



CULTURE STATISTICS

2022



CULTURE STATISTICS 2022

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CULTURE STATISTICS 2022



INSTAT publishes culture statistics, focusing on cultural participation and economic dimension of culture. The indicators presented are related to cultural participation and cultural heritage, education and employment in culture. Also, special sections are dedicated to internet use for cultural purposes and public expenditures on culture.

PARTICIPATION IN CULTURE

Music, audio-visual content, live performances and other cultural activities promote the values of Albanian society and serve as forms that connect people with society. Participation in cultural activities seems to have a significant impact on the quality of life of each individual and on the well-being of society in general.

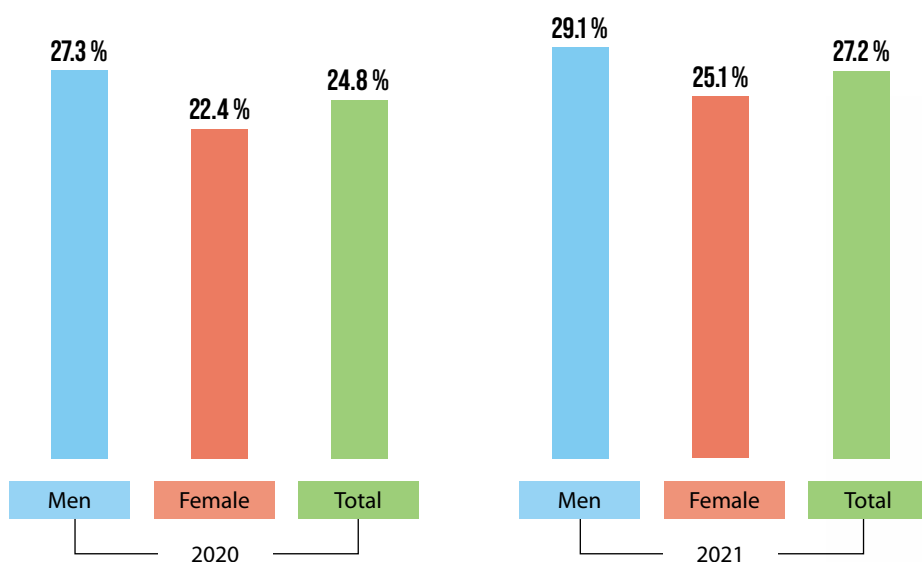
This section presents data on cultural participation, based on the Income and Living Conditions Survey that INSTAT conducts and on administrative data, provided by the Ministry of Culture, regarding the number of cultural activities and the number of spectators in cultural activities.

The Income and Living Conditions Survey collects data on the participation in paid cultural activities of individuals over 16 years of age. Cultural activities include visits to the theater, cinema, concerts, sports activities, etc.

In 2021, 27.2% of individuals over 16 years old reported regularly participation in at least one cultural activity during the past 12 months.

For both years, it is observed that men have a higher percentage of participation in cultural activities compared to women. In 2021, 29.1% of men and 25.1% of women participated regularly in cultural activities.

Fig. 1 Participation in cultural activities for individuals over 16 years old



Source: The Income and Living Conditions Survey





Administrative data from the Ministry of Culture refer to the number of shows, premieres organized during the year by central art institutions, under the Ministry of Culture.

During the year 2022, a total of 798 performances and premieres were organized in central art institutions. Compared to the previous year, the number of shows and premieres has grown significantly. In the central art institutions, during 2022, 104,366 spectators participated in cultural activities, approximately three times more, compared to 2021.

Tab. 1 Total number of shows/premieres and spectators in the institutions of culture

Number of shows/premiere		CULTURE INSTITUTIONS	Number of spectators	
Year 2021	Year 2022		Year 2021	Year 2022
57	70	National People's Theater	6,446	12,391
159	319	The National Experimental Theater	11,981	26,763
99	175	National Theater of Opera, Ballet and National Ensemble	7,151	15,639
146	188	National Center for Children's Culture	10,149	27,023
51	46	National Circus	2,364	22,550
512	798	Total	38,091	104,366

Source: Ministry of Culture

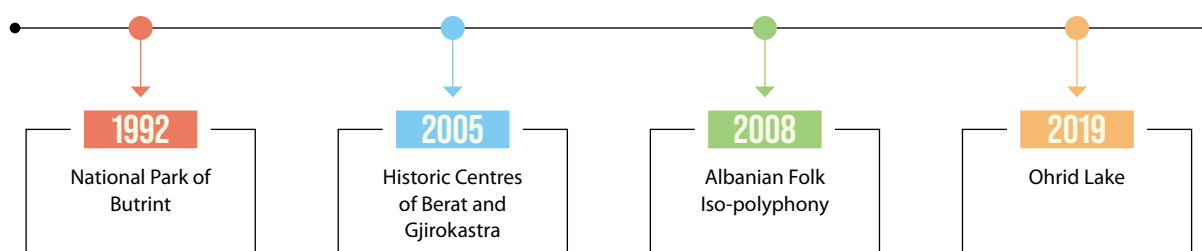
CULTURAL HERITAGE

The concept of cultural heritage is associated with cultural assets, which express the values, identity, knowledge, traditions, beliefs and cultural assets of a society. Cultural heritage is identified with monuments, museums, archeological sites, parks, castles and monuments, etc. In addition to material assets, intangible assets, such as music, dance, rituals or traditions which are inherited and passed down from generation to generation, are also part of the cultural heritage.

