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SOCIALIZATION OF CULTURAL HERITAGE AS
A FACTOR FOR THE DEVELOPMENT OF BULGARIAN
CITIES

ABSTRACT

for the academic and scientific degree of "Doctor" in the professional field:
3.5. Public Communications and Information Sciences, Book Studies, Library
Studies, Bibliography, Policies in the Library and Information Sector

APPOINTED BY ORDER
No. РД РД 20-310 /January 31, 2020
and No. РД 20-279/ January 31, 2020

SCIENTIFIC SUPERVISOR:
Аssoc. Prof. Dr. Aneta Doncheva Doncheva

Sofia, 2024

The dissertation consists of a preface, four chapters, a conclusion, and a bibliography of 263 titles, of which 183 in Bulgarian and 80 in foreign languages. The main text includes 21 tables and 6 figures. The work is accompanied by 10 appendices.
The total volume of the work is 303 pages.

English title: SOCIALIZATION OF CULTURAL HERITAGE AS A FACTOR FOR THE DEVELOPMENT OF BULGARIAN CITIES

Keywords: cultural heritage; socialization; city; urban policies; region; public libraries; Bulgaria; European Union

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The dissertation was discussed and scheduled for public defence at the Department of Library Science, Scientific Information and Cultural Policy at the Faculty of Philosophy of Sofia University "St. Kliment Ohridski".

The public defence will take place on…….. from…… o'clock in the hall…… …. of FP.

The documents relating to the defence are available to those interested in…… of the FP.

СЪДЪРЖАНИЕ

1. STRUCTURE OF THE DISSERTATION

The structure of the dissertation consists of a preface, four chapters, a conclusion. The structure also includes a bibliography containing 263 titles, of which 183 in Bulgarian and 80 in foreign languages. The main text includes 21 tables and 6 figures. The work is accompanied by 10 appendices. The total volume of the work is 303 pages. The work contains a reference to the scientific contributions and a list of publications related to the topic of the dissertation. An Annotation and a Declaration of Originality are attached to the work.

2. GENERAL CHARACTERSITIC OF THE DISSERTATION THESIS

Reasons and motives for choosing the topic

Cultural heritage plays a role in creating and strengthening the social capital of the world. This is an important resource for economic growth, employment and social cohesion. Cultural heritage helps revitalize urban and rural areas and promotes sustainable tourism. Herein lies the *personal motivation of the author* of this work to undertake this study. His interests and practical work are related to the development of resources to improve the social, cultural and economic design of the modern city and the inclusion of a greener, fairer and more democratic perspective in the future of cities. The motivation also includes the author's conviction that the role of cultural heritage can

become a fundamental building block for the economic and social development of cities.

Topicality of the theme

The theme of the place and role of cultural and historical heritage has been very widely developed. Cultural heritage encompasses a broad range of resources inherited from the past in all forms and aspects. It is a shared source of memory, understanding, identity, dialogue, cohesion, and creativity, inter alia. All themes related to cultural heritage *are significant and topical,* but in recent years when the importance of the economy of culture has elevated urbanism to a new perspective, the theme of the socialization of this heritage has acquired a particular meaning. The importance also arises from its comprehensive approach to understanding and integrating cultural heritage in the context of urban development. The theme is also timely in the spirit of sustainability and social cohesion, urbanisation and climate change, while reflecting the contemporary trends and challenges facing societies and cities. The theme reflects the importance of cultural heritage and culture in general in building more sustainable and inclusive communities. The theme of cultural heritage as a strategic resource is also particularly relevant. It highlights the role of cultural heritage not only as a value which needs to be conserved, but also as a strategic resource for sustainable development, social cohesion and economic growth. Attention is focused on how cultural heritage can be integrated into urban planning and development strategies. The

topicality is enhanced by its growing focus on sustainability and the green transition. The research supports the idea that culture and cultural heritage play a key role in achieving the Sustainable Development Goals and can contribute significantly to the environmental development of cities. The theme is crucial since it emphasizes the need for social integration and active participation of society in the management and preservation of cultural heritage. It stresses the importance of creating social capital through societal engagement with cultural values. The new elements of the research can also be seen in the focus on technological innovation and digitization as means of access to cultural heritage. In this context, the theme explores how new technologies can improve access and interaction with cultural heritage, thus contributing to education, cultural diversification and economic development.

Place of the theme in contemporary scientific discussions. Development of the theme

This thematic field is now coming into the focus of theoretical development among many researchers and specialists, especially in Europe. Such studies are attempting to connect the areas of urban development and cultural heritage which traditionally have not been well connected until now. They show that cultural heritage is crucial as a tool for urban narrative and therefore also as a planning/branding mechanism for the city. Cultural institutions and cultural projects, moreover, are very suitable platforms for social interaction. They invite

citizens to play a more active role in building the city as an effort of collective communication based on a network of social and cultural relations.

Studies by many researchers show that cultural heritage has traditionally been underestimated as a mechanism in the development of the future of the city, as well as for the socialization of citizens in it and its communicative strategy.

However, despite the research already accumulated, the theme of the socialization of cultural heritage has remained relatively underdeveloped and requires more active research and development. This is especially necessary in Bulgaria, since it must be linked to the modern European understanding of social cohesion and the value of cultural heritage.

We would like to draw attention to a particular emerging theme in the scientific discussions in the field of cultural heritage. This became evident when analysing European documents and examining broader sources on the theme. Publications related to the topic of cultural heritage and sustainability or the prevention/adaptation to climate change are already beginning to appear. We consider that this theme will develop actively in the future. Just as after the end of the First World War, Europe and the world are now experiencing a cultural transformation which is changing the way of life. One hundred years later Europe and the world are experiencing a new transformation: the transition to a green economy, a digital transformation and a change in

cultural values, and solving these problems will require the active participation of citizens.

The theoretical and practical need for the research

The main scientific problem of the study is focused on defining and analyzing the complex interactions and opportunities for integration between cultural heritage and urban development in accordance with universal digitization, climate change and the need for sustainable growth. The problem is concentrated on seeking new approaches and strategies to enhance the role of cultural heritage as a strategic resource in achieving sustainable development, social cohesion and economic innovation in urban and regional contexts.

Cultural heritage stored in memorial institutions is transformed from an object of protection into a resource which can make a special contribution to society and human development. It offers dialogue, participates in the formation of quality of life, and is subject to sustainable use and inclusion in economic activities while ensuring its preservation.

