

NATIONAL HERITAGE AND DEVELOPMENT OF TRADITIONAL HANDICRAFT CENTRES

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Abstract. *Preservation and nurturance of national heritage, production and development of national heritage objects are relevant not only for protecting the country's ethnic uniqueness, but also for promoting historical-cultural tourism, enhancing the country's economic growth, reducing inequalities between separate regions. Migration and emigration of the population, particularly expeditious in rural regions, not only affects negatively the country's economic life, but also disturbs the transfer processes of traditions and lifestyles. One of the most recently emerged ways of preserving Lithuanian national heritage is the development of traditional handicraft centres. Such centres should represent the interests of traditional handicrafts, take care of the production and development of traditional products, provide traditional crafts training, consulting and other services.*

This article analyzes the value of national heritage products for the manufacturer and the consumer, the position of the national heritage in Lithuania, and the establishment perspective of handicraft centres. According to the statistical data the hypothesis is tested that the activity of national heritage craftspeople continues the traditions of experience transfer and forms the centre of craftsmen.

Keywords: *national heritage, value of national heritage products, national heritage crafts centres, historic-cultural heritage, single-factor analysis of variance.*

Introduction

Aside from being transmitted from generation to generation and warranted by historically formed traditions of national heritage, experience and special skills, the viability of the nation and the country's ethnic uniqueness is lessened. The preservation and nurturance of national heritage specific to the concrete rural area or ethnographic region, is an important means of attractiveness expansion of economic and social vitality for both urban and rural areas.

In many countries the social-economic life is undergoing rapid change because of the globalization processes that occurred in recent decades and is still ongoing. Along with the happening structural economic changes, typical to the modern post-industrial world—such as decreasing agricultural and industrial production and increasing part of the services—some changes have major negative economic and social consequences that have a significant negative impact on the conservation of the national heritage continuity.

Huge immigration and emigration, which is particularly felt in rural regions, not only negatively affects the country's economic life, but also distorts the natural generational change, the transfer processes of traditions and lifestyles¹. Preservation and transfer of national heritage traditions is negatively affected not only by the large population movements, reselling of homesteads, but also by summer residents with their seasonal way of life and changes to rural population. According to the studies, the Lithuanian countryside recedes quickly. In a 2005 report of Lithuania's UNDP project² the analysis of projected traffic flows effect on the eco-cognitive trail in Labanoras regional park Girutiškis reservation and evaluation of possible implications was done and it was noted that: "Rejecting the population of the biggest village Labanoras, which is often called a town, the average rural population of the southern part is less than 7 people. Larger villages are Labanoras town, Padumblė village, Lakaja village, Januliškis village. Over 75% of the population is in retirement age and only 10% of working age." Since 2005 the trend has not changed and the number of residents in the villages of protected areas declined steadily. That is not visible in the presented activity reports of Lithuania's national and regional parks, because reports are largely based on population census held long ago.

Decrease in the number of permanent residents is particularly important, because it directly relates to the transformation and degradation of rural areas. Together with the decline of permanent residents, other things such as experience, tradition, traditional crafts and lifestyle gained over the years also disappear. Globalization and scientific-

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- 1 Burinskienė, M.; Rudzkiene V. Future Insights, Scenarios and Expert Method Application in Sustainable Territorial Planning. *Technological and Economic Development of Economy*. *Baltic Journal on Sustainability*. Vilnius: Technika, 2009, 15(1): 10–25.
 - 2 Conservation of Inland Wetland Biodiversity in Lithuania. *UNDP GEF Project of the Government of Lithuania*, No LIT/03/G31/A/1G/99 [interactive]. [accessed on 12-12-2011]. <<http://www.undp.lt/uploads/project%20documents/wetlands.pdf>>.

technical processes make ethnic and cultural differences fade away, we encounter the same trademarks everywhere, the same unified production.

All European countries pay particular attention to the preservation of national heritage and organization of its activities. Various methods of management and organization techniques are applied. For example, Finland created a national network of crafts Taito group, whose aim is to set up crafts schools for children, youth and adults, to exercise training, to organize exhibitions, to distribute the production of crafts, to take care of the materials supply. Crafts in Finland are the livelihood of more than 30,000 craftsmen.³ Or 559,3 craftsmen per 100 000 population in Finland. In Lithuania 10,7 product developers of the national heritage make up every 100 000 number of people in Lithuania.⁴

According to Susan J. Terrio⁵, engaging in promotion of handicrafts is one of the livelihoods of a large French population. Beautiful beaches of the Atlantic and the Pyrenees mountains attract tourists all year round. Due to the tourists, the crafts trade flourishes there. The crafts of Southwest France are family businesses, where products are developed and manufactured by men, while women take care of marketing.

