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Heritage as an Alternative Driver for Sustainable Development and Economic Recovery in South East Europe

Correlation of concepts of intangible property of the state, national wealth and intangible heritage

Kolesnikova Julia^{a,*}, Salyahov Eldar^b, Fakhrutdinov Ruslan^c^aKazan Federal University, Chetaeva 54-39, Kazan, 420124, Russia^bKazan Federal University, Kremlyovskaya, 6/20, Kazan, 420008, Russia^cKazan Federal University, Vishnevskogo 24-907, Kazan, 420043, Russia

Abstract

In the modern information society, the role of intangible values increases: knowledge, information, reputation and other intangible objects are able to provide a competitive advantage to individual companies and states as a whole. In the article such concepts as intangible national wealth, intangible heritage and intangible property of the state are considered. The purpose of this article is to differentiate the suggested concepts and to define their intrinsic characteristic. The intangible national wealth is understood as knowledge, level of culture and etc. Intangible heritage - the non-material benefits created by the previous generations and being of value in the modern society. To the objects of intangible heritage refer knowledge, traditions, customs, non-material objects of culture and etc. The intangible property of the state, in our opinion is a set of the relations concerning the non-material objects, which represent a certain value for society (knowledge, skills, culture, traditions, and customs).

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1. Intrinsic characteristic of intangible heritage

Currently there are many interpretations of the term heritage. According to one of them the heritage is understood as a phenomenon of spiritual life, mode of life, lifestyle, inherited, perceived from former generations, from predecessors Fakhrutdinova., Fakhrutdinova, Severyanov, and Valeev, 2013. However, we consider that this

* Corresponding author.

E-mail address: hulia_k@mail.ru.

treatment doesn't allow to consider a material component of heritage, for example, a work of art, architecture and etc., that narrows the heritage category. Often, on the contrary, the heritage is perceived solely as a set of material values from previous generations: heritage - objects of immovable property with the related works of painting, sculpture, arts and crafts, objects of science and equipment and other subjects of the material culture, resulted from the historical events, representing the value from the point of view of history, archeology, architecture, town planning, art, science and technology, esthetics, ethnology or anthropology, social culture and being the evidence of eras and civilizations, original sources of information on origin and cultural development. (The federal law of 25.06.2002 N 73-FZ, edition of 23.07.2013) The attention of modern researchers is concentrated on a consideration of objects of cultural and historical heritage that can lead to the fact that some of the objects which are not subject to the concept cultural and historical can be ignored for example reputation or natural objects. We believe that for the division of heritage according to the spheres of its application it is expedient to divide it on cultural and natural. Subdividing heritage on historical and cultural, we narrow the concept culture, using the classification of a natural and cultural heritage, we understand culture in a broad sense, i.e. culture – everything that men created and in fact is synonymous to a concept civilization. We think that it is necessary to understand heritage as a set of material and non-material objects which represent a certain cultural, historical or other interest for society. As a rule, speaking about heritage it is necessary to perceive it cumulatively, as we consider that the heritage is a general concept including a variety of forms of richness of the previous generations interacting with each other and forming a certain institutional environment. In general, we believe that it is possible to deduce the following classification of heritage.

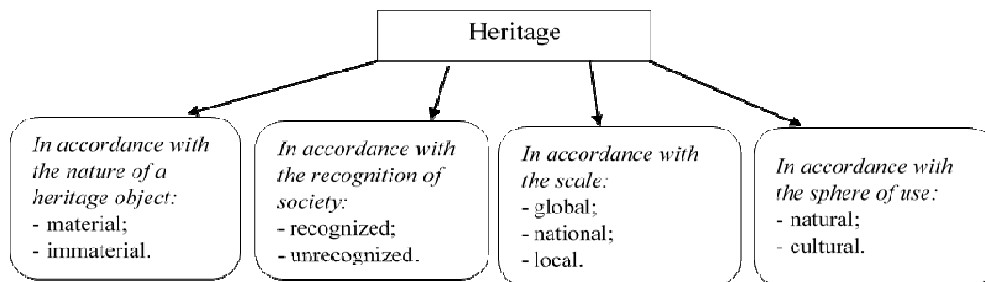


Fig.1. The classification of the term heritage according to the various grounds.

