

The Potential for The Development of a Creative City (A Case Study for The City of Rzeszów, Poland)*

Anna MAZURKIEWICZ and Katarzyna SZARA

University of Rzeszów, Rzeszów, Poland
ORCID: 0000-0003-2764-284X

Correspondence should be addressed to: Anna MAZURKIEWICZ; annam@ur.edu.pl

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Abstract

The issue of creative cities is extremely important in the theory and practice of economics and regional development. Creative cities shape development based on knowledge and skills of residents and they build their own potential. The purpose of the paper is to identify the potential of the city of Rzeszów in the context of creative capital development. Rzeszów, being the capital of the Podkarpackie Province, which is one of the least economically developed regions in the country, is the center of economic, social and cultural development that gathers people together with their potential. The city is evidenced not only by the number of the creative class, but also by numerous cultural and sports attractions that contribute to the diversity of the quality of life. The confirmation of the assumptions adopted are also innovative investments, as well as investors locating their activities in the city. In the study quantitative and qualitative data were applied. The basis for the analysis of the data was the verification of the literature on the subject including research reports on the possibilities of development of the creative class made by the desk research method. The case study method was used to indicate the successes of the city of Rzeszów. The original contribution is the application of the theory of the creative class in a regional perspective, in this case a provincial city. It is also an indication of the areas in which the city's development should take place in order the creative class could settle in this area.

Keywords: Creative Class, Creative Capital, Economic Development, Rzeszów.