The practical need for the study is closely linked to the new ambitious goals of the Green Deal which affect all areas of activity of European citizens, industries and communities. European cities are faced with huge challenges which are changing their vision for development, renewing their plans and directing investments in priority green policies and digitalization. Naturally this has lead to a new approach in the management of cultural heritage on the territory of

cities and in the collections of memorial institutions administered by the local authorities. Cultural heritage is finding its place in the EU cohesion policy with increasingly clear indicators and measures. One example of this can be seen in the ordinances set out in the Regulation on the European Regional Development Fund, which forms the basis for Member States to prepare and negotiate their regional development operational programmes for the period 2021-2027.

Object and subject of the study

The object of the study focuses on the memorial institutions, in particular public libraries, as forums and places for informal social contacts aimed at the shared future of cities and regions and shared cultural heritage.

The immediate research interest is focused on establishing mechanisms for the use of cultural heritage stored in memorial institutions, in particular in public libraries, as an economic resource and tool for sustainable development of cities and regions and as a mechanism for socialization.

Research Thesis

The key research thesis is that cultural heritage can be regenerated and optimized in the context of urban development and regional policy. The active involvement of cultural heritage supports the development of comprehensive planning approaches which respond to the contemporary challenges of the digital society, including climate change and the need for a green transition. The aim is to achieve a

higher quality of life in urban and regional communities, strengthen local identity and promote cultural and social dialogue. In this way cultural heritage will become not only a guardian of the past, but also an active participant in the creation of a sustainable future. It will demonstrate its potential as a driver for local development, innovation and social integration in an era of global change.

Working hypotheses

Hypotheses of the study:

Hypothesis 1: To what extent are the policies for recognizing culture as a source of "enrichment of humanity" developed and suitable to contribute to the sustainable development of cities, people and communities? How do such policies empower them to play an active and unique role in initiatives for their development?

Hypothesis 2: Can cultural heritage, both tangible and intangible, become a powerful tool for regenerating cities, promoting economic activity and linking communities to social development?

Hypothesis 3: Does the New Urban Agenda suggest that culture will need to be taken into account and does cultural heritage offer huge and practically untapped potential to support a just transition to a low-carbon, climate-sustainable future as envisaged by the European Green Deal?

Hypothesis 4: Can and to what extent can memorial institutions such as libraries, museums, archives which preserve cultural heritage, play an inclusive role in the future modern development of Bulgarian

cities? To what extent can memorial institutions play a role as forums and hubs for informal social contacts for the purpose of a shared future of cities and shared cultural heritage? In what directions should libraries, museums and other cultural institutions develop, in order to have a key role in creating resources which correspond to the needs of their communities: needs which in different cities can be radically different?

Aim and objectives of the study

The aim of the dissertation research is to establish:

— whether cultural heritage has a role in achieving a new type of urban development: one which is more flexible and democratic, and based on the construction of the city as a communication, collective and open effort, and

— whether libraries have a role to play in this new vision of the city as memorial institutions in which tangible and intangible, social and creative interactions take place.

The study has *the following objectives*:

1. To highlight the new dimensions and problems of cultural heritage by tracing the evolution of its understanding and the socialization of cultural heritage in international and European documents and tracing the main stages in Bulgaria.

2. To explore the new future for cities: policies, stages, development both in cities in EU countries and in cities and regions in

our country. Based on this, cities in Bulgaria were selected as an object of study.

3. To explore urban development policies in the area of cultural heritage, the state of memorial institutions and their key role in creating resources relevant to the needs of the respective cities and communities.

4. To highlight and describe projects already implemented, as well as good practices for preserving, socializing, digitizing and exhibiting cultural heritage in an urban environment with the participation of libraries.

5. To define the main trends and directions for the future of cultural heritage as a resource for the development of cities in Bulgaria with its contribution to green and digital transformation.

Limitations in the scope of the study

The research does not claim to be comprehensive and we have imposed a number *of limitations in the scope of the topic*. Themes related to cultural heritage are key to many spheres and at the same time closely intertwined. Limitations can be identified in several key areas. In terms of geographical borders, we focused the research on comparing different European legislative practices and initiatives and how they could be applied in Bulgaria. This limits the possibility of directly applying observations and recommendations in different geographical regions with their unique cultural, historical and socio-economic conditions. With regard to sites and sectors, the research perimeter of

the study is limited to the specific socialization and cultural heritage of the relations between city and region. We also have serious limitations with regard to libraries which are the subject of the research.

In the above relationships, we have excluded certain libraries with a large amount of cultural heritage, such as: the National Library, the Library of the Sofia University, the Central Library of the Bulgarian Academy of Sciences. This is because these libraries have specific objectives and special regimes for the use of their collections. In the main we have examined the policies and activities of public libraries in the cities selected for research, since they are the most democratic and closest social institutions to the citizens. Although the study looks at the interaction between cultural heritage and urban development, it may not be exhaustive in covering all sectors which may be affected or contribute to this process, such as the private sector, technological innovation or international cultural exchanges. The study does not involve all stakeholders, such as local communities, SMEs or marginalised groups, which may affect the scope and applicability of the recommendations.

With regard to the depth of the analysis, the study provides an overview of the state and trends in the field of cultural heritage and urban development. However, it may not go into depth regarding specific case studies, or impact assessment methodologies.

It should be noted that the study took place during the dynamically changing environment after the Covid-19 pandemic, so

some data may be outdated or may not reflect the latest developments and trends.

These constraints stress the need for a broader and multidisciplinary approach when exploring the interaction between cultural heritage and urban development. These include adaptation to local conditions, involvement of diverse stakeholders, and continuous updating of data and approaches.

Study methodology

The research approach is based on an in-depth analysis of the subject and object of this research mainly in a European context and supported by the work carried out within our specific studies. The wide variety of case studies arising from European and Bulgarian policies, and the state of cities and memorial institutions, provide the grounds to establish a better theoretical perspective on the role of heritage and urban development. Much of the information used regarding policies and work in the field of socialization of cultural heritage was collated and selected thanks to our more open communication with the administration of cities in Bulgaria, and with cultural stakeholders in each city. This was complemented by up-to-date and direct information on these issues from memorial institutions, primarily libraries.

The work shows the complexity and multifaceted nature of the topic and the need to apply an *integrated approach in the research*. This integrated approach is nothing new. It has already been applied in many study areas and with is subjects represents a new social model. It

defines their location, hierarchy and legitimate legal interests, and enables new subjects to be identified, and the connections and relationships between those already known to be transformed. This is achieved using the holistic model which usually includes all the relationships between the subjects being studied. This paper applies the systematic and comparative approach, and uses a variety of *research methods:* search, synthesis and analysis of scientific literature; historical, comparative and legal analysis of European and Bulgarian regulations; in-depth interviews; Internet monitoring of websites (for collecting primary data from public libraries); analysis, synthesis and comparison of good practices; construction of a questionnaire and analysis of empirical data. We are aware that the research may be based on a certain set of methods which limit the possibility of summarizing its conclusions for a wider range of situations and contexts.

