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Using the Effects of Public Cultural Services in the Development Strategies of Cities

Abstract

This dissertation focuses on analysing the utilization of the effects of public cultural services in the development strategies of selected towns (Český Krumlov, Velké Meziříčí and Blatná) for the development of these localities.

The theoretical part of the dissertation is dedicated to the research of existing approaches to the solution of the issue, the definition of key concepts and the framework of the concept of public cultural services in the context of the specific situation of strategic management and planning culture of the administrative units in the Czech Republic. It has identified a wide range of potential non-economic benefits of public cultural services, from individual benefits to social impact for the wider community.

The analytical part is focused on the position and the importance of culture, cultural services, and its possible benefits in key policy and strategic documents of the selected cities. For a broader understanding of the context regarding the situation of strategic planning culture in selected Czech cities, conceptual and strategic materials related to the regional and national cultural policy, and also some of the most important Czech cultural organisations (National Museum, the Technical Museum, the Museum of decorative arts in Prague) are analysed.

There are also analysed benefits of public cultural services as seen by the actual population (youth and adults), supporters and providers of public cultural services in the context of the selected cities.

Dissertation uses qualitative content analysis methods of secondary documents (conceptual and strategic materials) and secondary data analysis of the empirical research of the population, and also representatives of the providers and supporters of public cultural services in selected cities.

Ways of planning and realization of public cultural services of each of the selected cities in terms of the targeted treatment of socio-cultural potential of local culture, represent a unique adaptation strategy. The low rate of utilisation of the effects of public cultural services in the

development strategies of selected cities is associated in particular with the lack of the formulation of the expected effects in relation to the objectives and specific measures of their conceptual and strategic documents. The essential prerequisites for an effective support of public cultural services are the exact definition of the target groups of users, their needs and potential barriers to their participation in the cultural, together with an effective monitoring and evaluation mechanism to support this type of services.

Key words:

adaptational strategies, culture, cultural participation, cultural policy, cultural concepts, cultural change, effects of cultural services, local culture, public cultural services, sociocultural potential, strategic planning.