In the list of world cultural assets protected by UNESCO, Albania is represented by both tangible and intangible heritage (Tab. 2).



Tab. 2 National cultural heritage represented in UNESCO



Source: UNESCO



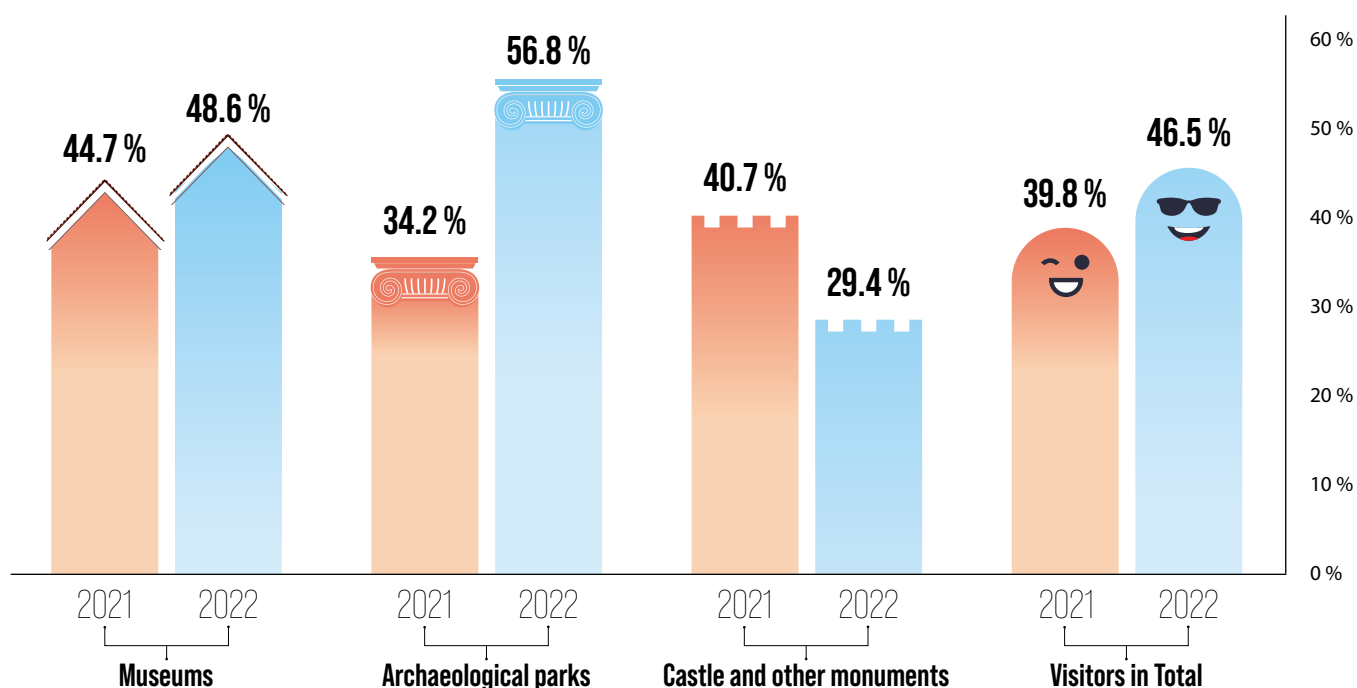
Table 3 presents the list of cultural heritage institutions, which are under the Ministry of Culture, as well as the attendance by domestic and foreign visitors. During 2022, the number of visitors to material heritage institutions is 689,283 visitors, 46.5% of whom are foreigners. Archaeological parks are the assets that are mostly frequented by foreign visitors, while local visitors preferred Museums.