Our neighbours, the Poles, also make great efforts to preserve their national identity and traditions of cultural and artistic development.⁶ Such behaviour is motivated not only by purely rational, but also by moral reasons.⁷ Polish regions, which were formed through the long centuries, have a distinctive culture, politics, economics, and regional identity. Many regions have active local communities and the people are deeply involved in their function in the regions. Such an approach stimulates preference to local products, even if their quality is worse than those that are imported.

The situation is slightly different in China. According to Xianghong F.⁸, the needs of tourists are difficult to reconcile with the production of the craftsmen. Craftsmen make unique products and have a historical value, but the tourist market does not need them, the price of the product price is the most important factor. Therefore, products that are symbolic to the area and are authentic, are assigned to local users as they are more aware of the identity and significance of the product than the tourists are.

In order to summarize more or less successful cases in the national heritage practices, we will look at the following questions: how to preserve the national heritage traditions, what is the way of activity organization, what criteria determine and promote a successful craftsmen business? What the best methods of providing and promoting

3 Taito group. Handicraft Services–Culture, Skill [interactive]. [accessed on 12-12-2011]. <<http://www.taito.fi/en/services/handicraft-services-culture-skill/>>.

4 National heritage [interactive]. [accessed on 27-09-2011]. <<http://www.tautinispaveldas.lt/zemelapis/>>.

5 Terrio, S. J. Performing Craft for Heritage Tourists in Southwest France. *Journal of City & Society*. 2008, June.

6 Tumėnas, V. The problems of national heritage products law implementation. *Conference “Lithuanian national heritage: present and perspectives,” 2010*.

7 Siemieniako, D., et al. National and Regional Ethnocentrism: a Case Study of Beer Consumers in Poland. *British Food Journal*. 2011, 113(3): 404–418.

8 Xianghong, F. Gender and Hmong Women’s Handicrafts in Fenghuang’s ‘Tourism Great Leap Forward,’ China. *Journal of Anthropology of Work Review*. 2008, June.

the development of craftsmen activities, their segments and handicraft centre formation are.⁹ According to the research, it is most important to focus on the basic methods, which emphasize the most characteristic features of the crafts, the dominating quantity and range of products, product quality, uniqueness, high consumer interest and excellent customer service levels. No less important is the determination of craftsmen to uphold the old traditions, to demonstrate the development of personal skills by creating traditional products and to promote and educate consumers to use traditional products. Rosalind C. Paige and Mary A. Littrell¹⁰ conducted a study, the results of which revealed that all craftsmen had some marketing strategy, which affected the success of the sales.

The aim of the study is to define the value of national heritage products to the manufacturer and the consumer, to review the status of the national heritage in Lithuania and the perspectives of establishing handicraft centres.

To achieve this objective the national heritage created value has been examined, its components, the product certification of Lithuanian national heritage and, according to statistical data, an initial study hypothesis, which claims that the activity of national heritage product creators naturally shapes craftsmen centres, was empirically tested. For verification of the hypothesis seven territory groups were distinguished and the ANOVA method of single-factor analysis of variance was adapted.

1. Created Value of National Heritage

The concept of the value, the conception of its component parts and meanings varied depending on time and the prevailing economic paradigms. The value was divided into “consumption value” and “exchange value,” which, as Adam Smith¹¹ pointed out, often do not match. Different concept of value was offered by the economist Alfred Marshall¹², who has defined the value as the equilibrium of marginal costs and marginal benefit prices. In management science the value varies from simple price to complex constructed definitions, but the value and price differences between them remain. Thus, the economic value can be measured in money which the individual agrees to pay for goods or services, or accept as compensation for goods or handover of services. In case of gross economic value, there is recognition that there are two main components of value: consumption value and non-consumption value.¹³ Deferred alternative value is usually

