



Learning Digitalization of the Cultural Heritage: an Intellectual Property Perspective

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Abstract

The purpose of this paper is to present the role of cultural heritage digitalization education from an intellectual property perspective.

The audience of the course are intellectual property students in the UNWE, Bulgaria. The aim is to acquaint students with the current issues related to digital transformation in the cultural sector and the economic realization of digitalized cultural heritage. The course focuses on the objects of intellectual property in cultural heritage and the current system of protection in the national and international aspects. The types of cultural heritage and its role in implementing the business models of cultural institutions in a digital environment are analyzed. A particular focus is placed on intangible cultural heritage and traditional knowledge, and their role in preserving the customs and knowledge of communities in a digital environment.

The importance of intellectual property management for the economic realization of digitalized cultural heritage and its potential for creative industries in the digital economy are examined. The forms of economic realizations are analyzed in the context of business models and changing demands of society in the digital environment.

Current examples of good practices for the digital transformation of cultural heritage, the building of professional networks, and the economic realization of cultural values in a digital environment are presented. The importance of strategies for digitalizing and managing the intellectual property of cultural heritage for policies in the cultural sector is analyzed.

Keywords: *digital transformation, digitalization, cultural heritage, intellectual property*

1. Introduction

The learning of cultural heritage - the essence of knowledge and creativity of human civilization is interdisciplinary in nature. In recent years, due to the digital transformation and the development of platforms for access to digital cultural heritage, it is increasingly used in education, in different contexts, and in various scientific fields. My experience is based on a master's course on the digitalization of cultural heritage and intellectual property in the University of National and World Economy (UNWE), Bulgaria, focused on the opportunities for the economic realization of digital cultural heritage in the creative industries and the digital economy. The aim is to present the leading role of intellectual property for the preservation, storage, and economic realization of cultural heritage in a digital environment.

2. Course methodology

The training in the master's course in the digitalization of cultural heritage and intellectual property in the University of National and World Economy (UNWS), Bulgaria is organized into four main modules:

- First module. Types of cultural heritage; international and national framework for cultural heritage.
- Second module. Identification of intellectual property objects in the cultural heritage.
- Third module. Digitization of cultural heritage and intellectual property.
- Fourth module. Economic realization of digital cultural heritage.

Multimedia presentations and online sources were used: platforms for digital cultural heritage, and sources with international and national legal regulations. Within each module, thematic discussions



have been held that point to the main highlights related to the role of intellectual property for digital cultural heritage, analyzing specific case studies related to elements of cultural heritage accessible in a digital environment.

2.1. First module

This module introduces the types of cultural heritage in the international system. The international and national legal framework of protection is presented. The essence of the distinction between the types of cultural heritage is presented to the students with examples for different elements of cultural heritage. A special place is given to the intangible cultural heritage as a carrier of traditional community knowledge in the context of the Convention for the Safeguarding of the Intangible Cultural Heritage of UNESCO. Main highlights of the module:

- Types of cultural heritage, conservation, and preservation measures;
- UNESCO conventions on cultural heritage and lists and registers administered;
- National legal framework for preservation and protection of cultural heritage.

2.2. Second module

The second module focuses on the identification of intellectual property objects in different types of cultural heritage. Lists and registers of the cultural heritage of UNESCO, as well as national ones, are examined, analyzing the information available in a digital environment related to their preservation and preservation. The holders of intellectual property rights and the period of protection of the objects are discussed. A special focus is placed on the identification of objects of intellectual property in the intangible cultural heritage and the preservation of traditional knowledge in the communities of origin. Main highlights of the module:

- Intellectual property as a tool for the preservation and storage of cultural heritage;
- Identification of objects of intellectual property in the cultural heritage;
- Identification of holders of intellectual property and terms of protection.

2.3. Third module

This module examines the digitalization of cultural heritage. The potential of digital cultural heritage is revealed by presenting good practices of digital cultural heritage projects and platforms. Issues related to intellectual property on digitized objects are analyzed. The role of cultural heritage digitalization strategies in GLAM institutions and issues related to intellectual property are discussed. Main highlights of the module:

- Digitalization of cultural heritage;
- Intellectual property and digital cultural heritage;
- Strategies of GLAM institutions for digitalization of cultural heritage and intellectual property.

2.4. Fourth module

The fourth module analyzed the economic realization of digitized cultural values in the creative industries. The role of intellectual property management in cultural heritage for creating digital business models in GLAM institutions is presented. The importance of professional communities and networks for the economic realization of digital cultural heritage is discussed. Examples of cultural heritage recreation and the protection of intellectual property on them are analyzed. Main highlights of the module:

- Economic realization of the digital cultural heritage;
- Digital business models in GLAM institutions;
- The role of cultural heritage for creative industries and the digital economy.



2.5. Discussions

A leading role for each of the training modules is the real-time visualization in a learning environment of examples of digital cultural heritage and its discussions. At the end of the course, students present their works on the analysis of intellectual property objects in the cultural heritage. Examples of cultural heritage elements from publicly available platforms are presented. The intellectual property protection of the identified sites is being investigated. Good practices for economic implementation are analyzed, and proposals for the recreation of cultural heritage elements in the creative industries and new business models, in the context of the digital economy, are discussed.

3. Conclusion

Learning the digitalization of cultural heritage from the perspective of intellectual property shows its potential for economic realization in the creative industries. The presented course is an innovative approach to the study and uses in the educational process of digital cultural heritage. The importance of issues that arise as a result of digital transformation and the increasing role of the intellectual property system in a digital environment is presented.

Studying the new perspectives for access to cultural heritage as a result of the digital transformation refers to a number of questions on which the expertise of intellectual property specialist will be key in the future. The presented training course shows its importance in the conditions of the digital economy, cultural diversity, and creativity as a driving force of creative industries.

References

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