Expected research results

The expected results of this study are primarily related to a series of social and practical consequences, such as:

⸺ promoting long-term policy models for the socialization of cultural heritage closely linked to society and citizens; integration into urban planning – how cultural heritage can be integrated into urban plans and strategies, thereby improving the quality of life, promoting cultural dialogue and strengthening the identity of communities;

— strengthening the role of cultural heritage in sustainable development, including culture as a priority of the city, in its plans and strategies, in the tools for transformation;

— recognition of cultural heritage as a strategic resource and the need to consider cultural heritage as a valuable resource which can foster sustainable development, cultural diversification and social cohesion;

— highlighting the social and economic importance of cultural heritage, not only as a cultural asset but also a key factor in social cohesion and economic development, while offering opportunities for innovation and tourism;

— identifying and promoting sustainable approaches to the conservation and use of cultural heritage which may contribute to achieving the Sustainable Development Goals and address the challenges of climate change and social integration;

— engaging the population and local communities in promoting and disseminating knowledge about the tangible and intangible cultural heritage, while protecting traditional customs and languages, including through the use of new technologies; promoting the engagement and participation of local communities in the processes of preservation and valorization of cultural heritage, thus strengthening social capital and stimulating local development;

— promoting networking and partnerships between cultural heritage and other policy areas, between public and private actors in all relevant areas and at different levels of government;

— promoting traditional knowledge and skills necessary for the conservation, sustainable management and development of cultural heritage to be passed on to future generations, thus improving human capital and ensuring continuous protection and access to European cultural assets. Cities are where the decarbonisation strategies of energy, transport, buildings and even industry and agriculture coexist and intersect. The climate emergency must be resolved within the cities by engaging citizens who are not only political participants in the structure of governance, but also consumers, producers, consumers and owners;

— defining and consolidating the role of modern public libraries as active participants in the processes of socialization of cultural heritage, which becomes an important factor in the development of the city and the region served by these libraries.

Applicability of expected results

The applicability of the expected results covers a wide range of sectors and interests. They offer valuable opportunities to improve the quality of life, sustainable development and cultural enrichment of societies. We can define the following key areas:

— *Policy and strategic planning*: The results can inform and guide the development of national, regional and local policies and

strategies for cultural heritage, urban development, digitalisation and sustainability. They can be used as a basis for the integration of cultural heritage in the broader context of socio-economic planning and management of natural resources.

— *Sustainable development and green transition*: The results can support the development of sustainable cultural heritage management approaches which incorporate green practices and technologies. This includes implementing innovative solutions for the protection of heritage in the context of climate change and the green economy.

— *Digitization and accessibility:* The study can propose strategies for the use of digital technologies to improve access and interaction with cultural heritage. This is turn facilitates educational, cultural and tourism activities, increasing the social and economic value of legacy assets.

— *Education and Training:* The results can enrich educational programmes and materials related to cultural heritage, sustainability, urban planning and digital technologies, promoting cross-disciplinary learning and skills development.

— *Social cohesion and cultural dialogue*: The results can help develop initiatives to promote social inclusion, multicultural dialogue and community participation through cultural heritage, contributing to social cohesion and cultural diversity.

— *Innovation and Entrepreneurship*: The results can stimulate the development of new business models and start-up initiatives in the field of cultural heritage, tourism and green technologies, helping economic growth and job creation.

3. CONTENTS OF THE DISSERTATION

The **preface** formulates the relevance of the theme: the grounds and motives for choosing the theme; the place of the theme in modern scientific discussions and the degree to which the theme has been developed; as well as the theoretical and practical need for research. It presents and establishes the object and subject, the research thesis, the working hypotheses, and the aims and objectives of the study. All the limitations in the scope and applied research methodology and methods are described here. The expected research results and their applicability are indicated. The preface also contains a brief presentation of the content of the dissertation.

The first chapter traces the new dimensions and problems of the socialization of cultural heritage. The evolution of the understanding of cultural heritage and the socialization of cultural heritage in a European context is revealed by analyzing in detail all the most important international and European documents.

The study traces the participation of international organizations such as the UN and UNESCO in the preservation of cultural heritage and the importance of the European Union in this area, especially its

activity after 2018, European Year of Cultural Heritage. For the first time in Bulgaria, the main stages of presence and formulation of the objectives of the cultural heritage policy are highlighted. For the needs of this thesis, this chapter therefore identifies *three main stages* in understanding and policies for the cultural heritage of Europe, such as:

― *Cultural heritage as an object of preservation, conservation and identification*. This first period of the formation of modern understandings of cultural heritage is characterized by the active development of definitions and concepts of cultural heritage, paying special attention to its preservation, conservation and identification. This section traces and analyses a number of international and European normative acts from the Athens Charter of 1933[1] to the UNESCO Convention for the Protection of the World Cultural and Natural Heritage of 1972[2,] forming the basis for establishing this period as the beginning of the protection of cultural heritage at the international level.

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[1] ***Charter*** *of Athens (1933)* [online] [viewed 15.01.2023]. Available from: https://portal.uur.cz/pdf/charter-of-athens-1933.pdf
[2] ***Convention*** *for the Protection of the World Cultural and Natural Heritage (adopted by Order No. 13 of the Bureau of the Council of Ministers of 4 February 1974, in force from 17 September 1975): Promulgated SG, ed. 44 of 27 May 2005* [online]. [Viewed on 25.04.2023]. Accessed from: https://mc.government.bg/images/docs/Microsoft%20Word%20-%20C6694F14.pdf.