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- 9 Aleksandravičius, A., *et al.* Economics and management: issues and perspectives. *Set of scientific articles intended for the decade of the Šiauliai University Social Sciences Faculty activity*. 2008, 2(11): 228–233.
 - 10 Paige, R. C.; Littrell, M. A. Craft Retailers Criteria for Success and Associated Business Strategies. *Journal of Small Business Management*. 2002, 40(4): 314–331.
 - 11 Smith, A. An Inquiry into the Nature and Causes of the Wealth of Nations. In: *Glasgow Edition of the Works and Correspondence of Adam Smith*. Oxford: Oxford University Press, (1776) 1976.
 - 12 Marshall, A. *Principles of Economics*. 8th ed. London: Macmillan, (1920) 1956.
 - 13 Bateman, I., *et al.* *Economic Valuation with Stated Preferences Techniques: a Manual*. Cheltenham: Edward Elgar, 2002; Brytting, T. Trollestad C. Managerial Thinking on Value-Based Management. *International Journal of Value-Based Management*. 2000, 13(1): 55–77; Haksever, C., *et al.* A Model of Value Creation: Strategic View. *Journal of Business Ethics*. 2004, 49(3): 291–305; Porter, M. E.; Kramer, M. R. Creating Shared Value. *Harvard Business Review*. 2011, January–February; Neap, H. S.; Celik, T. Value of a Product: A Definition. *International Journal of Value-based Management*. 1999, 12(2): 181–191.

singled out as the third component, which we can attribute both to the consumption and non-consumption value. Goods can be used directly or indirectly, may have a value that is not necessarily associated with its consumption. Direct consumption value is associated with goods and services that people use directly.

In case of national heritage, the product value is created not only through the direct value and benefit to the producer, but also in the perceived value and benefits of the national heritage products to the consumer. The value of the national heritage products to the consumer is composed of the direct, indirect, existence and inheritance value.

Gross national heritage value can be defined as a function that depends on the values of individual components:

$$TV = f(v_1, v_2, \dots, v_k) \tag{1}$$

Here TV is the total value, and v_1, v_2, \dots, v_k signify the components of values. It is obvious that BV is the total value, and the expression of function (1) should be linear, but the weights of the values may vary. For example, the value of the inheritance may have more weight than, say, a direct value. In this case, BV can be defined as the sum of different values with different weights.

$$TV = \sum_i^k \lambda_i v_i - v^* \tag{7}$$

Here i denotes the component of the values, k —the number of components, v_i — i -th value of the component, λ_i —the i -th weight of the component, and v^* —the sum of values of overlapping components, because the same value can be assigned to different components for multiple times. For example, the uniqueness is important to almost all components (Fig. 1).

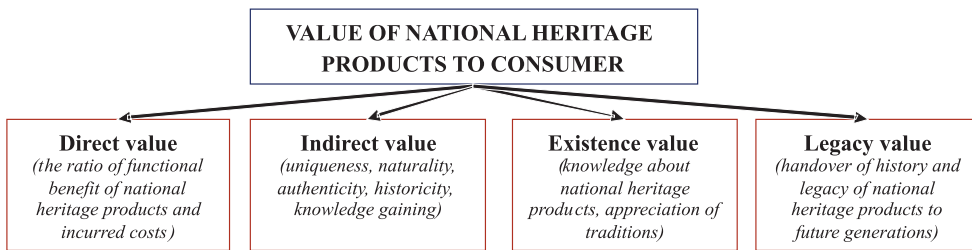


Fig. 1. Value of national heritage products to consumer

Manufacturers of national heritage products, cultivating and producing products of the national heritage, receive the economic and social value (Fig. 2). The economic value is composed of the difference of revenues from sales, state aid and EU support and the consequent costs of raw materials, materials, supplies and market access. The social value is composed of the pursuit of unique, non-traditional and natural product manufacturing according to the old traditions, learning skills, the development of enterprise skills development and employment increasing.

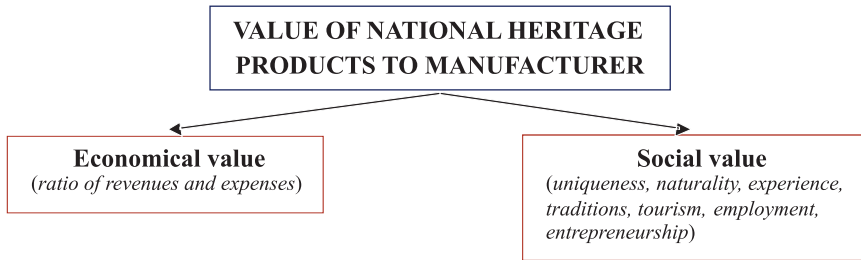


Fig. 2. Value of national heritage products to manufacturer

The value of national heritage products helps to understand the work of creators of national heritage better, through which the competitive advantage is developed and value created not only for creators of these products, but also for consumers.

