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Public recreation and landscape protection – with sense hand in hand?

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# Analysis of the structural dynamics of creative economies in the South-East Development Region

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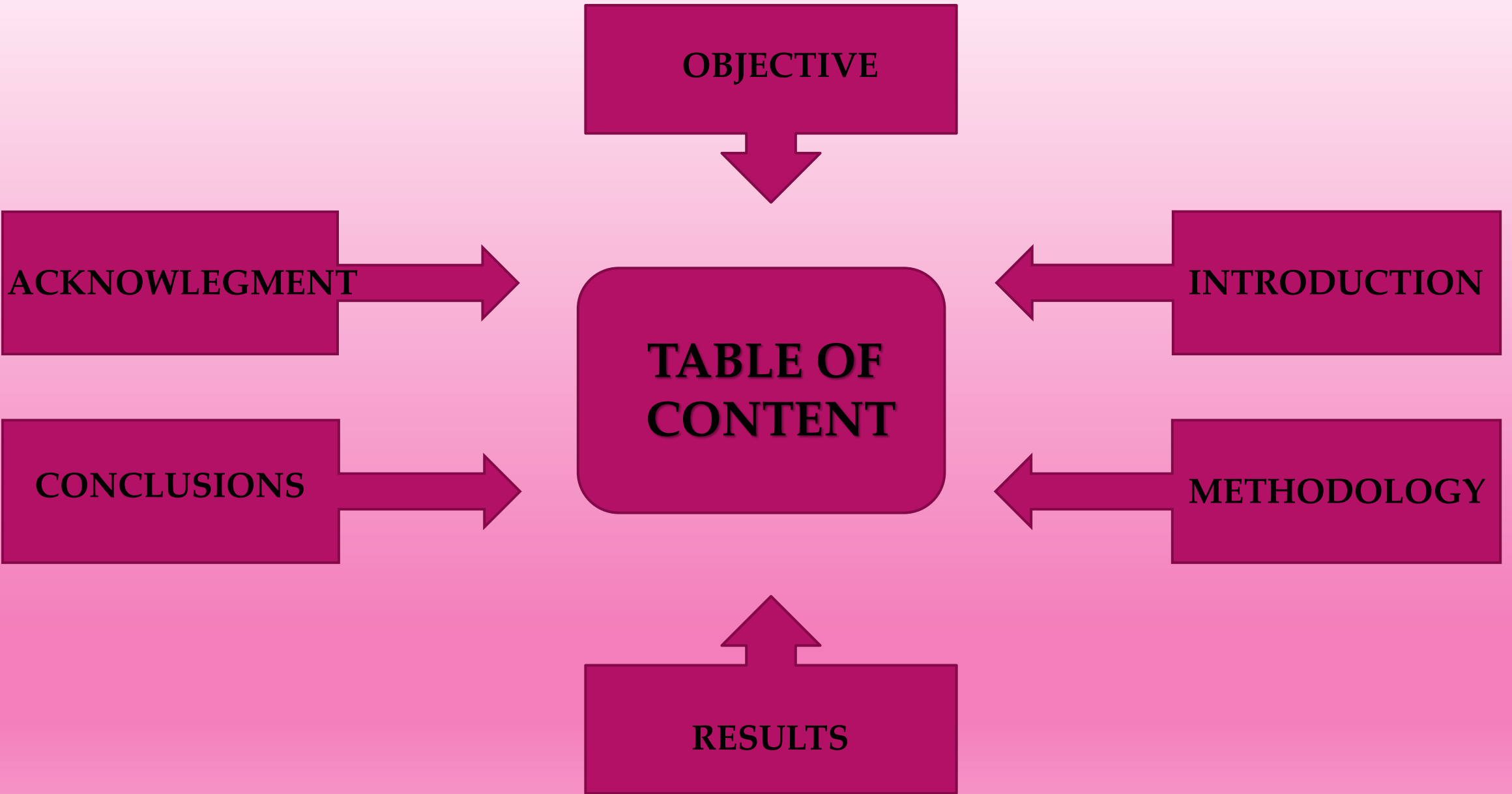
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# Main objective:



to analyze, at regional level, the structural dynamics of creative economies, having as case study the *South-East Development Region* .