CULTURAL HERITAGE IS DEFINED AS AN OBJECT FOR CONSERVATION AND PRESERVATION

The concept for the protection of historical and cultural monuments

The definition of types of cultural monuments and cultural heritage

The construction of models for international cooperation in the field of preservation and conservation of cultural heritage

Lists of world and endangered cultural heritage

THE CONSCIOUS SOCIETAL NEED TO PROTECT AND PRESERVE CULTURAL MEMORY AND HERITAGE
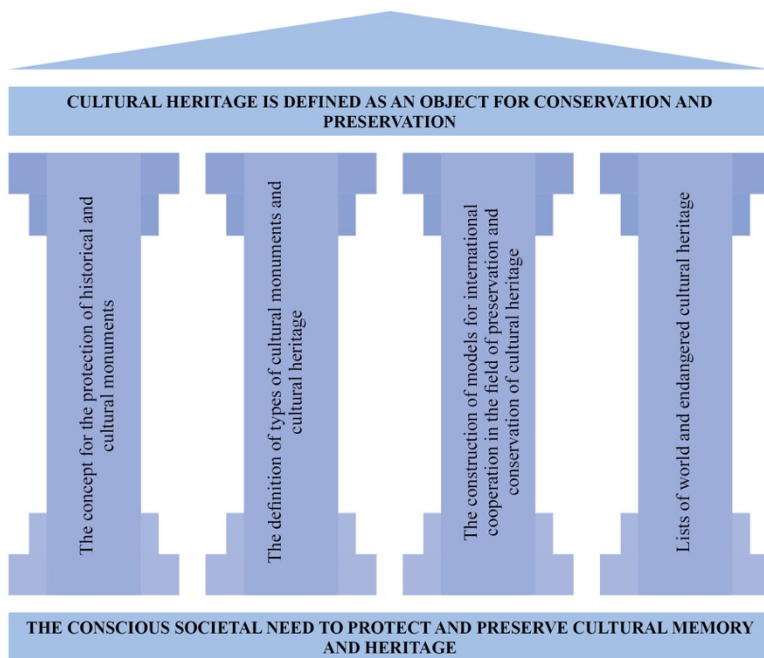
Fig. No.1. Cultural heritage as an object to be preserved

— *Cultural heritage as a resource for the development of regions and society. An integrated approach.* This is the second period in the development of cultural heritage policies; a period which broadens the perception. This section includes all aspects of the cultural environment inherited from the past which people identify as valuable, regardless of ownership. Emphasis is placed on the role of cultural heritage in improving the quality of life, in sustainable development and in creating a sense of belonging and identity. This is facilitated by the

adoption by the Council of Europe in 2005 of the Faro Convention.[3] With the adoption of this Convention, the EU becomes an active bearer of the new cultural heritage policy, using its institutional structure to define the role of cultural heritage in society.
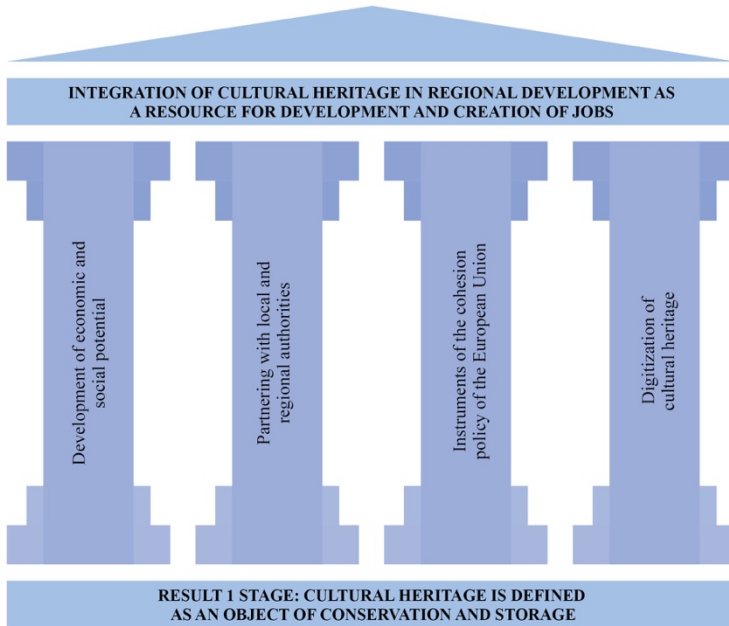

INTEGRATION OF CULTURAL HERITAGE IN REGIONAL DEVELOPMENT AS A RESOURCE FOR DEVELOPMENT AND CREATION OF JOBS

Development of economic and social potential

Partnering with local and regional authorities

Instruments of the cohesion policy of the European Union

Digitization of cultural heritage

RESULT 1 STAGE: CULTURAL HERITAGE IS DEFINED AS AN OBJECT OF CONSERVATION AND STORAGE

Fig. No.:2. Cultural heritage as a resource for development and job creation.

— *Cultural heritage as an essential building block at the heart of the Green Deal Growth Strategy.* In this third stage, the role of

[3] Council of Europe *Framework* Convention on the Importance of Cultural Heritage for Society. Faro, 27 October 2005 [online] [accessed 18.05.2023]. Access from:

cultural heritage is seen in the context of the Growth Strategy Green Deal, which the EU announced at the end of 2019.[4] Here, cultural heritage is already part of the integrated urban environment and acquires great value for the sustainable development of communities. The New European Bauhaus initiative[5] is cited as an example of new approaches to spatial planning and architecture.

The impact of the COVID-19 pandemic and the war in Ukraine on cultural heritage and tourism is also analysed. The EU's recovery and resilience efforts through the Recovery and Resilience Facility are stressed and the importance of culture and cultural heritage for European identity and economy is highlighted.

This period focuses on the multilateral efforts of the EU, international organisations and civil society to integrate cultural heritage into sustainable development, climate change and digitalisation policies. Support is given to the idea that cultural heritage is a central element in Europe's strategy for growth and sustainable development.

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[4] **European Commission.** *Communication from the Commission - The European Green Deal* [online]: COM(2019) 640 final. Brussels, 11.12.2019. [Accessed 17.07.2023]. Accessed from: https://eur-lex.europa.eu/resource.html?uri= cellar:b828d165-1c22-11ea-8c1f-01aa75ed71a1.0017.02/DOC_1 &format=PDF
[5] **New** European Bauhaus. In: *European Union* [online]. [Viewed 04.11.2023]. Available from: https://new-european-bauhaus.europa.eu/index_en
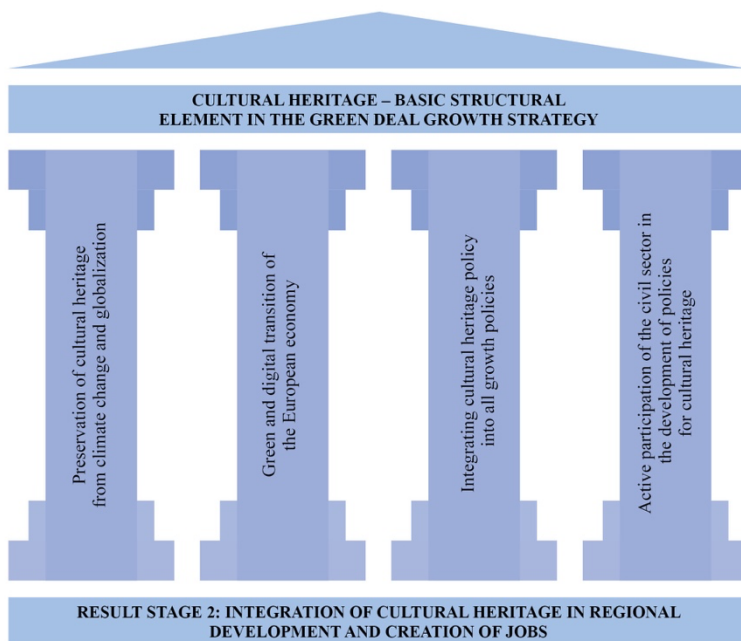
Figure 3. Cultural heritage as an essential structural element at the heart of the Green Deal Growth Strategy. Green Deal.