2. The Preservation and Development of National Heritage in Lithuania

In order to promote traditional crafts activities on the national scale, the Government of the Republic of Lithuania by Resolution No. 775 on the 16th of July, 2008 has confirmed the long-term strategy of preservation, popularization, creation and promotion of realization of national heritage products, their markets and crafts development programme for the period of 2008-2015.

When implementing the provisions of the national heritage products act, by the resolution, adopted on the 2nd of October, 2007, the Government of the Republic of Lithuania, authorized the Ministry of Agriculture to conduct the functions of an authority of national heritage products from the 1st of January, 2008.

Owing to the authorities of state protection of national heritage products, the national heritage product certification process is continuous. Each year, the new national heritage products, meeting the conformity criterion, are certified. Most of the national heritage products were certified in 2010, 496 national heritage products, of which 334 were non-food products and 162 were food products in the field of national heritage (Fig. 3). National Heritage dynamics of product certification indicate that the non-food products in the field of national heritage are more popular than the food products in the field of national heritage. By the 15th of July in 2011, 721 non-food products in the field of national heritage have been certified, while 438 food products were certified in the field of national heritage.

According to the number of certified products, one of the most popular craft is food preparation¹⁴—137 certified national heritage products. The craft involves 18 craftsmen working in 14 different territories of Lithuania, mainly in rural areas. Another one of

14 National heritage, *supra* note 4.

the most popular crafts, according to the number of certified products, is weaving—29 craftsmen of 106 certified national heritage products in 14 different territories of the country. Carving is also popular handicraft. 22 craftsmen are engaged in this craft, which have certified 101 national heritage products. Traditional carving is engaged in 16 different locations in Lithuania, mostly in urban areas. The cooking has become the most popular craft according to the number of craftsmen. 37 craftsmen from 30 different locations are engaged in this craft, and have certified 91 national heritage products. Traditional cooking is more popular in rural than in urban area.

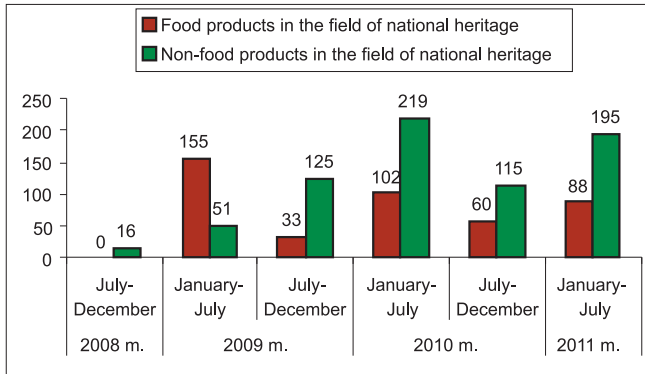


Fig. 3. Annual number of certified traditional products. Source: National heritage, 2011

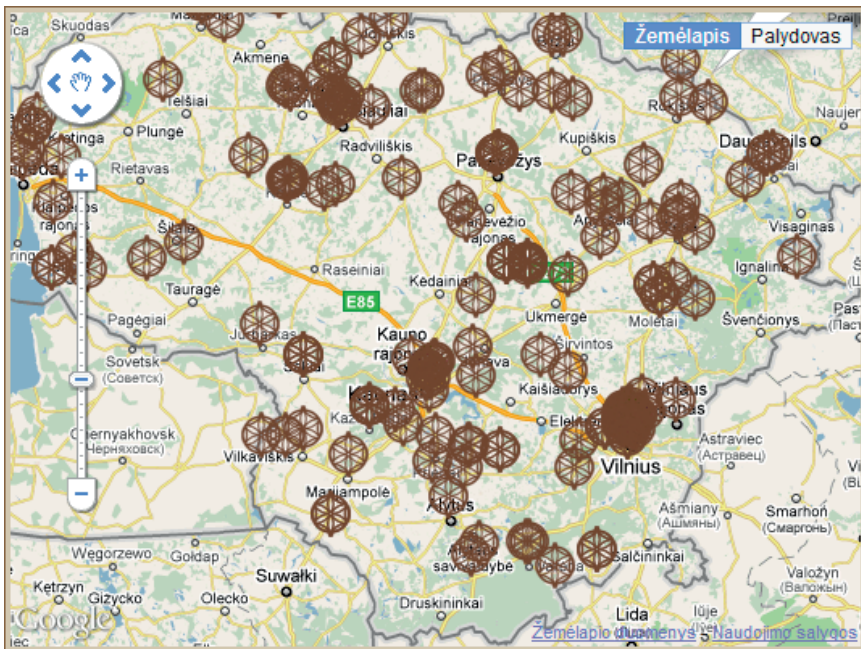


Fig. 4. Distribution of traditional craftsmen in Lithuania. Source: National heritage, 2011

