ABCPhD CALL4SCHOLARSHIP 33
Research topic: The socio-economic impact of cultural heritage
(33 - Attachment 1.2)
Funding and management of the thematic scholarships

- **Number of scholarships**: 1 (one)
- **Monthly net income**: € 1,012,00 (max 36 months)
  [In case of a change of the welfare rates during the three-year period, the amount could be slightly modified]
- **Additional support**: Funding for educational activities(*) : € 1,370 per student [for the 2nd and 3rd year]
- **Starting of PhD activity**: 1/11/2017
- **Deadline for application to the call**: 11/09/2017
- **Research Director**: Roberta Capello
- **Research Group**: Roberto Camagni, Stefano Della Torre, Giovanni Perucca
- **Funding and cooperating Institutions**: the scholarship is funded by Politecnico di Milano, Department ABC.

(*) (purchase of study books and material, funding for participation in courses, summer schools, workshops, conferences)
Context of the research activity

In the past twenty years the number of studies in the economic literature devoted to culture have greatly increased, also due to the wide debate generated by Throsby’s work (1999), which launched the idea of interpreting culture as endogenous territorial asset like natural or physical capital, and the European Spatial Development Perspective (European Commission, 1999), defining cultural variety as “...the characteristic territorial feature of the EU”, which must “be retained in the face of integration” and emphasizing the place-based nature of culture and the role of cultural capital in economic development. Cultural capital is recognized as tourism attractor (Fainstein et al., 2003); it has been analyzed the so-called “cultural industry” (culture-related goods and services, Hesmondhalgh, 2007), outperforming traditional sectors of the economy before the economic downturn, (Siwek, 2002); intangible cultural elements (religious behaviors, social norms or ethnical values) have been studied for their indirect effect on local development (Florida et al., 2008).

But very little is known about the effects of intangible forms of culture on the return from tangible ones. This issue is the main research question of this call. We want to understand the relationship between cultural environment and “culture supply”, how cultural industry may benefit from specific territorial conditions and cooperative behaviors among the actors involved in the cultural production process, the impact of cultural heritage on economic growth and how it varies according to the individual cultural behaviors of different places.
Motivation and objectives of the research

The objective of this PhD position is to deepen the knowledge in the identification of the role played by the local cultural environment in fostering the economic impact of the tangible cultural assets. It is very likely that the richer the cultural environment, the greater the effects of cultural capital on local development.

The PhD Candidate will investigate different aspects in this field, such as:

- The way one can identify the different forms of cultural heritage;
- The way of measuring the different types of cultural heritage;
- The collection of data on this issue for all regions (NUTS2 – NUTS3 level) in Europe;
- The measurement of the socio-economic impact of cultural heritage under different contexts of built environment;
- The identification of policy suggestions in this field.
Educational objectives

At the end of the Doctoral Programme, the Candidate will have a deep knowledge with the socioeconomic aspects of cultural heritage, useful for International Organizations and for Public Administrations. The PhD Candidate will also have developed skills in evaluation methods of socio-economic aspects.

Methods and techniques that will be used to carry out the research

The research work will be developed in different stages. In the first year, the Ph.D. candidate will start working on the definition and on the data availability. During the second year of the programme, the candidate will develop empirical analyses, measuring the socio-economic impact. The third year will be devoted to the policy implications, in cooperation with stakeholders and policy makers.
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Skills of the candidate
The candidate will develop skills related to Economic evaluation methods, Conceptualisation methods, and a deep knowledge about cultural heritage and its economic value, and the socio-economic impact of intangible assets, cultivating her/his attitude for a systematic interaction with stakeholders and public bodies.

Job opportunities
This research proposal offers PhD candidates, either freshly graduated or professionals, a broad knowledge in the field of cultural heritage.

In the first place, the skills of the PhD candidate will be connected to the maintenance of cultural heritage, and to the way its value can be maintained over time. This background can be helpful for different types of occupations in public and private bodies dealing with cultural heritage.

Secondly, a wide range of possibilities is produced in the field of evaluations, thanks to background in the methods of quantitative evaluations.

Finally, considering the impact on cities and their transformation and densification, the candidate will have the opportunity to work in the public or private sectors in institutions dealing with culture.