

Chapter 15

Economics of Sustainable Creative Cities: Futuristic Perspectives

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ABSTRACT

The concept of creative cities is one of the historically ancient terms that evolve over time, as these cities played an important role as colonies of human civilization. The transformation of the world into a small village as a result of globalization has contributed to the ease of creative migration and human communication at all levels, whether through the internet, ease of travel, or ease of transporting goods. Technology has been the basis of the fourth industrial revolution and informational openness through the internet and then artificial intelligence. Actually, these elements developed the classic concept of creative cities, their economics, and their ability to face future challenges in order to achieve the goals of sustainable development. 2030 SDGs have been launched by the United Nations with the aim of protecting human life and saving the planet through development which is achieved on three axes (economic, social, and environmental) due to the inability of the classical economy to achieve these goals in the formation of a new world order.

INTRODUCTION

The civilizations that rose on the earth were based on the human innate creativity as the fuel of them. Creative cities were the way of mankind towards making human civilizations. Prosperous cities throughout history have been distinguished by attracting creators from all over the world, but the change imposed by globalization is a larger movement for immigrations of people with talents and creators, targeting creative cities, or by communication that has made it easier to use the Internet with institutions in major creative cities, or travelling easily from place to place and transport commodities. Therefore, economic factors are necessary in order to achieve the sustainability of the idea of the creative city. In fact, with the absence of these factors, the creative city becomes incapable in light of the challenges of globalization

DOI: 10.4018/978-1-7998-4948-3.ch015

and the control of multinational companies on the global economy. There is a difference in the concepts of economy based on variables and coordinates including the international trend towards sustainable development SPGs, which was launched by the United Nations Organization to change the concept of classical development towards a more comprehensive concept of the planet (Hajkova, V. and Hajek, P,2014). Creative cities are considered as a supporter of the country's macroeconomic and microeconomic centers and a radiant center for sustainable development as it easily communicates with other creative cities in the world to achieve economic integration of countries and individuals because these cities communicates in a creative language creative, and on the other hand, the sustainable development is one of the goals of countries and cities alike, but creative cities have achieved the firmness of the idea and are still being applied because creativity is able to face challenges and to achieve the desired goals for sustainable development. The shape of economics and classical theories changed with the fourth industrial revolution, so the high-value services sector became more important than the industrial economy (Arzu, j. 2006) .Creative economy has become a priority for developed countries and is clearly visible in the European Union's strategy of creative economy and creative cities are to lead scientific and technological excellence. The general population has increased due to the density of cities which makes the cities crises attempt to achieve development and determine the levels of it for countries in the future. Hence, it has become an aim towards sustainable development inevitably in the light of climate change and primacy, highlighting the trend of international and governmental organizations to protect the planet from the enlarged human activity that caused the natural imbalance of the earth. Despite the United Nations' issuance of the Sustainable Development Goals (17 goals), translating, these goals into reality needs economic incentives leading to environmental social change. Therefore, the issue of formulating a modern identity for the creative city is based on the elements of the creative products and achievement of the emerged sustainable development goals. (Bonjte M, pareja M.2007).

Globalization and the Economics of Creative Cities

Globalization is often loosely defined in today's society. The word made its first appearance in the English language in the 1940s, the term "globalization" is now used to refer to the circulation of commodities, the fast and rapid exchange of ideas, visions, and the movement of people. Manfred Steger's definition of globalization: "the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa (Steger,2013). Globalization emphasizes openness and the transfer, exchange of seeds of ideas and creativity and then easily creative individuals. Globalization helps people in far-flung corners of the world to encounter new visions, ideas, interests, goods, belief systems, and voluntary groups to which they prefer to choose to belong. In today's world, the reach of many cities extends beyond direct national borders, cities with a strong proliferation of creative sectors, especially new economy industries such as high-tech production, business and financial services, media and cultural product industries, and new industries. Artisanal manufacturing in general is at the forefront of this trend. The fortunes of these cities are tied up with an escalating process of globalization in four distinct but interrelated senses (Nisonen, P ,2008). The activities of creative cities are analyzed through three indicators: cultural vitality, creative economy and an enabling environment with a focus on the sustainability of creative activity. The development of the creative industries sector is one of the goals of the European Commission in the Europe 2020 strategy for growth and employment. One of the most important things the report focused on is innovation in education, Stimulating the mobility of artists and coordination with member countries to support reform

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