Tab. 3 Vizitorë në muze, kala dhe monumente të tjera, parqe arkeologjike

Cultural Heritage Institutions	Nr. of institutions	Year 2021			Year 2022		
		Foreigners	Local	Total	Foreigners	Local	Total
Museuma	12	59,136	73,087	132,223	130,063	137,536	267,599
Castle and other monuments	7	60,951	88,844	149,795	52,053	125,288	177,341
Archaeological parks	9	48,408	93,139	141,547	138,672	105,671	244,343
Total number of visitors	28	168,495	255,070	423,565	320,788	368,495	689,283

Source: Ministry of Culture

Fig. 2 Percentage of foreign visitors to museums, castles and other monuments, archaeological parks



Source: Ministry of Culture, INSTAT

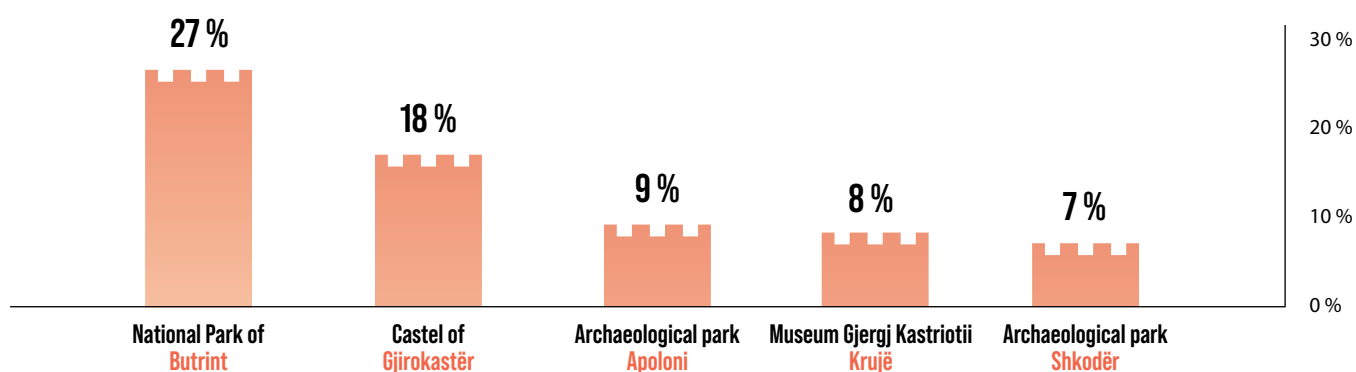
The following table presents the museums, forts and parks most frequented by the total number of local and foreign visitors, for each category, for the year 2022. Among the museums, which are under the Ministry of Culture, the “Gjergj Kastrioti” Museum is the most frequented (26.1%), followed by the National Historical Museum (20.7%). 78.0% of visitors visited the Gjirokastra Castle. Meanwhile, Shkodër Archaeological Park (38.6%) and Butrint National Park (25.0%) are ranked among the most frequented parks.

Tab. 4 Attendance at cultural heritage institutions, 2022 (%)

Institutions of material heritage	% e visits
Museums	
Museum Gjergj Kastrioti, Krujë	26.1%
National History Museum, Tiranë	20.7%
Onufri Iconographic Museum, Berat	14.9%
Museum of eavesdropping “House with Leaves”	11.7%
Other museums	26.6%
Total visitors to the museum	267,599
Castle and other monuments	
Castel of Gjirokastër	78.0%
Other castels	22.0%
Total visitors in the castles	177,341
Archaeological parks	
Shkodër Archaeological park	38.6%
National Park of Butrint	35.0%
Apolloni Archaeological Park	21.4%
Other Parks	5.0%
Total visitors in the parks	244,343

Source: Ministry of Culture

Fig.3 Top five most visited cultural heritage institutions, 2022



Source: Ministry of Culture, INSTAT

USE OF THE INTERNET FOR CULTURAL PURPOSES

A significant part of the society participates in cultural activities in its modern Internet technologies. Through the survey of the Information and Communication Technologies usage in Households and by Individuals (ICT), which INSTAT conducts, the regular use of the Internet by persons aged 16-74 years old for information or cultural activities has been measured. Online cultural activities include participating in social networks, reading newspapers, online magazines, communicating via short messages, and buying online books, magazines, newspapers.

Data on the use of the Internet for cultural purposes are focused on the frequency with which the population of people who used the Internet in the last three months performed various activities.

In 2022, a total of 79.3% of the population aged 16-74 have used the Internet in the “last three months” from the moment of the interview for various purposes.

Meanwhile, the percentage of Internet use in the “last three months” for cultural purposes such as ‘Reading online newspapers and magazines is 69.7% and ‘Listening to music (Internet radio, music streaming)’ is 67.0 %. These percentages are significantly higher than the corresponding percentages recorded for ‘Watching internet streamed TV or stored online’ (49.5%) or ‘Playing or downloading games’ (38.0%).

Analyzed by educational level, the table shows that Internet users with a higher educational level generally used the Internet more for cultural purposes than individuals with a lower educational level. For all cultural categories, individuals aged 16-74 with higher education have the highest percentage of Internet use for cultural purposes.