The second part of the first chapter examines and outlines the main stages and evolution of the understanding of cultural heritage and the socialization of cultural heritage in Bulgaria. In applying the holistic approach, attempts have been made to define several concepts such as: cultural heritage – socialization – socialization of cultural heritage. Analysis of the terminology is beyond the object of this study, so the definitions used here for the terms "cultural heritage", "cultural value", "preservation and protection of cultural heritage" and "access to cultural

heritage" "socialization" and "socialization of cultural heritage" are those accepted in the Bulgarian Law on Cultural Heritage (LCA)[6] or already published in scientific publications [7] [8] [9]. The socialization of cultural heritage is seen as a way of incorporating cultural values into the lives of individuals and communities, emphasizing its role in identity formation and the development of social cohesion. The basic research in this area is presented. The work indicates the lack of empirical studies in Bulgaria, thus stressing the need for interdisciplinary research to cover new models of socialization of cultural heritage. Scientific publications were identified and then grouped into several thematic areas. We accept that this is a conditional grouping for the purpose of presenting the review. Problems related to the socialization of cultural heritage are analyzed in the following aspects: Socialization of cultural heritage – state and state policies; Socialization of cultural heritage – regions, cities; Socialization of cultural heritage – museums, archaeology, libraries, archives, private collections; Socialization of cultural heritage – information and

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[6]**Cultural Heritage Act** Promulg. SG, ed. 19 of 13 March 2009 [online]. [Viewed….] Available from https://lex.bg/laws/ldoc/2135623662.

[7] **Georgieva, Violeta**. **Socialization** –an ongoing understanding[online]. [Viewed….] Available from http://uni-sz.bg/truni4/wp-content/uploads/pf/file/PEDAGOGICHESKI_FAKULTET/YEARBOOK_2016/3_VioletaGeorgieva.pdf

[8] **Debrune**, Nina. Socialization of cultural heritage: aspects of theory and practice. Sofia: On Letters – On writing, 2019 ISBN - 978-619-185-383-0, p. 41.

[9] **Sachev,** Evgeniy Ivanov. Socialization of cultural values, nature, structure and functions. The Society of Knowledge and Humanism of the 21st Century: National Scientific Conference with International Participation - 2018, p. 293.

communication technologies (ICT); Socialization of cultural heritage – international documents; Socialization of cultural heritage – national security; Socialization of cultural heritage – education; Socialization of cultural heritage – media.

The study also examines the current legal framework showing the connection between the socialization of cultural heritage and the social structure in Bulgaria, with the possibilities for correct policies and guidelines for the development and reform of views and actions in the field of cultural heritage. The need for continuous updating and adaptation of the legislation to modern needs and international standards for the preservation of cultural heritage is emphasized. Challenges in the implementation of the legislation are considered. They include the need for new approaches and strategies for the more effective socialization of cultural heritage, as well as for ensuring equal access to cultural values for all citizens. The study further analyzes the main national strategies, guidelines and programmes in the thematic area of the dissertation.

The summary and conclusions of the first chapter emphasize the importance of cultural heritage as a fundamental pillar for the future of United Europe, and outline the importance of cultural heritage not only as a memory and identity, but also as a resource for socio-economic development and sustainability.

The second chapter discusses the vision of a new future for cities and regions. There are three distinct parts to the chapter. The first

analyses European policies for the new future for cities. In this part, urban development within the EU is seen as an important aspect of sustainable and territorial development policy. The cities, where a significant part of Europe's population lives and which will significantly grow by 2050, form the focus of attention due to their problems and development opportunities. It is clear that they need effective urban development policies. Here it is important to note that there is no single legal framework for urban development in the EU. This leaves local and city authorities to be the main drivers in determining development and policies in this area. Urban policy has been designed from the bottom up, involving all levels of government and citizens. The EC supports this process by providing data and initiatives, and the EP and other institutions are actively involved in developing strategies and action plans.

The work traces the main stages, including the validation of approaches, integrated planning and modern strategies such as the Green Deal. EU urban policy was consolidated in the early years of the EU. This period, beginning in the 1990s and ending with the Leipzig Charter for Sustainable European Cities in 2007[10], marks the beginning of the active development of a European urban policy. The period from

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[10] *Leipzig Charter for Sustainable European Cities: Agreed on the occasion of an Informal Meeting of Ministers responsible for Urban Development and Territorial Cohesion in Leipzig on 24-25 May 2007* [online]. [Accessed 16.06.2023] Available from: http://www.bgregio.eu:8080/FCKeditor/UserFiles/File/_Leipzig-Charta-AdR-bg1.pdf_.pdf.

the Leipzig Charter to the Riga Declaration in 2015[11] defines cities as key actors in European territorial and spatial development. The EP and the EC note the importance of large cities and capitals, as well as the contribution of smaller cities to polycentric development. In this context, an integrated approach to urban development is being developed, taking into account the impact of different EU policies on the urban environment. The modern stage of urban policy development in the EU can be characterized by an emphasis on the green transition, digital transformation and the New European Bauhaus initiative as a response to global economic, technological, social and cultural changes. The EU's growth strategy is adapting to accelerated processes and technological innovation, with the Green Deal and digital transformation becoming key elements in sustainable development policies.

The second part of this chapter provides a very detailed analysis of the problems in the conditions of the cities and regions in our country. Problems related to the development of our cities, the theme of cultural policies and the importance of the socialization of cultural heritage are viewed through the prism of the most important strategic and legislative documents in force at this stage in our country. A range of problems covering the period from the years of socialism up until to

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[11] ***Informal** Meeting of EU Ministers Responsible for Territorial Cohesion and Urban Matters Declaration of Ministers towards the EU Urban Agenda, Riga, 10 June 2015* [online]. [Viewed 19.08.2023]. Available from: https://eu2015.lv/images/news/2015_06_10_EUurbanDeclaration.pdf.

the integration of our country in the common European policy for urban development are identified. Despite the efforts implemented through various operational programmes and strategic documents, Bulgaria continues to experience significant challenges in its urban and regional development.