# INTRODUCTION

## CREATIVE ECONOMY



focus on the idea that this sector is among the fastest growing sectors of the global economy

ideas, information and technology underpin the growth and development of cities and regions

emphasizes the role of innovation activities at the firm level

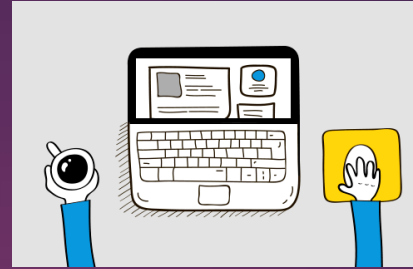
the main driver of economic growth is the creative economy and respectively, the creative class

their growth rate is twice as fast as the aggregate growth rate in the advanced economy

# METHODOLOGY

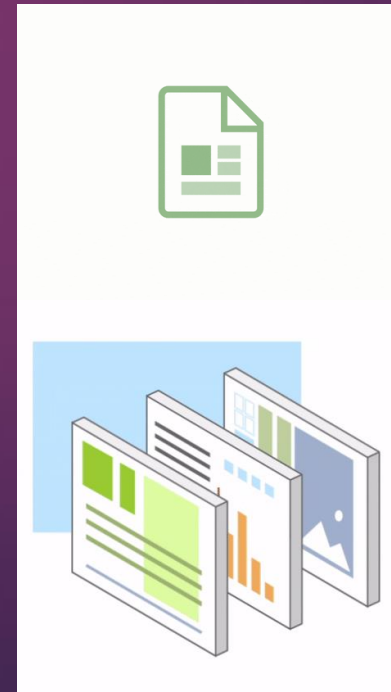
## A. Study area

- the study analyzes the dynamics of the creative economy at the South-East Development Region



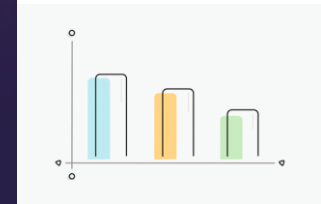
## B. Data analysis

- economic database at the level of the administrative-territorial unit:  
*number of employees*
- 2000 -2018
- according to the National Classification of Economic Activities (NACE)
- the NACE codes belonging to the creative economies were chosen accordingly to the Government Decision no. 859 of 2014, regarding the approval of the "Government Strategy for the development of the sector of small and medium-sized enterprises and the improvement of the business environment in Romania Horizon 2020"







## C. Graphical models

- the graphical models show the evolution of the values of number of employees
- the graphs show the evolution of the 7 classes (Publishing, Media and cinema, IT, Architecture and engineering, Education and research, Health and Culture and recreation) at national and regional level and also show the evolutions of the NACE codes that belong to the respective classes





**LEGEND**

-  Counties of the region
-  South-East Development Region
-  Development Regions
-  Country boundary