Tab. 5 Use of the internet for cultural purposes by educational level, 2022
(% among people who used the internet in the previous three months)

2022		Reading online news sites/newspapers/news magazines	Watching internet streamed TV or stored online	Listening to music (for example, web radio, music streaming)	Playing or downloading games
Total		69.7	49.5	67.0	38.0
Level of educational attainment	Lower secondary education or less (0-2)	57.5	39.1	58.0	32.0
	Upper secondary and post secondary non-tertiary education (3-4)	72.7	52.3	69.1	41.6
	Tertiary education (5-8)	86.7	63.5	79.6	42.3

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey

Differences in cultural activities according to age groups

Young people aged 16 to 24 used the Internet more for all cultural activities. In 2022, about 90.9% of Internet users in this age group used the Internet for the activity ‘Listening to music (Internet radio, streaming music); compared to 67.0% of the entire target population 16 -74 years old and 40.3% of Internet users aged 55 to 74 years.

79.4% of young people have used the Internet for the activity of 'Watching internet streamed TV or stored online'; compared to 49.5% of the entire population and 22.1% of Internet users aged 55 to 74 years old.

The 25-54 and 55-74 age group used the Internet more for the activity 'Reading online news in newspapers, magazines', respectively 74.4% and 51.9%, and less for the activity 'Playing or downloading games', respectively 37.7% and 12.7%.

Tab. 6 Use of the internet for cultural purposes by age and sex, 2022
(% among people who used the internet in the previous three months)

2022		Reading online news sites/newspapers/news magazines	Watching internet streamed TV or stored online	Listening to music (for example, web radio, music streaming)	Playing or downloading games
Total		69.7	49.5	67.0	38.0
Agegroups	16-24	76.8	79.4	90.9	70.1
	25-54	74.4	50.6	69.8	37.7
	55-74	51.9	22.1	40.3	12.7
Sex	Men	73.9	53.2	69.7	43.5
	Female	65.6	45.7	64.2	32.6

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey

Differences in cultural activities by sex

Analyzed by sex for every cultural activity carried out on the Internet during the last 3 months, men register the highest percentages of usage of the Internet for cultural purposes, with the exception of the activity Buying online of books / magazines / newspapers', where women turn out to be the most frequent Internet users.

Tab. 7 Use of the Internet for cultural purposes by sex, (in %)

Use of ICT for cultural purposes	Year 2020		Year 2021		Year 2022	
	Men	Female	Men	Female	Men	Female
"Participating in social networks (creating user profile, posting messages or other contributions)"	52.0	48.0	52.0	48.0	52.5	47.5
Using instant messaging (Skype, Messenger apo WhatsApp)	51.3	48.7	51.6	48.4	51.1	48.9
Reading online news sites/newspapers/news magazines	53.1	46.9	53.8	46.2	53	47

Shikimi i kanaleve televizive ose videove të transmetuara në internet	54.2	45.8	53.8	46.2
Listening to music (Internet radio, streaming music)	52.1	47.9	52	48
Buying online of books / magazines / newspapers	19.1	80.9	22.2	77.8	41.6	58.4

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey

Use of the Internet for the purchase of cultural goods and services

An alternative mean of analyzing cultural participation through the ICT survey is to study the percentage of people who use the Internet in the last three months to buy cultural goods and services.

24.6% of individuals aged 16-74 years old have used the internet to purchase 'Tickets for cultural and sporting events', 18.4% have made online purchases for 'Books, newspapers and magazines' and 5.6% for 'Movies and music'.

In general, women used more the Internet for online shopping, a pattern that is also observed in cultural services related to the categories "Books, newspapers and magazines" and "Movies and music". Meanwhile, in the "Tickets for cultural and sports events" category, men clearly dominate.

Young people in the 16-24 age group used more the internet for online purchases of 'Tickets for cultural and sports events', while the 25-54 age group used the internet more for online purchases of 'Books, magazines, newspapers'.

Tab. 8 Use of the Internet for online shopping, 2022
(% among people who used the internet in the previous three months)

2022		Tickets for events (including sports events)	Books/magazines/newspapers	Films/music
Total		24.6	18.4	5.6
Age groups	16-24	27.6	16.2	7.0
	25-54	24.1	18.0	5.5
	55-74	17.1	33.2	--
Sex	Male	30.3	16.9	6.0
		19.9	19.6	7.2

Source: The Information and Communication Technologies usage in Households and by Individuals (ICT) Survey

CULTURAL EDUCATION

Cultural education presents data focused in two areas, that links education with culture. The first part of this section reflects information on enrollment of students in tertiary education, in fields of study related to culture. Meanwhile, the second part is focused on cultural exchange, respectively on foreign students that are enrolled in Albanian Universities. This section refers to administrative data and are obtained from Ministry of Education, Youth and Sports. Based on the classification of fields of study (ISCED-F 2013), the fields considered cultural are 'Arts', 'Humanities and Languages', 'Journalism and Information', and 'Architecture and Construction'.

In the academic year 2022-23, 14,530 students were enrolled in fields of study related to culture, 12.0 % of the total enrolled students. In this academic year, 'Architecture and Construction' and 'Languages' are the most preferred fields of study by students, respectively with 40.3 % and 30.0 % of the total number of students enrolled in fields related to culture.