The cities were selected for research on the basis of the analyses and conclusions from the development of cities and the policies for their future in Europe and in Bulgaria. The present study covers nine cities: Sofia, Burgas, Veliko Tarnovo, Stara Zagora, Targovishte, Vidin, Gotse Delchev, Krumovgrad, and Madan. The selection was made according to criteria, in order to ensure the representativeness and diversity of regional development. The criteria focus on the representativeness of the different planning regions in the country; the city's population; the degree of popularity of cities as cultural destinations and cultural tourism destinations; the ethnic and cultural diversity of cities and their impact on cultural heritage; the location of cities in border regions. This selection provides a wide range of urban centres, facilitating analysis of the management of cultural heritage and its importance for regional development. The cities thus selected present a comprehensive image of the various aspects of cultural heritage management in Bulgaria and allow us to analyze the general trends and specific challenges in the different regions of the country. Short descriptions are given of the selected cities, focusing on the

population according to the latest official census, location in a planning area and other data.

The summaries and conclusions to this chapter systematize the main problems in the development of urban policy in the European Union and the specific situation of Bulgarian cities in this context.

The third chapter describes the results of researched and identified problems of socialization of cultural heritage. Emphasis is placed on their connection with urban development policies, as well as with the policies of individual cultural institutions in the city and the region. During the period from 01.01.2022 to 31.03.2022, nine in-depth interviews with representatives of the local government administration in the cities of Sofia, Burgas, Veliko Tarnovo, Stara Zagora, Targovishte, Vidin, Gotse Delchev, Krumovgrad, and Madan. The aim is to identify their views and practices on cultural heritage. The method was chosen because of its ability to define details and nuances in the perceptions and behaviours of participants despite the potential subjectivity in interpreting the results. The selection of participants, the preparation for the study, the study itself, the analysis, interpretation and presentation and archiving of data complied with established procedures for conducting such sociological surveys. In the text of the dissertation itself, the interviews are systematized in special formats for easier comparison and analysis: See Tables No.1-No.9. Using this research approach, we aim to contribute to a deeper understanding of the contemporary challenges and opportunities facing the socialization of

cultural heritage in the context of urban development, and to identify potential opportunities for sustainable and green development of Bulgarian cities. The results show that despite the diversity of the territories studied, they have a lot in common in terms of the potential for using cultural heritage resources. However, the ability of the region to make full use of them depends on the state of infrastructure, opportunities for employment and education, as well as other factors which affect the quality of life and attractiveness of the territory in the eyes of locals and guests. The popularisation of cultural heritage in Bulgaria is mainly based on traditional approaches, existing industries and technologies. However, given the economic potential, the region could become attractive to entrepreneurs developing new businesses and services not based on local traditional industries.

A quantitative and qualitative evaluation was carried out, as well as an analysis of official public information and of data from studies related to libraries. To this end, indicators were selected which would help in defining the role of public libraries as repositories of cultural heritage where collections of great importance for the region are stored. The criteria are also related to the contribution and activity of public libraries for the socialization of cultural heritage: participation in the strategic planning and development of the cities in which they operate; participation in projects and programs; partnerships; created conditions for customer service, etc. As a result, the role of the public library was also highlighted (shown in 11 tables).

The summary and findings of the chapter conclude that activities for the conservation and socialization of cultural heritage are perceived as a collective process in which state and local authorities cooperate actively. Libraries already have developed their own benchmarks and strive to make the most of their resources for the development of the city and the community.

The fourth chapter of the study examines the future of cultural heritage as a resource for the development of modern cities and its potential for green and digital transformation. Using all the studies and their conclusions (Fig. №6) this chapter focuses on selected successful projects and good practices. They show that communities experience the influence of cultural heritage, and that when aimed at preserving and valuing cultural heritage, they contribute to social inclusion and cohesion, creating benefits for the quality of life of citizens.
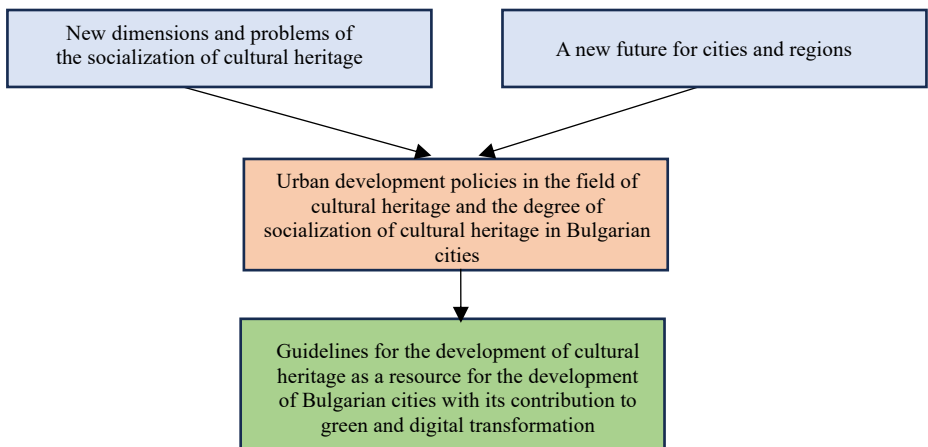

Fig. No.4: Main areas of study in the dissertation

Examples and practices from countries such as Estonia, France, the Netherlands and Serbia were analysed. This section also presents successful practices from Bulgaria related to libraries for the preservation, promotion and development of cultural heritage. Examples include good practices implemented in the implementation of cross-border cooperation projects, digitization of valuable collections and the creation of innovative cultural and information centres in libraries in Vratsa, Ruse and Haskovo. Based on these examples, it was found that cultural heritage affects communities, especially those aimed at preserving and evaluating cultural heritage, and that such heritage contributes to social inclusivity and cohesion. It also found that it leads to benefits for the quality of life of citizens. It is noted that the state of development of Bulgarian cities and Bulgarian cultural institutions at this stage unfortunately does not provide us with a good basis and it is difficult to suggest any future actions. A process of extrapolation enables us to define parameters for a model which describes trends that may emerge in a later future period and that can adapt to changing conditions over time. Special attention is paid to the progress and improvement of the work of Bulgarian public libraries in the socialization of cultural heritage as a resource for the development of Bulgarian cities. Trends of a more general nature related to:

— *Improving the definition of cultural heritage* by drawing attention to the fact that the transition from a site requiring conservation

and protection to a resource for development resource to a key element/asset of the new Green Deal Growth Strategy, not only shows the potential of cultural heritage as a comprehensive presence, but also poses many questions and requirements for understanding and maximizing the development of the concept.

