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**УСТОЙЧИВОЕ РАЗВИТИЕ ЭКОНОМИКИ:  
МЕЖДУНАРОДНЫЕ И НАЦИОНАЛЬНЫЕ АСПЕКТЫ**

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Впервые материалы конференции «Устойчивое развитие экономики: международные и национальные аспекты» были изданы в 2012 году (печатное издание).

Рассмотрены демографические и миграционные процессы в контексте устойчивого развития экономики; обозначены теоретические основы, практические аспекты управления человеческими ресурсами; выявлены и систематизированы драйверы инклюзивного экономического роста в Беларуси и за рубежом; раскрыты актуальные финансовые и экономические аспекты развития отраслей; приведены актуальные проблемы и тенденции развития логистики на современном этапе; отражены современные тенденции совершенствования финансово-кредитного механизма; освещены актуальные проблемы учета, анализа, аудита в контексте устойчивого развития национальных и зарубежных экономических систем; представлены новейшие научные исследования различных аспектов функционирования современных коммуникативных технологий.

Для научных работников, докторантов, аспирантов, действующих практиков и студентов учреждений высшего образования, изучающих экономические дисциплины.

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## CULTURAL RELATIONS, CULTURAL HERITAGE AND CULTURAL DIVERSITY: IN THE CONTEXT OF ECONOMIC DEVELOPMENT OF AZERBAIJAN AND BELARUS

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Today we are often meeting the term of “cultural relations” in our daily life. We use cultural relations between states or bilateral/multilateral cultural relations among states. In this research I will try to explain the cultural relations value in the context of 2 different countries. The research aims to build a better understanding of the impact and value of cultural relations in terms of their ability to make a varieties, in relevant to supporting prosperity and stability in societies going through substantial change.

As we know that, today’s workplace is diverse. Hereby, the one of the main purpose of this research is to provide the reseacher, experts and other interesting people with understanding into, and skills for, relating efficiently to people from other cultures. Relating efficiently to diverse people within one’s own culture or from other cultures requires similar skills and knowledge. In general, cultural diversity is also expressed in the increasing internationalization of business. To progress in today’s workplace someone must be able to relate efficiently to people from various cultural groups from within and outside her or his country.

On other way, the research focused to clarify the cultural heritage sector in the context of Azerbaijan and Belarus and to identify the most important areas of their social development. Heritage is what communities themselves agree to regard as such. In this regards, I will try to identify a shift in heritage-related issues from discussing them purely from the perspective of cultural studies, historical and artistic themes to tackling pragmatics of sustainable development, and raised the issue of producing new research on the impact of heritage on society.

**1. Understanding of cultural relations, cultural diversity and cultural heritage.** Today’s cultural relations take place in a context of weakness and risks what are further the control of any nation-state to direct and which make cooperation in international relations more necessary than ever. Rather than employing simplex approaches, and through cultural relations - increased trust and mutual understanding can be built which will contribute to solving these problems. There is no general agreement on what cultural relations are. Different national cultural relations organizations understand cultural relations through different lenses.

Moreover, culture can participate as a part of foreign policy of country: the organization and designation of cultural policy is a assignment which is given to the foreign policy winding up [1, p. 215; 2, p. 409], also, is understood as the cultural diplomacy between different nations [3, ch. 1].

The term cultural relations refers to interventions in foreign cultural arenas with the aim of increasing intercultural dialogue and bringing about mutual benefits connected to stability, prosperity and security. Just as there is no common definition of cultural relations, there is no one correct approach to good cultural relations, or simple method of evaluating cultural relations.

Practitioners face very different cultural and geopolitical contexts. Good cultural relations necessarily involve flexibly adapting programs in ways that resonate with these contexts. Assessing the value of cultural relations in different countries and for different actors requires a range of methodologies that take diverse perspectives into account.

Cultural relations are understood as reciprocal transnational interactions between two or more cultures, encompassing a range of activities conducted by state and/or non-state actors within the space of culture and civil society. The overall outcomes of cultural relations are greater connectivity, better mutual understanding, more and deeper relationships, mutually beneficial transactions and enhanced sustainable dialogue between people and cultures, shaped through engagement and attraction rather than coercion.

Heritage is not a thing but a process. It means a constant choice between values that must be made every second. Cultural heritage is an expression of the ways of living developed by a community and passed on from generation to generation, including places, customs, objects, practices, values and artistic expressions.

Before, cultural heritage was merely looked at as a source of income. Recognizing culture as a dynamic and transformative force, they seek to explore culture as an indicator and facilitator of social development. Today, its role as an active agent of social transformation has been increasingly recognized.

([http://www.cultureindevelopment.nl/cultural\\_heritage/what\\_is\\_cultural\\_heritage](http://www.cultureindevelopment.nl/cultural_heritage/what_is_cultural_heritage))

In a point of common view is that, however cultural relations, cultural diversity and cultural heritage can help set up and assist working contacts between countries, it is seriously dependent to the difficult item of laws and bilateral negotiations, agreements, military capability and multi-lateral structures.

**2. Cultural diversity and cultural heritage of Belarus.** In Belarus 130 ethnic and confessional groups carry out activities relating to preservation, popularization and development of their own cultural heritage.

Belarus is a country with a clearly defined ethnic majority – Belarusians, and numerous ethnic minorities such as Ukrainians, Poles, Roma, the Azeri and others. The share of ethnic Belarusians is 84 percent; the largest minority – Russians – constitute about 8 percent according to the 2009 Census.