In total, Lithuania has certified 1,159 products of the national heritage and traditional craftsmanship involves in 353 craftsmen. Most of them, 58 are in the city of Vilnius, 23 craftsmen, certifying the products of the national heritage, are in the city of Kaunas, 16 craftsmen are in Ukmergė region, 11 are in Kretinga region, 9 craftsmen are each in Prienai and Šiauliai regions, 8 craftsmen are in Utena region. (Fig. 4).

National heritage products are characterized by the symbolism and historical traditions, inherent to the regions of Lithuania. Regional differences of Lithuanian culture reflect the complex history of the country: since the 13th century, in the present territory of the country, four historically prominent ethnographic areas or regions have formed. Currently, as a heated debate on the new administrative division of the Republic of Lithuania still takes place, The Ethnic Culture Care Council of Lithuania proposes to distinguish four ethno-cultural regions: Aukštaitija, Žemaitija, Dzūkija and Suvalkija. Separate ethnographic areas differ from one another by local dialect features, the prevailing festivals, type of dwelling and internal layout, apparel and other features of the material and spiritual cultural identity and the variety of traditional crafts.

Each region of Lithuania is unique with its diversity of crafts and national heritage products. According to Figure 4, it can be stated that the biggest number of craftsmen are in Aukštaitija and Dzūkija regions, who uphold the national heritage products. The Aukštaitija region is the largest ethnographic region of Lithuania, with many dialects, especially rich in traditional customs, architecture, lifestyle and other historical ethno-cultural heritage. Aukštaitija is the region of bear brewers (especially in Biržai district), as well as traditional pastry and freshwater fish dishes. The rich culinary heritage of Aukštaitija is a part of European culinary heritage. Almost all ancient crafts have survived in Dzūkija. Buildings, furniture, household items—all this is still handmade. There are plenty of carpenters, potters, blacksmiths, harnessers of twigs and chips, wood carvers, iron and ceramic masters.

The production and development of the national heritage products is relevant not only for protection of national centuries-old traditions, but also in increasing the country's economic growth, reducing inequalities between Lithuanian regions and improving the economic situation of Lithuanian towns, villages and problem zones.

3. The Feasibility Study of the Formation of National Heritage Products Handicraft Centres

One of the most recently supported ways of preserving the Lithuanian national heritage is the creation of handicraft centres, which warrants a lot of hope. Traditional handicraft centre is a juridical entity, which meets the interests of traditional craftsmen, cares for the production and development of traditional products, provides the services of traditional crafts' training, consulting and other services.

The establishment rules of handicraft centres provide that they must unite as many certified craftsmen and there must be at least three different crafts upheld in the centres. When establishing the handicraft centre, another criterion is applicable—the security

of continuity, according to that priority activity is estimated, efforts are put to spread the centres all over Lithuania. In 2010, for the establishment of five handicraft centres (Šiauliai, Kelmė, Anykščiai, Prienai and Plungė municipal districts) nearly 700 000 Litas was appointed, in 2011, for the establishment of traditional handicraft centres in 11 municipalities (Biržai, Utena, Panevėžys, Kretinga, Ukmergė, Zarasai, Varėna, Šilutė, Rokiškis, Alytus, Molėtai regions) it was expected to appoint 8.7 million Litas.

The Government of the Republic of Lithuania on the 14th of December, 2011 with Resolution No. 1475 adopted a National heritage products protection, their markets and craft development programme for 2012-2020, one of the goals of which is to develop state aid, promoting the preservation of national heritage products, creation and realization, but it is observed that there is a poor product marketing, partnership and cooperation, and poor competition possibilities of national heritage products. It is stated, that while creating handicraft centres in Lithuania, the main objective is to strengthen the partnership and cooperation between traditional craftsmen, the lack of handicraft centres is present in territories of Kėdainiai, Jurbarkas, Kaunas and Kėdainiai district municipalities (Central Lithuania) and Vilnius, Širvintai, Šalčininkai and Švenčionys district municipalities (Vilnius region). These municipalities pay little attention to the preservation of traditional crafts, that is why the crafts are on the extinction edge, craftsmen are unable to transfer their experience to young people and present their products.