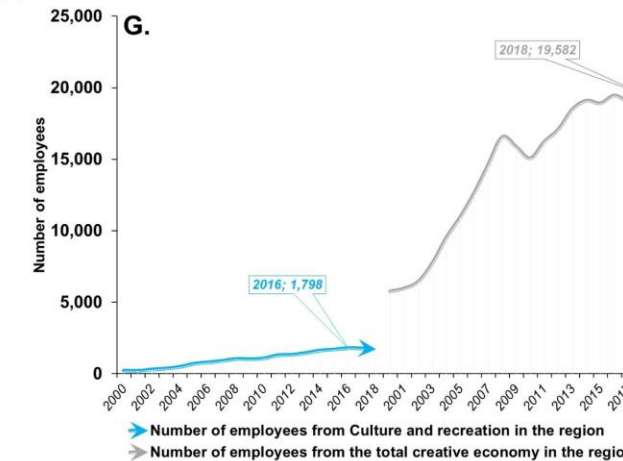
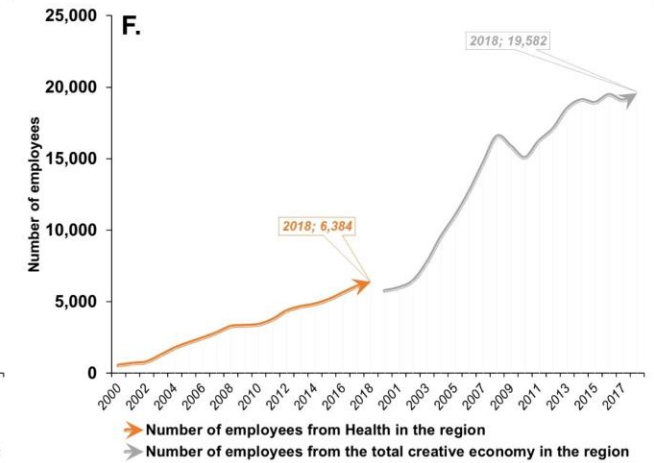
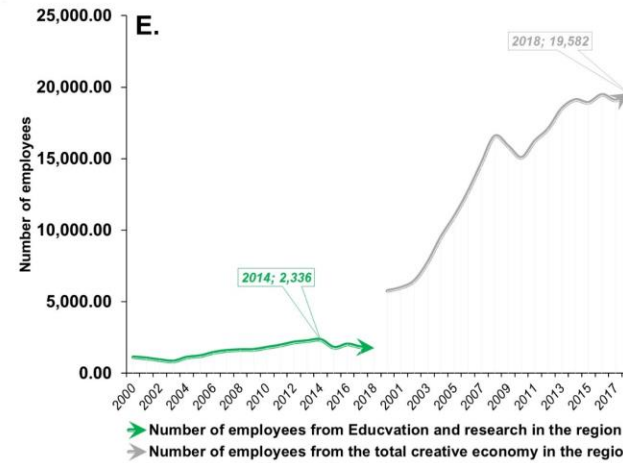
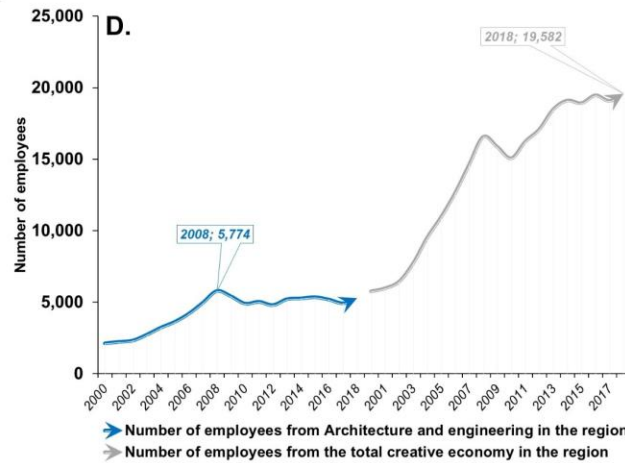
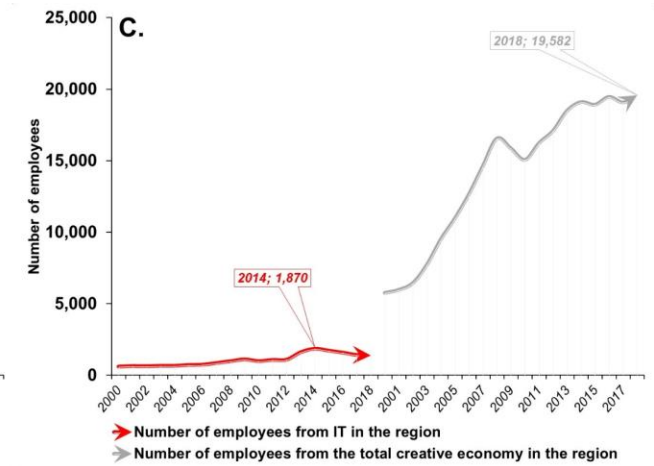
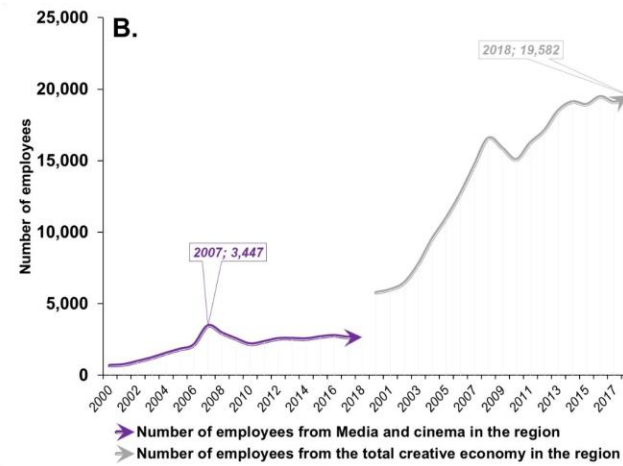
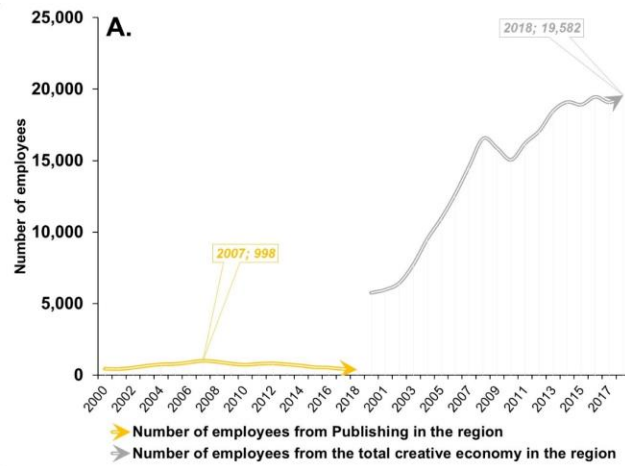