The historical and cultural heritage of Belarus includes 5,553 historical and cultural assets, including 5,352 tangible immovable assets, of which 1,820 are sites of architecture and urban planning, 2,263 archaeology, 62 art, 1,203 history, and 89 tangible movable assets and 112 intangible historical and cultural assets. Belarus is present in UNESCO's World Heritage List through the Mir and Nesvizh castles, Białowieża Forest and the Struve Geodetic Arc. Intangible heritage is represented in UNESCO by the rite of the Kolyady (Christmas) Tsars. The tentative list submitted by the authorities includes several sites including Prospekt Nezalezhnosti (Independence ave.) in Minsk, the Augustow Canal (19th c.), the Tower of Kamyenets (1271–1288), and the St. Sophia Cathedral in Polatsk (1030– 1060). [12]

Belarus has little experience in successfully using heritage as a tool for developing individual towns and regions. There are examples of successful business and productive intersectional coop-

eration in projects focusing on heritage use (primarily agro-tourism and ecotourism); there is experience in attracting grant or sponsorship funds. The successful practice listed in this report are evidence of the existence of a small group of experts and professionals with experience in solving new development-oriented problems. There are also several platforms for successful experience exchange in terms of implementing the economic potential of heritage.

Heritage is also a means of intercultural communication. This is repeatedly stated at the government level. The International Traditional Culture Forum has been held in Mogilev since 2012. Specialists of traditional culture from over ten countries take part in the event: Belarus, Russia, Italy, Turkey, Estonia and other states [13].

**3. Cultural relations, cultural diversity and cultural heritage in economic development of Azerbaijan.** Cultural diversity and pluralism represent one of the most important factors of culture. Azerbaijan has since ancient times been known as the homeland of diverse peoples and cultures. This land served as some kind of bridge between Eastern culture, on the one hand, and the world, European culture – on the other hand. For the multinational, poly-confessional, multilingual Azerbaijan, this ideology is put forward by the historical reality itself.

In Azerbaijan, during all periods of history with a diverse national and ethnic structure there are real sources of this diversity. Relationship of tens of religious and ethnic communities living in Azerbaijan has caused unity of a variety of their cultures – their folklore, dialects, customs, life, system of religion, etc.

After gaining independence from Soviet Union, ethnic minorities in Azerbaijan started to create their own cultural centers to preserve their historical and cultural customs and traditions. As a result, today tens of national cultural centers function in Azerbaijan. The Ministry of Culture and Tourism of the Azerbaijan Republic takes active part in the programs to promote “cultural diversity” realized under the auspices of UNESCO, the Council of Europe and OSCE. The Ministry of Culture and Tourism realizes a project titled “Cultural Diversity of Azerbaijan” [17].

The Azerbaijani people consist of the Azerbaijanis constituting the main part of the public of the country, and 30 nations and ethnic groups, which compactly live in various regions of the country. All these people, regardless of their number, language and religion, are equal citizens of Azerbaijan.

There are good cultural relations between Azerbaijan and Belarus. So that, different bilateral and international cultural events (including International Vocalist Competitions named after Byulbyul, International East-West Film Festivals) was held in both countries. Hereby, several Belarus cultural days was organized in Azerbaijan. Beside it, different cooperation agreements was signed between two countries. In this regards, Agreement has signed between the Government of the Republic of Azerbaijan and the Government of the Republic of Belarus on cooperation in the fight against the laundering of cultural wealth and their returning.

Today, Azerbaijan holds one of the leading places among the world countries where there is no place of discrimination for belonging to any ethnic minority or on the contrary. In a word, the national policy pursued by the Azerbaijani state demonstrates that the people can live in peace and friendship, and from this point of view, our country is a bright example for the whole world.

In replying the question of what makes increase happen, most economists go into detail these inequalities by appealing to the list of terms that must be met for an economy to develop.

Establish an organization to introduce new thinking in relation to using the social, economic and cultural potential of heritage by disseminating information about foreign and Belarusian best practice, curating the nature of programming and synergies of implemented projects, ensuring horizontal communication between the sector's actors, conducting conflict monitoring, the organization of methodology seminars and research. Adjust the performance indicators of state cultural institutions and the Ministry of Culture, introduce indicators relating public and civil society organizations/initiatives outreach in their work, grant activities, the establishment of interregional and international relations, etc. Develop models of sustainable cooperation between local non-governmental and governmental organizations in attracting grants for carrying out various work with heritage.

Research found that explanation of cultural relations, cultural diversity and cultural heritage, to explain connection among them, to find the affecting of culture to economic development, the role of them in economic development of Azerbaijan and Belarus.

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## **КУЛЬТУРНЫЕ ОТНОШЕНИЯ, КУЛЬТУРНОЕ НАСЛЕДИЕ И КУЛЬТУРНОЕ РАЗНООБРАЗИЕ: В КОНТЕКСТЕ ЭКОНОМИЧЕСКОГО РАЗВИТИЯ АЗЕРБАЙДЖАНА И БЕЛАРУСИ**

**Агил Валиев, Гахира Маммадова**

Сегодня термины «культура», «наследие» и «разнообразие» являются одним из основных факторов современного социального развития. Целью данного исследования является предоставление информации о культуре, культурном наследии и культурном разнообразии в Беларуси и Азербайджане и определении наиболее важных областей социально-экономического развития.

Статья состоит из разъяснений понятий культуры, культурного наследия и разнообразия, чтобы проанализировать, каково влияние культуры, культурного наследия и многообразия на экономическое развитие Азербайджана и Беларуси. Статья может быть полезной для разных международных исследователей, ученых и экспертов, которые проводят более сложные исследования, связанные с этой темой.