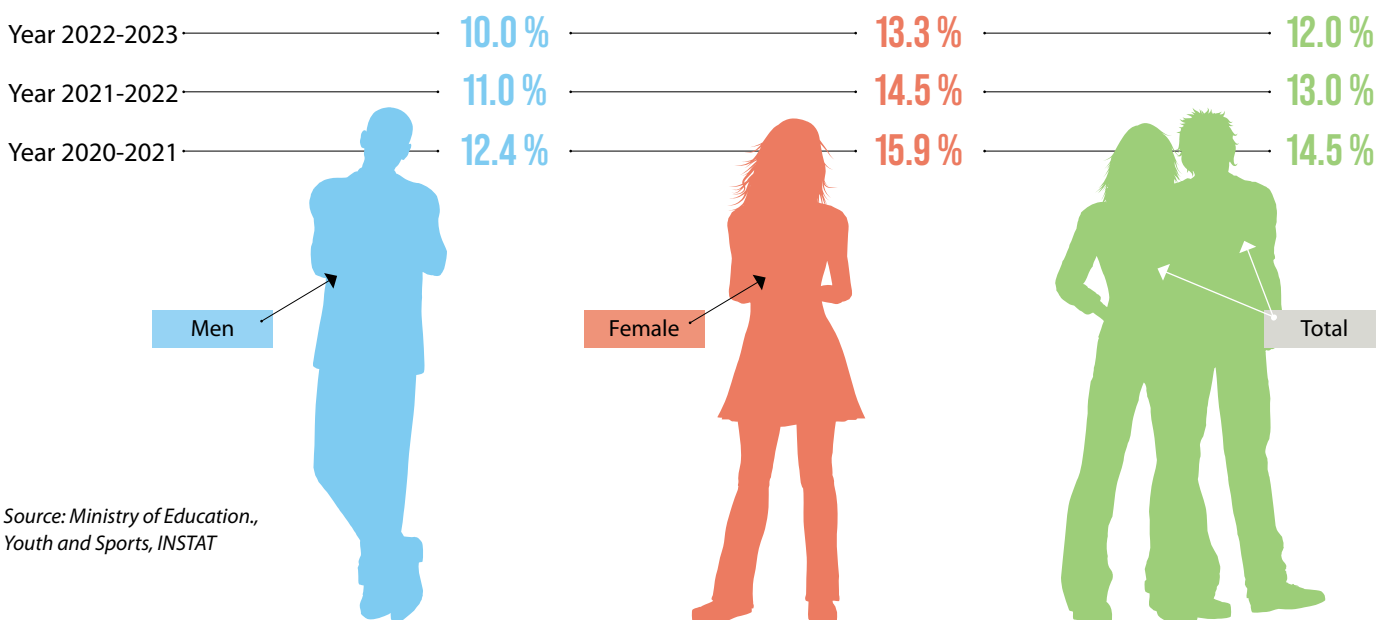
Tab. 9 Students enrolled in tertiary education in fields of study related to culture

FIELD	2021-2022	2022-2023
Arts	1,997	2,098
Humanities	1,738	1,473
Languages	5,801	4,355
Journalism & information	961	747
Architecture & construction	5,649	5,857
Total	16,146	14,530

Source: Ministry of Education., Youth and Sports, INSTAT

For the last three academic years, it is observed that every field of education related to culture is more preferred by females. In the academic year 2022-23, respectively, 14.5% of women are registered in these fields, compared to 11.0% of men, to the total number of enrolled students, for each sex.