Heritage can be divided into global, national and local in compliance with a scale of its importance for society. Very often for example works of artists became recognized after many years of their death Van Gogh, Gauguin and others. Ricardo explained this phenomenon by the fact that after the death of the artist a painting became a rare and non-reproducible resource Fakhruddinova, Safina, Shigapova, and Yagudin 2013. Thus, many cultural and natural objects become such thanks to the historicity of their origin (antiques), rarities (environmentally friendly natural reserves) therefore understanding of their value for society can come after a long time, that's why we consider it expedient to allocate recognized and unrecognized (potential) heritage of society. Within our work, we would like to draw attention to the intangible cultural heritage of the state. In the recent years the role of immaterial values in the society increases, appear such categories as information economy and economy of knowledge. Knowledge, information, reputation, technologies become competitive advantage of companies in the modern society. In the developed countries there has been a steady increase in the proportion of intangible assets, according to the experts in 2015 the ratio of intangible assets to material will be 95:5 Fakhruddinova, Kolesnikova, Yurieva, and Kamasheva, 2013.

2. National wealth and intangible national wealth

The category immaterial heritage corresponds to such categories as immaterial wealth and immaterial property. The immaterial national wealth is understood as knowledge, level of culture, traditions, national morale and etc.

Currently the knowledge and skills, which are accumulated by the population and are used in the manufacture account for 76% of the U.S. national wealth, while the share of physical capital is 19% and the share of natural capital - 5%. In the countries of Western Europe these indicators are 74%, 24% and 2% respectively (The World Bank, 2012).

Table 1. National wealth of the world in the beginning of the XXI century (Miciolino, E.E., Oliva, G., & Setola, R., 2013).

Countries	National wealth		Including the types of capital		
	total trln.doll.	per capita thous.doll.	human	natural	reproducible
The world in total	550	90	365	90	95
Countries of the “Big seven” and the EU	275	360	215	10	50
OPEC countries	95	195	45	35	15
CIS countries	80	275	40	30	10
including					
Russia	60	400	30	24	6
Other countries	100	30	65	15	20

The share of immaterial wealth in the structure of world wealth increases therefore questions of definition of the essence of immaterial national wealth; its structure and estimates gain the increasing relevance.

3. Intrinsic characteristic of intangible property

Intangible property of the state - the relationship between the owner and the society with regard to the object that has no tangible manifestations, but which has potential value for the society. Relations concerning the reputation of the state, the cumulative human and intellectual capital, the level of development of culture can be attributed to the immaterial property of the state. According to the World bank and to the development program of the UN today natural resources and accumulated material benefits make only 20 and 16% respectively of the world national wealth, leaving a leading place to the human capital – 64% Brekotkina, 2007. Categories objects of intangible property, intangible heritage and national wealth have a number of intersections. Immaterial property by itself is the relation concerning a non-material objects therefore this category isn't homogenous national wealth and heritage; however objects concerning which these relations develop are related to the listed above categories.

4. Comparative characteristic of intangible property of the state, national wealth and intangible heritage

Intangible national wealth includes patents, trademarks, licenses, copyrights, and a commercialized part of intangible capital. We believe that an important characteristic of national wealth is its measurability therefore objects of immaterial wealth have to be realized in a service and be exposed to the account, or be commercialized in any other way.

Table 2. Intrinsic characteristic of categories objects of intangible property, intangible heritage and national wealth of the state.

Criterion	Immaterial heritage	Immaterial national wealth	Objects of intangible property
Terms of creation	Created in the past	Created in the past and present	
Possibility of assessment and identification	Includes unrecognized immaterial wealth	Identifiable, measurable	Includes unidentifiable objects of intangible property
The degree of commercialization	Includes commercialized and uncommercialized objects	fully commercialized	Includes commercialized and uncommercialized objects
Change of the value in time	Maintains or increases the value over time	The value of intangible objects can change in both directions: increase or decrease due to obsolescence. It can also stay the same.	

In our opinion intangible assets which do not generate revenue, but have only the potential value and which are not subject to the account shouldn't be included in the national wealth. Thus, we can make a comparative table for such categories as objects of intangible property, intangible national wealth and intangible heritage.