So, where are the handicraft centres created and where is it appropriate to create them? Have the naturally formed traditional gathering places of craftsmen remained up to this day? Are the craftsmen evenly spread over regions, or do they all reside in the centres of ethnographic cultural regions or protected areas? Perhaps, the museums can best perform the functions of national heritage crafts' promoters and teachers. Where are the most favourable conditions for such centres to develop and expand; will they ensure their survival and vitality of such centres?

In order to find answers to these questions, the primary research hypothesis was formulated, that the creators of the national heritage products form the handicraft centres in a natural manner.

When verifying this hypothesis, the statistical analysis of certification data of national heritage products was carried out and the mean number of national heritage creators in various places per 100,000 populations was calculated. For the determination of the formed handicraft centres seven groups of territories were identified (see Table 1).

Table 1. The average number of craftsmen in different places per 100,000 population

Location \ Sphere	Cooking craftsmen	Cross-making craftsmen	Carving craftsmen	Total craftsmen
Lithuania /	1,2	0,6	0,7	10,7
Large cities	0,2	0,1	0,2	7,2
Medium-sized cities	0,5	0,9	0,0	3,8

Small towns	2,4	1,0	1,0	6,9
Village (s)	2,0	0,9	0,9	13,0
Problematic territories	1,1	1,1	0,9	9,4
National parks:				
1. <i>Aukštaitija</i>	1,0	0,0	1,0	14,9
2. <i>Žemaitija</i>	2,4	0,0	2,4	14,3
3. <i>Dzūkija</i>	0,7	0,7	1,38	12,5
4. <i>Kuršių Nerija</i>	0,0	0,0	0,0	0,0
Ethnographic regions:				
1. <i>Aukštaitija</i>	1,8	1,0	0,2	14,0
2. <i>Dzūkija</i>	0,7	0,2	0,9	11,0
3. <i>Žemaitija</i>	1,3	0,8	0,8	8,6
4. <i>Suvalkija</i>	0,3	0,5	0,9	9,7

Source: Aggregated data are calculated according to: National heritage, 2011¹⁵ and Lithuanian Department of Statistics (Statistics Lithuania), 2011¹⁶.

The method of single-factor analysis of variance (ANOVA) was used when testing the hypotheses. ANOVA is a statistical technique designed to test whether the means of more than two quantitative populations are equal (Fisher, 1990¹⁷):

$$F = \frac{s_A^2}{s_W^2} \quad (1)$$

Where s_A^2 is the variation among sample means, and s_W^2 is the variation of individual sample observations within samples.

The ANOVA test assumes that the sampled populations are normally distributed and have identical variances. Practically ANOVA test is quite robust with respect to the normality assumption but any violation of the equal variances assumption seriously affects the validity of the test. When this assumption turns out to be broken, the Brown-Forsythe and Welch options are used as alternative versions of the F statistic.

5 percent ($\alpha = 0.05$) significance level was applied to the research. Zero hypothesis is checked, that the means of several groups are equal to $H_0: \mu_1 = \mu_2 = \mu_3 = \dots = \mu_n$, where n - number of researched groups. The F criterion is applied when testing the zero-

15 National heritage, *supra* note 4.

16 Lithuanian Department of Statistics (Statistics Lithuania) [interactive]. [accessed on 12-12-2011]. <<http://www.stat.gov.lt/en/>>.

17 Fisher, R. A. *Statistical Methods, Experimental Design and Scientific Inference*. Bennett, J. H. (ed.). Oxford: Oxford Science Publications, 1990.

hypothesis. When two groups are tested, ANOVA method coincides with the Student's t criterion for checking the equity mean of two groups.

Having analysed and systematized the statistical data of national heritage products certification and having calculated the mean number of craftsmen in different places (see Table 1), the data is divided into 3 groups: A—medium-sized cities and large cities with suburban areas (mean size without suburban areas), B—rural districts, C—small towns.

The results showed that the mean differences between groups are insignificant (in case of bakers, the F criterion value is equal to 0,921, observational significance level $p = 0,401$; cross-making craftsmen $F = 0,374$, $p = 0,689$; carvers $F = 0,893$, $p = 0,413$; total number of craftsmen $F = 1.835$, $p = 0,165$). Comparison of individual groups showed that although the mean differences with 5 percent significance level are insignificant, the biggest differences are in case of the total number of craftsmen between A and C group (mean difference—10,19, LSD criterion observational significance level $p = 0,074$) and between groups A and B (mean difference—9.74, $p = 0,08$). On this basis, B and C groups were combined, two groups were created. Group I—the ten largest cities of Lithuania (according to census, 2011). The five largest Lithuanian cities (Vilnius, Kaunas, Klaipėda, Šiauliai, Panevėžys) were analyzed together with the suburban areas, since the influence zones of the cities includes surrounding areas (Burinskienė, Rudzkienė 2007¹⁸). The influence of next five smaller cities to suburban areas is not evident, so, they are analyzed without surrounding areas. Group II—small towns with rural areas. Groups are of different sizes: the first group consists of 15 urban and suburban areas, the second—87 towns and rural districts.