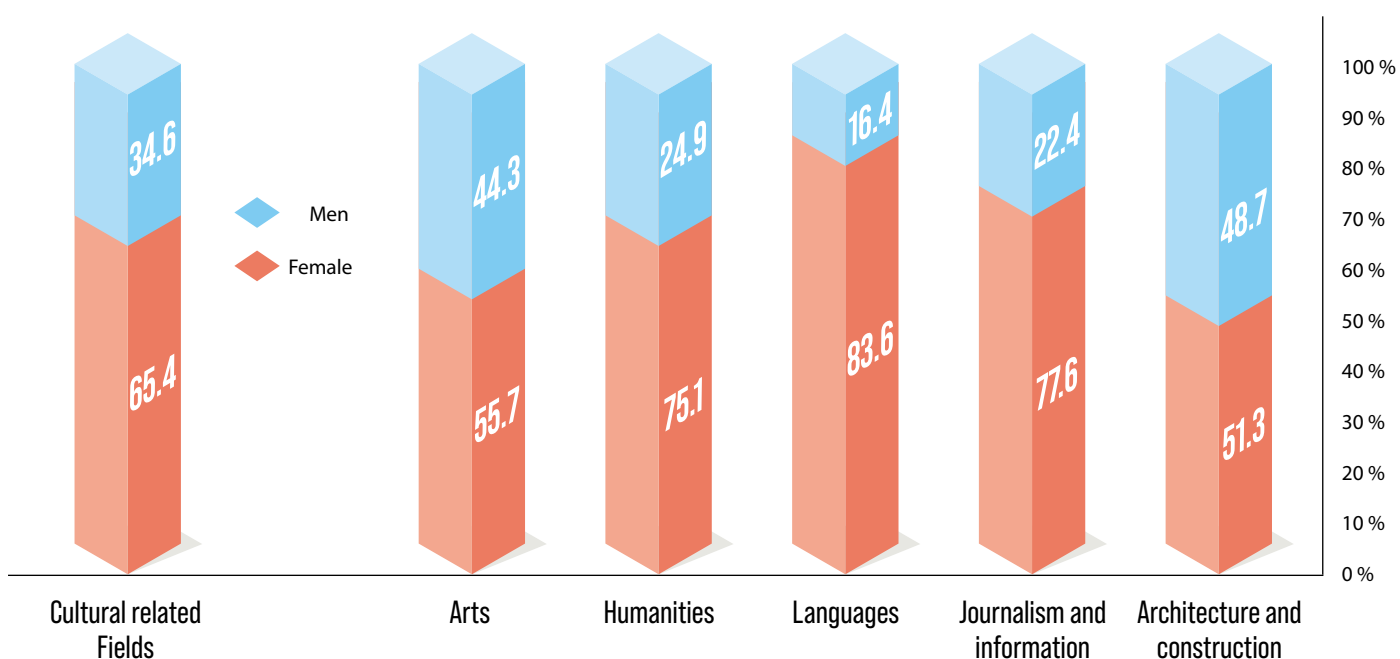
Fig. 4 Percentage of students enrolled in cultural fields to total enrollments by sex



Source: Ministry of Education, Youth and Sports, INSTAT

In cultural related fields of study, women make up the majority of students, 65.4%. The percentage of women is slightly higher among those studying 'Languages' (83.6%), 'Journalism and Information' (77.6%) and 'Humanities' (75.1%) while is lower in the field of 'Architecture and Construction', where women make up 51.3% of the students in this field.

Fig. 5 Percentage of students enrolled in cultural fields by gender, 2022-23



Source: Ministry of Education, Youth and Sports, INSTAT

Mobility of students in tertiary education

Learning mobility in tertiary education has been defined as the physical crossing of national borders between a country of origin and a country of destination and subsequent participation in activities relevant to tertiary education (in the country of destination). This section includes only foreign students that are enrolled in tertiary education in Albania.

Studying abroad offers students the opportunity to experience our education system and to get to know and discover the culture of our host country.

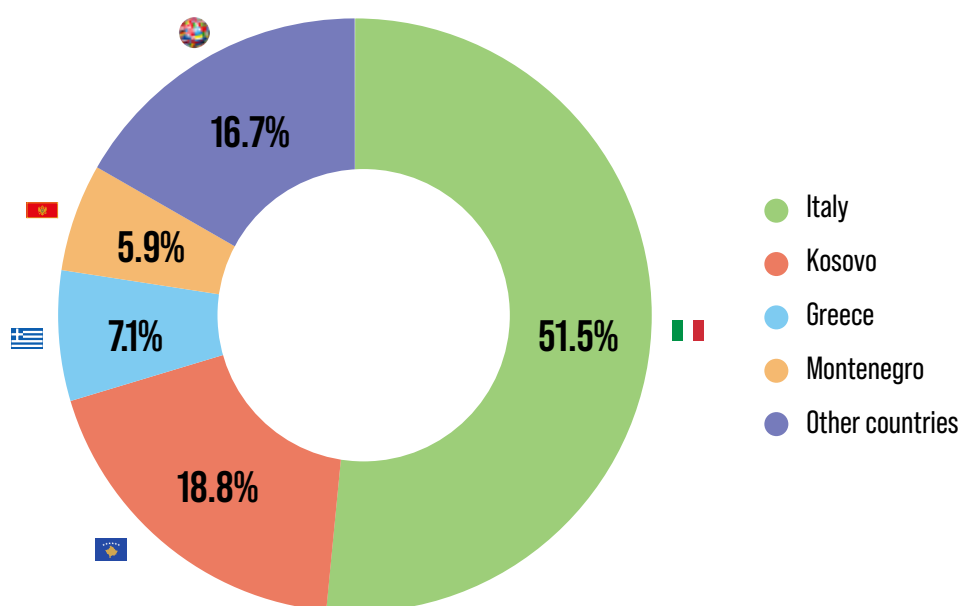
In the academic year 2022-23, of the total number of students enrolled in tertiary education, 1.7% were foreigners. For the last three academic years, male foreign students dominate compared to female foreign students. Most students come from Italy (51.5%) and from Kosovo (18.8%).