With regard to the intangible heritage the question of determining the time borders remains debatable. Intangible objects, which are created in the present, can't be classified as a heritage of the state; they are objects of immaterial property or in case of possibility to identification and to assess them – immaterial national wealth. When determining immaterial heritage the criterion of time is essential, because time determines whether the value of immaterial object is preserved. This criterion, in our opinion, allows differentiating precisely objects of immaterial property and immaterial heritage: those immaterial objects which value doesn't change or increases over time can be considered as objects of immaterial heritage. Thus, objects of intangible property, heritage and national wealth can move from one category to another, moreover some of the objects will simultaneously belong to all three categories, for example, recipes of bread, kvas or vodka can be commercialized and classified as national wealth, at the same time are an object of immaterial property as recipes can earn and be a competitive advantage, due to the fact that they were invented a long time ago and are widely known for many years recipes can be also classified as immaterial cultural heritage. If we ignore a factor of time and represent a static model, which compares intrinsic volume of concepts objects of immaterial property, immaterial national wealth and heritage, it will look as follows (see fig. 2):

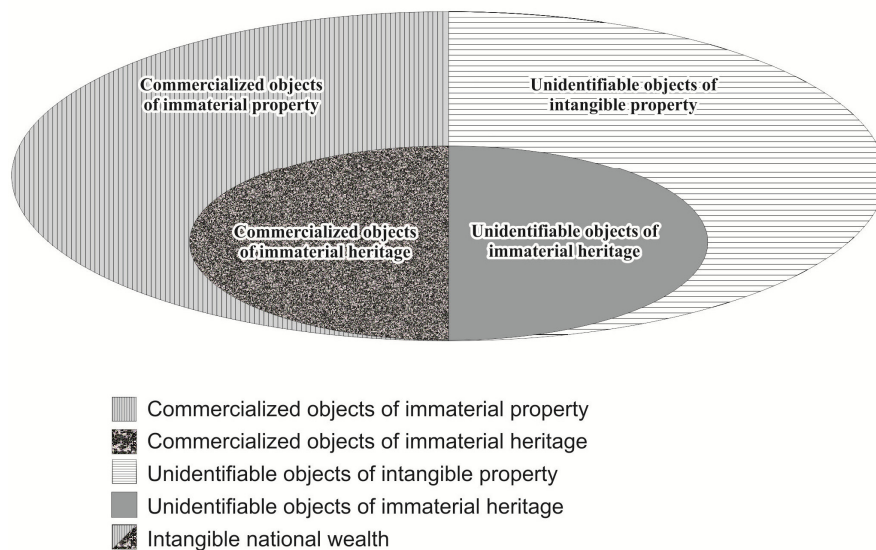


Fig.2. Static model of intrinsic structure of objects of immaterial property.

Commercialized objects of immaterial property can include patents, licenses, trademarks and etc., in its nature the commercialized immaterial property - objects of immaterial property, which can be included in intangible assets. Commercialized objects of immaterial heritage are included into the structure of commercialized objects of immaterial property and their fundamental difference is that they are created in the past and kept or increased the value over time. Trademarks, rights for the invention can be assigned to them. There are Russian brands, which are created a long time ago and are widely known to consumers both in domestic and world markets: Krasnuy Oktiabr , 1925, Komsomolskaya Pravda, 1925, History of creation of the brand, 2013.

Parts of the objects of immaterial property, which are commercialized together with immaterial heritage, compose the national wealth of the country. The category immaterial wealth doesn't consider the effect of time and includes all immaterial objects, which possess value for society at the moment. In its essence, we stick to a narrow approach of definition of national wealth and we believe that in its essence the immaterial national wealth is the sum of intangible assets, which are not commercialized, but are subject to an assessment and commercialization of immaterial objects. It is possible to refer social capital, synergetic effects and reputation to the unidentifiable objects

of intangible property. Objects of unidentifiable immaterial heritage are traditions and customs, national morale and culture and also other objects, which are a part of national property, but their identification and assessment is complicated due to their intrinsic characteristics.

Thus, the category - objects of immaterial property is the widest as it has no limiting time frames and no necessary condition of commercialization. We believe that every object of immaterial heritage is also an object of immaterial property, thus it possesses a potential value and is able to create income and to provide a competitive advantage. Identifiable immaterial objects, which are subject to an assessment and commercialization, can be classified as national wealth. Thus immaterial national wealth is a set of objects of immaterial property, which are subject to an assessment. Immaterial heritage – objects of immaterial property, which was created in the past and/or is valuable due to the limitation period of their existence.

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