The mean equity of these groups was tested by the student's t criterion. It was found that the overall mean number of these groups' craftsmen was significantly different ($t = 4,032$, $p = 0,00015$). An average of 15,6 craftsmen per 100 000 inhabitants live in towns and villages, in medium and large cities with suburban areas—5,6. Thus, it can be concluded that the production of national heritage products is alternative to agricultural activity in small towns and rural areas, which increases the level of country's small towns and villages, promotes employment and reduces regional disparities.

Several other hypotheses have also been tested. The first—that the number of craftsmen of various kinds of handicrafts in Lithuanian ethnographic regions is the same. This hypothesis was confirmed (the largest differences were found in the case of craftsmen: $F = 1,25$, $p = 0,266$), i.e. it can be stated that the creators of national heritage products in ethnographic regions spread evenly in all areas.

The second hypothesis states that the number of craftsmen of various kinds of handicrafts in Lithuanian problem and non-problem zones is equal. This hypothesis failed to reject (the largest differences were found in the case of craftsmen: $F = 2,79$, $p = 0,171$), so it can be stated that no difference in the number of craftsmen of various kinds of handicrafts in Lithuanian problem and non-problem zones is observed.

18 Burinskienė, M.; Rudzkienė, V. Variability and the relationship between quality of life and real estate prices in Lithuania. *International journal of environment and pollution* (IJEP). 2007, 30(3/4): 501–517.

The primary research hypothesis, that the protected areas become national heritage centers, was rejected. Student's t criterion was used to test the hypothesis, that in the territories of national parks on the average lives the same number of craftsmen as in the rest of the territory of Lithuania. The results showed that the means do not differ in almost all cases, except for cross-making craftsmen case. In the national park areas live almost 10 times less cross-making craftsmen than in other areas (mean difference 9,78, $F = 7,79$, $p = 0,003$). In all other cases the differences are insignificant (bakers: $t = 0,636$, $p = 0,526$; total craftsmen: $t = -0,189$, $P = 0,851$; carvers: $t = -0,152$, $P = 0,880$).

The performed analysis shows, that global and local processes do not form the conditions for the natural formation of the handicraft centres. Without specific ethnic heritage promotion and sponsorship programmes, the future of the national heritage would be problematic.

Conclusions and Recommendations

1. The total value of national heritage products is developed through the value of national heritage products provided to the manufacturer, as well as through perceived value and benefit to the consumer of national heritage products.

2. The concept of national heritage product in Lithuania is oriented towards the totality of historically formed traditions and transferred experience and skill enhancement, preservation, upholding, realization and promotion. The implementation is governed by a legal framework, ensuring the state protection to national heritage products. In total, there are 66 historically formed traditional crafts, 1,159 certified products of the national heritage and 353 craftsmen are engaged in traditional craftsmanship in Lithuania.

3. In 2010-2011, resources for the establishment of 16 traditional handicraft centres in Lithuania were intended. It is mostly stated, that the centres are established in places where little attention is paid to the preservation of crafts, in order to revitalize and develop traditional craft activities.

4. The performed development research of four sections of the national heritage products revealed that the activities of national heritage creators in various areas naturally do not form handicraft centres, because there are no large differences between the number of craftsmen in the national parks, ethnographic regions, problem and non-problem areas in Lithuania and in large or medium-sized cities and towns, except for rural areas. Therefore, it is appropriate to orient establishing the handicraft centers regardless of the areas where is a maximum or minimum number of manufacturers, but combining them with the development plans of historical - cultural and recreational tourism.

5. Handicraft centres, offering national heritage products, enable better presentation of the potential of the country's or region's historical-cultural heritage. A region that accepts tourists should provide a wide range of traditional products made by local folk-artists, masters and craftsmen. Meanwhile, traditional products, manufactured not within the visited country, but elsewhere, lose their value to tourists and are perceived as fake.