Tab.10 Foreign students enrolled in tertiary education

Year	Female	Men	Total
2020-21	1.4%	2.2%	1.7%
2021-22	1.4%	1.7%	1.5%
2022-23	1.5%	1.9%	1.7%

Source: Ministry of Education, Youth and Sports, INSTAT

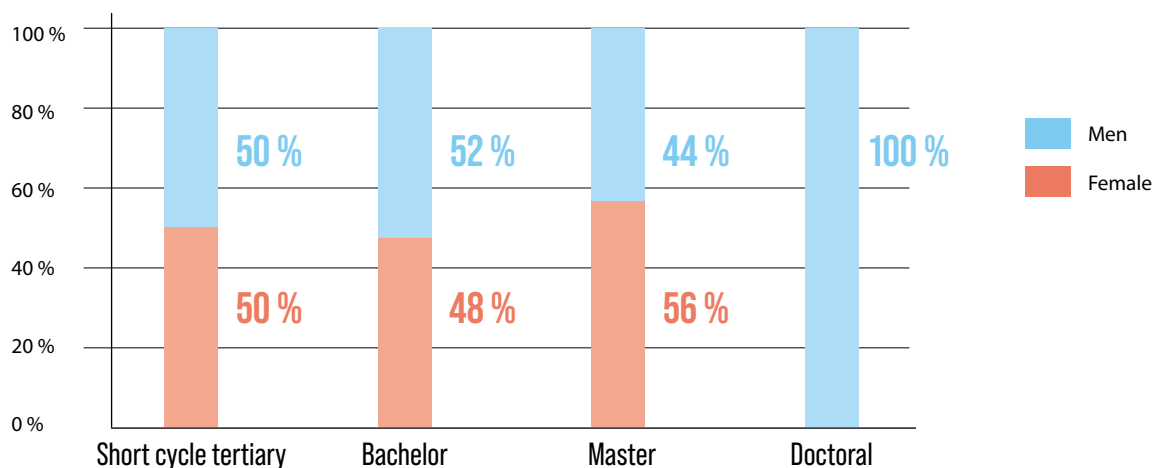
Fig. 6 Percentage of foreign students enrolled in tertiary education levels by gender, 2022-23



Source: Ministry of Education, Youth and Sports, INSTAT

Majority of foreign students are enrolled for Master’s and Bachelor’s studies. In the 2-year and Bachelor programs there are more foreign male students, while in the Master programs there are more female students enrolled. Only foreign male students are enrolled in the Doctorate.

Fig. 7 Percentage of foreign students enrolled in tertiary education levels by gender, 2022-23



Source: Ministry of Education, Youth and Sports, INSTAT

Tab.11 Foreign students enrolled in tertiary education according to educational levels

Year	2020-21	2021-22	2022-23
Short cycle tertiary	0.7%	0.6%	0.9%
Bachelor	25.2%	25.4%	30.6%
Master	63.5%	69.8%	68.0%
Doctoral	10.6%	4.2%	0.4%
Total	2,088	1,872	2,012

Source: Ministry of Education, Youth and Sports, INSTAT

CULTURAL EMPLOYMENT

Information on cultural employment is provided by the Labor Force Survey and represents the employment of individuals aged 15 and over by economic activities or by occupations related to the field of culture.

In 2022, in a cultural activity or occupation are employed 24,132 individuals, 1.9 % of total employment. Compared to the previous year, employment in culture increased by 0.2 percentage points. The majority of employed in culture are men, respectively 58.9 % in 2022. Compared to the previous year, this percentage has increased with 0.6 percentage points.

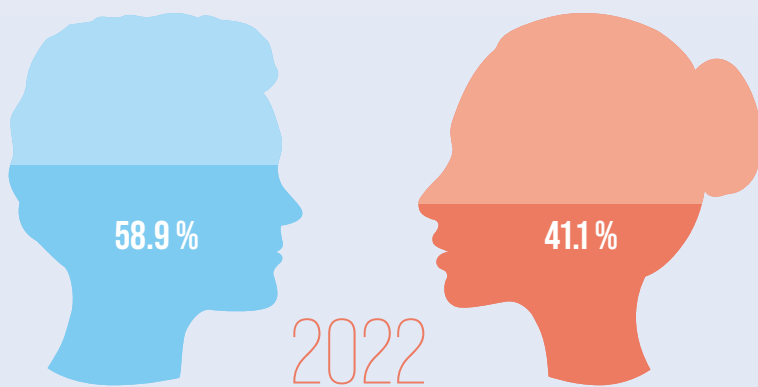
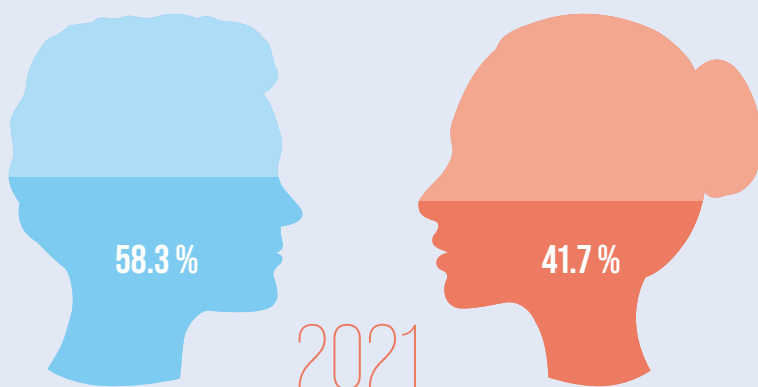