— *National frameworks, policies, strategies and programmes regarding cultural heritage*. Clearly formulated policies and strategies are needed for the preservation and socialization of cultural heritage, in order to ensure its effective management, identification, research, protection, presentation and integration into the modern way of life. This includes obtaining public support, planning capital investments and developing strategic plans for cultural heritage.

— *Setting priorities and importance of cultural heritage for the development of Bulgarian cities.* Cultural heritage must be integrated into urban development policies, using it as a resource for economic and social development. It is important to develop new policies which reflect cultural heritage as a driver of development, to overcome sectoral fragmentation and promote cultural exchange processes. Citizens of a smart city are potential participants in its governance and in the development of smarter services, including those related to the access, preservation and socialization of cultural heritage and the arts.

— *Research into cultural heritage.* Systematic and team-based research into cultural heritage should be encouraged, made

visible and accessible to the general public. Research centres and publications play a key role in disseminating knowledge and information about cultural heritage.

— *Cultural heritage and sustainability or prevention/adaptation to climate change* Cultural heritage is closely linked to sustainable development and can serve as a powerful tool for improving social inclusivity, intercultural dialogue and the identity of territories. The integration of cultural heritage into the Green Deal Growth Strategy highlights its contribution to the environmental, digital and cultural transformation of society.

The last part of the fourth chapter presents the trends and guidelines for public libraries as institutions of memory, which refer to:

— *Strategies and policies related to libraries.* The main focus is on: social inclusion; expansion of library services; digital and social inclusion; lifelong learning; stimulating employment; the transformation of libraries into community centres and key actors in initiatives such as the New European Bauhaus.

— *Library services on cultural heritage.* In the future, increasing public interest in libraries and cultural heritage requires a variety of library services and active participation in the ecological and digital transition. Libraries are recognized as key to the design of the new image of population centres. They can initiate and participate in projects for cultural and creative groups.

— *The future of digital libraries*. Digitization in the field of cultural heritage from a development goal is a tool for achieving the goals of policy integration and achieving economic growth and jobs by democratizing access to cultural heritage. Libraries play a central role in digitizing and promoting cultural heritage, creating new opportunities for education and access to information.

— *Libraries and the socialization of citizens in times of crisis.* In response to the challenges posed by the COVID-19 pandemic, libraries and museums have the potential to play a key role in mitigating the negative effects of the pandemic and supporting social cohesion. Technologies and the digitization of cultural and literary values are highlighted as means of providing online access to cultural heritage, which contributes to reducing social and territorial inequalities. The provision of new online services by libraries and museums also stimulates economic recovery and job creation.

— *Collaboration of libraries with other institutions in the field of cultural heritage*. Cooperation between libraries and other institutions is critical for the successful integration of cultural heritage into urban development strategies. The need for cross-sectoral cooperation and partnerships at local, national and international level is emphasized in order to harness the potential of cultural heritage for sustainable economic growth.

— *Library buildings.* It is already common practice to think about library buildings in new ways; to consider them as buildings that

are more focused on people than collections. We think of buildings with low energy, material and environmental costs; of community-oriented buildings that fit into their surroundings.

— *Training of library staff.* The main idea of heritage education is to offer opportunities to acquire new skills and knowledge. In particular, library staff should in the future be able to use all technological tools for innovation in the field of cultural heritage. These tools are especially important for libraries in the field of conservation and restoration, in digitalization, in serving consumers and offering new innovative services.

— *Green libraries.* This is a new trend which has been discussed recently and is related to the Sustainable Development Goals. The concept of "green libraries" is presented as a new trend combining environmental, economic and social sustainability in the management of library resources and services. This involves applying the principles of green buildings, sustainable economy, social sustainability and commitment to common environmental goals.

As in the previous three chapters, a summary is given and conclusions are drawn. They support the principle that cultural heritage is able to create a community which cares and valorizes common benefits, identifies rules for management/organization based on self-organization and self-management. In this perspective, cultural heritage can be interpreted as a generator/regenerator of community, relationships and connections.

4. SUMMARY OF RESULTS AND CONCLUSIONS

The dissertation explores areas which traditionally have not been well connected: cultural heritage and urban development. The objective of the study has been achieved. As a result, it was found that cultural heritage has a significant role in the efforts to achieve a new type of urban development, provided that the right policies for the socialization of heritage and its transformation into an economic resource are in place. The role of libraries is important and they can significantly contribute to the process both as an institution of memory and as a place for social, creative, tangible and intangible interactions in the modern city.

The objectives set out by the study are entirely fulfilled in their logical sequence. An overview is provided in the European context of the views and dimensions of the socialization of cultural heritage. All the most important international documents with a focus on European documents are analyzed in detail. The main stages and the evolution of the understanding of cultural heritage and the socialization of cultural heritage in Bulgaria are outlined.

European urban policies have been analysed. The study presents a vision for the modern stage of urban development related to the green transition and digital transformation, as well as the New European Bauhaus. It also undertakes an analysis of strategic and legislative documents concerning the state of cities and regions in Bulgaria. The study identifies a range of problems covering the period from the years

of socialism up until to the integration of our country in the common European policy for urban development. Based on the analyses made, a sample was formed for cities where a targeted survey was conducted. A system of criteria was developed for this purpose to outline the general trends in the management of cultural heritage as a resource for development. The results of researching and identifying problems of socialization of cultural heritage are described. Emphasis is placed on their connection with urban development policies, as well as with the policies of individual cultural institutions in the city and the region.

Projects have been identified and evaluated, as well as good practices. It was found that cultural heritage affects communities, especially those aimed at preserving and evaluating cultural heritage, and that such heritage contributes to social inclusivity and cohesion. It also found that it leads to benefits for the quality of life of citizens. A process of extrapolation enables us to define parameters for a model which describes trends that may emerge in a later future period and that can adapt to changing conditions over time. Special attention was paid to the potential of Bulgarian public libraries for socialization of cultural heritage as a resource for the development of Bulgarian cities.

The key research thesis is proven: that cultural heritage can be regenerated and optimized in the context of urban development and regional policy. It shows how cultural heritage is not only a guardian of the past, but also an active participant in creating a sustainable future,

and that it has potential as a driver for local development, innovation and social integration in the era of global change.

The hypotheses set out in the study are consistently confirmed. In Europe and the world, cultural heritage retains its function as the guardian of identity. However, this function is increasingly expanding towards the diversity of cultural heritage, democratization of cultural expression, prevention of any form of discrimination or underestimation of elements of the common European heritage.