Creative areas classification:			CLASS	NACE CODES	CREATIVE ACTIVITIES	
Publishing	5811	Book publishing	Architecture and engineering	7111	Architectural activities	
	5812	Publishing of directories and mailing lists		7112	Engineering activities and related technical consultancy	
	5813	Publishing of newspapers		7120	Technical testing and analysis	
	5814	Publishing of journals and periodicals	Education and research	7211	Research and experimental development on biotechnology	
	5819	Other publishing activities		7219	Other research and experimental development on natural sciences and engineering	
	5821	Publishing of computer games		7220	Research and experimental development on social sciences and humanities	
	5829	Other software publishing		8510	Pre-primary education	
5911	Motion picture, video and television programme production activities	8520		Primary education		
5912	Motion picture, video and television programme post-production activities	8531		General secondary education		
5913	Motion picture, video and television programme distribution activities	8532		Technical and vocational secondary education		
5914	Motion picture projection activities	8541		Post-secondary non-tertiary education		
5920	Sound recording and music publishing activities	8542		Tertiary education		
Media and cinema	6391	News agency activities		8551	Sports and recreation education	
	7311	Advertising agencies	8552	Cultural education		
	7312	Media representation	8553	Driving school activities		
	7320	Market research and public opinion polling	8559	Other education n.e.c.		
	7410	Specialised design activities	8560	Educational support activities		
	7420	Photographic activities	8610	Hospital activities		
	7430	Translation and interpretation activities	8621	General medical practice activities		
	7490	Other professional, scientific and technical activities n.e.c.	8622	Specialist medical practice activities		
	6202	Computer consultancy activities	8623	Dental practice activities		
	6203	Computer facilities management activities	8690	Other human health activities		
IT	6209	Other information technology and computer service activities	8710	Residential nursing care activities		
	6311	Data processing, hosting and related activities	Health	8720	Residential care activities for mental retardation, mental health and substance abuse	
	6312	Web portals		8730	Residential care activities for the elderly and disabled	
	6399	Other information service activities n.e.c.		8790	Other residential care activities	
	Culture and recreation				9001	Performing arts
					9002	Support activities to performing arts
					9003	Artistic creation
					9004	Operation of arts facilities
					9101	Library and archives activities
					9102	Museums activities
9103					Operation of historical sites and buildings and similar visitor attractions	
9104			Botanical and zoological gardens and nature reserves activities			
9311			Operation of sports facilities			
9312			Activities of sports clubs			
9313	Fitness facilities					
9319	Other sports activities					
9321	Activities of amusement parks and theme parks					
9329	Other amusement and recreation activities					

**\*Based on the classifications made by Howkins, Florida and The New England Council, was made a creative areas classification of the 66 NACE codes of the creative sector for Romania.**

# RESULTS

Of the 7 classes of the creative economy, at the level of the South-East Development Region, there is a growing Health class, from 552 employees in 2000 to 6,384 employees in 2018. After 2008, there are slight growths, some activities of the sector being less affected by the economic crisis.



Analyzing the evolution of the number of employees in the creative sector over the 7 classes, compared to the total creative economy in the region notable are the increases registered after 2008, with fluctuations in for the Media and cinema and Architecture and engineering classes.





# CONCLUSIONS

The results of the study showed different patterns of evolution from one sector to another, the parameter chosen for discrimination being relevant.

At the level of 2018, the highest values being held by the Architecture and engineering class, with 5,344 employees and the Health class with 6,384 employees.

Also the obtained results showed the need to develop the methodology of comparative analysis between the systemic components of local economies.

# ACKNOWLEDGEMENT



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