6. All the national heritage products and tourism goods could be sold in specialized and conveniently set stores, which are recommended to format in national style. In such stores, products can be produced in the presence of the buyer. This form of marketing often becomes the centre of attraction in the region and has a great interest of visitors.

7. An important element of regional culture is national cuisine. Tourists try to taste the dishes of the visited country. The most attention is paid to cafes, restaurants that follow the national traditions and apply elements of folklore. Therefore, preservation of national cuisine is very important to attract tourism flows and promote a particular region.

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TAUTINIS PAVELDAS IR TRADICINIŲ AMATŲ CENTRŲ PLĖTRA

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Santrauka. Tautinio paveldo išsaugojimas ir puoselėjimas, tautinio paveldo produktų gamyba ir plėtra yra aktuali ne tik saugant šalies tautinį išskirtinumą, bet ir skatinant istorinį-kultūrinį turizmą, keliant šalies ekonomikos lygį, mažinant netolygumus tarp atskirų regionų. Tačiau spartūs socialinio ir ekonominio gyvenimo pokyčiai, kuriuos sukėlė per kelis pastaruosius dešimtmečius ypač aktyviai vykstantys globalizacijos procesai, palietė ir tautinio paveldo sritį. Neigiamos socialinės ir ekonominės pasekmės, gyventojų migracija ir emigracija, kuri ypač sparti kaimiškuosiuose rajonuose, ne tik neigiamai veikia šalies ekonominį gyvenimą, bet ir trikdo susiklosčiusių tradicijų ir gyvenimo būdo perdavimo procesus.

Visos Europos valstybės ypač daug dėmesio skiria tautinio paveldo išsaugojimui ir jo veiklos organizavimui. Poreikis formuoti tautinio paveldo plėtros strategijas kyla ne tik iš tautinio paveldo gamintojų, bet ir iš valstybinę apsaugą užtikrinančių institucijų, ir iš vartotojo pusės. Tautinio paveldo plėtra skatinama mokestinėmis lengvatomis, remiamas tautinio paveldo gamintojų dalyvavimas renginiuose.

Vienas iš pastaruosiu metu remiamų Lietuvos tautinio paveldo išsaugojimo būdų – tradicinių amatų centrų kūrimas. Numatoma, kad tokie centrai turėtų atstovauti tradicinių amatininkų interesams, rūpintis tradicinių produktų gamyba ir plėtra, teikti tradicinių amatų mokymo, konsultavimo paslaugas.

Straipsnyje nagrinėjama tautinio paveldo produktų kuriama vertė gamintojui ir vartotojui, apibendrinami daugiau ar mažiau sėkmingos tautinio paveldo veiklos atvejai, tautinio paveldo veiklos organizavimo būdai. Remiantis statistiniais duomenimis ieškoma atsakymo į klausimus: kur kuriami ir kur tikslinga kurti amatų centrus? Ar iki šiol išliko natūraliai susiformavę tradicinės amatininkų susitelkimo vietos? Ar amatininkai tolygiai pasiskirstę regionuose, ar kaupiasi etnografinių regionų kultūrinuose centruose, ar saugomų teritorijų centruose? Kur palankiausias sąlygos amatų centrams kurtis, plėstis, kaip užtikrinti jų išlikimą ir gyvybingumą?

Ieškant atsakymų į šiuos klausimus atlikta tautinio paveldo produktų sertifikavimo duomenų statistinė analizė. Susiformavusių amatininkų centrų nustatymui buvo išskirtos septynios teritorijų grupės ir jų palyginimui taikytas vienfaktorinės dispersinės analizės ANOVA metodas.

Atliktas tyrimas atskleidė, kad tautinio paveldo produktų kūrėjų veikla įvairiose vietovėse natūraliai neformuoja amatų centrų, nes beveik nėra didelių skirtumų tarp amatininkų skaičius 100 000 gyventojų nacionaliniuose parkuose, etnografiniuose regionuose, probleminėse Lietuvos teritorijose, išskyrus didžiausius Lietuvos miestus ir miestelius bei kaimiškuosius rajonus. Daroma išvada, kad amatų centrų kūrimosi vietas būtų tikslinga orientuoti ne į vietoves, kur yra didžiausias ar mažiausias gamintojų skaičius, bet derinant su istorinio-kultūrinio ir rekreacinio turizmo plėtros vystymo planais.

Reikšminiai žodžiai: tautinis paveldas, tautinio paveldo produktų vertė, tautinio paveldo amatų centrai, istorinis-kultūrinis palikimas, vienfaktorinė dispersinė analizė.

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