



**INTERNATIONAL CONFERENCE:
17 - 18 November, 2023
Bucharest, Romania**

Environment at Crossroads: **SMART** approaches for sustainable future



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A Theoretical Inquiry into the Interplay of Cultural and Creative Industries and Sustainable Development

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Abstract:

The paper explores the relation between sustainable development and cultural and creative industries based on a literature review study. The study focuses on the association of the two key concepts in the specialty literature and elaborates on the level of the interaction between the analysed terms. Relevant literature in the intersecting fields and previous theoretical foundations have been studied aiming to generate new arguments and theoretical basis for the relevance of studying the role of cultural and creative industries for the sustainable development. The current study was carried out in two successive stages. The first part consisted in a bibliometric analysis based on the association of the concepts sustainable development - cultural and creative industries in the Scopus and Web of Science databases. The second phase followed with an in-depth analysis on 30 articles published between 2014 and 2022 that address these interconnected concepts. Within the analysis, research articles and policy papers addressing issues related to cultural and creative industries and sustainable development have been identified. The findings underline the role played by cultural and creative industries in shaping the main dimensions of sustainable development, identifying as prominent themes closely associated with the two concepts, the creative economy, innovation, urban development, creative city, tourism, planning and policy and the cultural heritage. The most frequent and relevant associated concepts identified include the creative economy, cultural sustainability, economic growth, enabling environment, cultural dimension and cultural and creative cities. As a result of the two-fold analysis that combines the literature database exploration and the in-depth text analysis, it is observed the prevalent correlation between cultural and creative industries and sustainable development within the literature and that studying their relationship is a topic of interest, reflecting the growing importance of understanding their interplay.