

Policy recommendations for successful region-led projects to utilize territorial cultural resources

Summary

1. In addition to a paradigm shift in regional development policies, territorial cultural resources can be used as a core vehicle to promote regional specialized development.

- Interest is growing over soft power with invisible value rather than over SOC or economic prowess-based physical power.

- The concept of culture has emerged at the policy level; the culture with regional peculiarity and differentiation can be specialized and aggressively utilized according to the region's will or foundation.

2. Regions are vying to undertake projects to use territorial cultural resources, but there still exist limitations to boost the impact of regional development.

- As the central government has scaled back infrastructure development projects, or related budgets amid slowing growth, local governments are promoting low-cost, high-efficiency projects to take advantage of territorial cultural resources.

- However, despite a number of territorial cultural resources, which could act as a driver for revitalizing regions, regions lack experience, expertise and knowhow regarding exploring and using the value of these resources.

3. Regional capacity to preserve, use and create resources is critical for sustainable regional development that uses territorial cultural resources.

- Not all territorial cultural resources can contribute to regional development; the distribution of resources that have potential for development can lead to regional development when accompanied by the capacity to explore and use them.

- For regional development, it is required to have cultural resources with potential, capacity to discover their value, systems to support smooth progress in projects, regional capacity to lead the projects, civil participation and cooperation, and network.

Implications

1. Promote the exploration of territorial cultural resources and enhance the utilization of these resources: diagnose and adjust existing cultural resource-based projects; expand organizations and manpower dedicated to the exploration, survey, research and development of cultural resources; develop and apply evaluation indicators for potential use of cultural resources.

2. Build an institutional foundation to smoothly promote projects: loosen regulations to enhance

the flexibility of the use of cultural resources; lay out a mid to long term business plan; organize and run units with expertise; expand interconnectivity with other planning and projects, such as urban planning and urban regeneration.

3. Build up internal capacity of regions: overhaul workforce structure and bolster expertise in regions; explore and support creative talents in regions; use resources in light of regional capacity and map out preemptive measures to counter negative effects.

4. Establish cooperative governance and multi-dimensional network: establish cultural governance to conduct projects; design and operate a range of programs led by civil participation; build cooperative network among institutions.

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