the Voivodship.

In rural areas and land counties investment expenditures, including the development of sports and tourist infrastructure as well as creation of a new tourism product, were far more important. The authorities of land counties allocated substantial resources from their own budget to the development of a new tourism product, which shows that they understand that culture-related assets are a potential to be used in their activities. However, in the villages of the communes and in small towns of the Małopolskie Voivodship, in the case of sports and tourist infrastructure, EU co-financing was by far lower than the total value of implemented projects, which indicates that municipal authorities are trying to rebuild and to complete negligence in the field of infrastructure serving their residents. In both land counties and rural areas the allocation of own resources for new tourism products and for sports and tourist infrastructure indicates an increasing use of culture-related assets for socio-economic development by local governments.

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WYKORZYSTANIE FUNDUSZY UNII EUROPEJSKIEJ NA CELE KULTUROWE W OKRESIE 2007–2015 W WOJEWÓDZTWIE MAŁOPOLSKIM

STRESZCZENIE

W artykule przedstawiono zagadnienie wykorzystania funduszy unijnych na rzecz dziedzictwa kulturowego w województwie małopolskim w latach 2007–2015 z uwzględnieniem kategorii przestrzennych, wśród których wyróżniono: obszary wiejskie, do których zaliczono gminy wiejskie oraz małe miasta, miejscowości uzdrowiskowe, powiaty ziemskie, powiaty grodzkie oraz Kraków jako stolicę województwa. Przeanalizowano strukturę wartości ogółem oraz dofinansowania z Unii Europejskiej do kulturowych projektów europejskich według celów ich realizacji, wśród których wyodrębniono: rewaloryzację obiektów kultury, powstanie nowego produktu turystycznego, renowację infrastruktury sportowo-rekreacyjnej, promocję i inne. W badaniu wykorzystano dane statystyczne Krajowego Systemu Informatycznego Ministerstwa Infrastruktury i Rozwoju Rzeczypospolitej Polskiej (KSI SIMIK 07-13) według stanu na 31 grudnia 2015 roku.

Słowa kluczowe: fundusze UE, dobra kultury, województwo małopolskie, obszary wiejskie