At the same time, international and European documents very clearly show an evolution in the understanding of cultural heritage and its socialization. Stages can be observed in the development and management of cultural heritage related to its conservation, its inclusion as a resource for development and the vision that cultural heritage should be seen as an "asset" for development. Europe can achieve its green transition united by building bridges between heritage, culture, sustainability, climate and science. Culture is already recognized as a source of enrichment for humanity and enables citizens to play an active and unique role in all initiatives for the development of nature and society.

Cultural heritage is becoming a powerful tool for regenerating cities. EU urban development policies which also include the role of cultural heritage in urban development, have also evolved from their validation during the integrated urban development approach period to the adoption of the Green Deal as a new EU growth strategy in 2019.

These policies show the classic example of a policy developed from the bottom up with the active participation of all levels of EU governance: from urban governments to the EC, and also with the active participation of EU citizens. Bulgarian cities are notably lagging behind European cities in terms of trends and the need for consistent measures. We cannot fail to note that despite the investments made in recent years, we do not have a qualitative development of the cities, including the socialization of the cultural heritage in them.

The study of the policies of the cities which we have chosen confirms the existing severe imbalance between the development of large and medium-sized cities and small cities in the country. The frequent main reasons are changes in demographics, intra-urban migration, transport models, the lack of effective land use plans and the lack of public investment in the maintenance of historical structures and neighbourhoods. This has led to calls to recognize and strengthen the role of culture in the design and development of cities for the coming centuries.

The new urban agenda implies that culture should be taken into account. The study confirms the belief that cultural heritage offers huge and practically untapped potential to support the just transition to the future envisaged by the European Green Deal.

The study shows that regardless of the state of the cities, the poor regulatory framework and the lack of a national strategy, in recent years the memorial institutions have become very well oriented. They

have been making efforts to redirect their activities and services to the benefit of citizens and society. Cultural institutions and cultural projects, moreover, are very suitable platforms for social interaction. They invite citizens to play a more active role in building the city as an effort of collective communication based on a network of social and cultural relations.

Libraries are making great efforts to socialize cultural heritage in several directions:

— As information institutions, they seek to disseminate knowledge, experience and good practices. They are working actively to raise awareness and awareness of citizens and society about culture and cultural heritage. They help local leaders develop a vision and acquire skills to use cultural heritage as a driver for local programs and transformation to restore the energy of cities.

— They strive to be social outlets by working to build stronger communities by engaging and involving citizens in discussing and debating the city's issues. They organize initiatives aimed at encouraging understanding and acceptance by the community of the value of cultural heritage. In this way the citizens view it as a priority for the development of the city, enabling it to be included in the plans and strategies for the development of the city.

— As custodians providing access to cultural values and documents through the unique documentary heritage which they possess, libraries use cultural heritage as a means of involving citizens

of all ages and backgrounds in building a collective narrative of the city based on the past and viewed through the prism of the future.

We see that the topical theme of the socialization of cultural heritage is still largely undeveloped. It needs to be more actively explored by linking it to the European understanding of social cohesion and the value of cultural heritage.

The legislative regulation of cultural heritage in Bulgaria also needs a more in-depth analysis, in order to meet the goal of creating an adequate regulatory framework and a sustainable environment for the conservation, preservation and socialization of cultural values. There is an evident need for the development of strategic documents in the field of culture and cultural heritage.

The conclusions of the study emphasize the importance of culture and cultural heritage as central elements in the strategies for sustainable development of cities and communities, promoting social cohesion, economic development and environmental sustainability. It should be noted, however, that although the study offers guidelines and recommendations for the sustainable integration of cultural heritage into urban development, their practical applicability may face real political, economic and social constraints.

5. REFERENCE TO THE MAIN CONTRIBUTIONS

This dissertation offers an in-depth study of the relationship between cultural heritage and urban development. On the one hand, the

mechanisms for using the cultural heritage stored in the institutions of memory as an economic resource and tool for sustainable development of cities and regions and as a form of socialization are studied and analyzed; while on the other hand, in applying the holistic approach, they were studied with the aim of future use of the concepts – cultural heritage – socialization – socialization of cultural heritage.

Contributions of a theoretical and applied scientific nature are presented in the form of self-assessment of the contributory nature of the work.

Contributions of a scientific and theoretical nature:

1. The importance of cultural heritage has been proven not only for national memory and identity, but also as a resource for the socio-economic sustainable development of cities.

2. For the first time in Bulgaria, three main stages in the evolution of understanding and subsequent formation of EU and UN policies in the field of cultural heritage have been identified and systematized, namely:

— Cultural heritage as an object of preservation, conservation and exhibition;

— Cultural heritage as a resource for the development of tourism as part of the development of the regions;

— Cultural heritage as an essential structural element at the heart of the Green Deal Growth Strategy.

3. For the first time, the current legislation and the main national strategies, guidelines and programs relating to the relationship between the socialization of cultural heritage and the social structure in Bulgaria are systematized and analyzed through an integrated approach.

Scientific and applied contributions:

1. Good practices from the work of public libraries in the country have been identified and systematized, related to the socialization of cultural heritage, the processes of digitalization and the development of electronic services for end users. The results obtained may stimulate the realization of the green transition and digital transformation in Bulgaria.

2. The study outlines trends and guidelines for future benefits of cultural heritage as a resource for the development of cities in Bulgaria. The guidelines are predominantly related to promoting social cohesion, the commitment of citizens to the preservation and promotion of heritage, integration of citizens into caring for the common good. The results of the dissertation can be useful both in developing strategies and visions for the socialization of cultural heritage and in setting priorities in urban planning.

6. PUBLICATIONS ON THE TOPIC OF THE DISSERTATION

— **Koparov,** Dimitar. Digitization as a means of valorizing and preserving cultural heritage in Bulgarian cities. In: Digitization and innovation in the field of cultural heritage – challenges and opportunities. [Collection of Reports], Renew Europe, 2020, pp. 70-73.

— **Koparov,** Dimitar. Establishments of cultural heritage and their role in the renewal of cities and providing sustainability after the pandemic. In: Sakharovskye Chetenia-2021. Collection of Materials VIII International Scientific and Practical Conferences St. Petersburg, 2-3 December 2021, pp. 118-121.

— **Koparov***,* Dimitar. Mechanisms for the use of cultural heritage stored in institutions of memory (Good practices in Bulgaria in cross-border and regional cooperation). In: Collection of materials X International Museum Readings "Contemporary Problems of Museology", Orel, 20 May 2021, pp. 91-104.

— **Koparov,** Dimitar. Problems with the condition of cities and regions in Bulgaria and their impact on the socialization of cultural heritage – BLIA Online, №1, 2023, pp. 3-5.