Fig. 8 Cultural employment by sex, (in %)



Source: Labor Force Survey

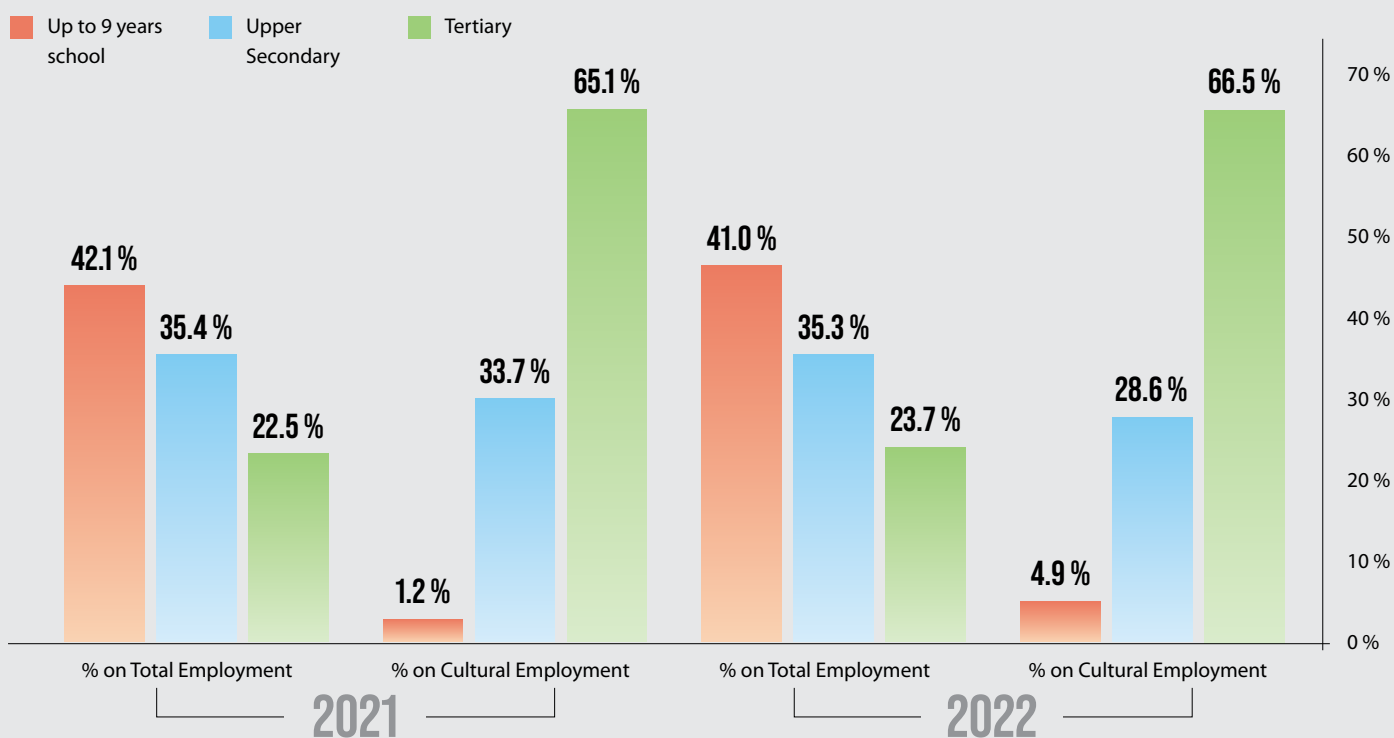
The percentage of women in cultural employment has a lower value compared to the percentage that they occupy in employment of the whole economy (46.0 %).

While young people aged 15-29 years old account for only 20.9 % of total employment in the country, their share of employment in culture is higher, 30.0 % in 2022. Compared to the previous year, has decreased by 0.2 percentage points.



Employed with tertiary education make up the largest share of employed in cultural employment, 66.5 % in 2022. The opposite is noted with the distribution of total employment by educational level where employed with tertiary education make up only 23.7 % of total employed.

Fig. 10 Cultural employment and Total Employment by level of educational attainment, (in %)



Source: Labor Force Survey

HARMONISED INDEX OF CONSUMER PRICE FOR CULTURAL GOODS AND SERVICES

Harmonised index of consumer price (HICPs) measures the change in the level of retail prices of products and services that are considered cultural in terms of the structure of expenditures which consumers (resident and nonresident) aim for final consumption in the territory of Albania.

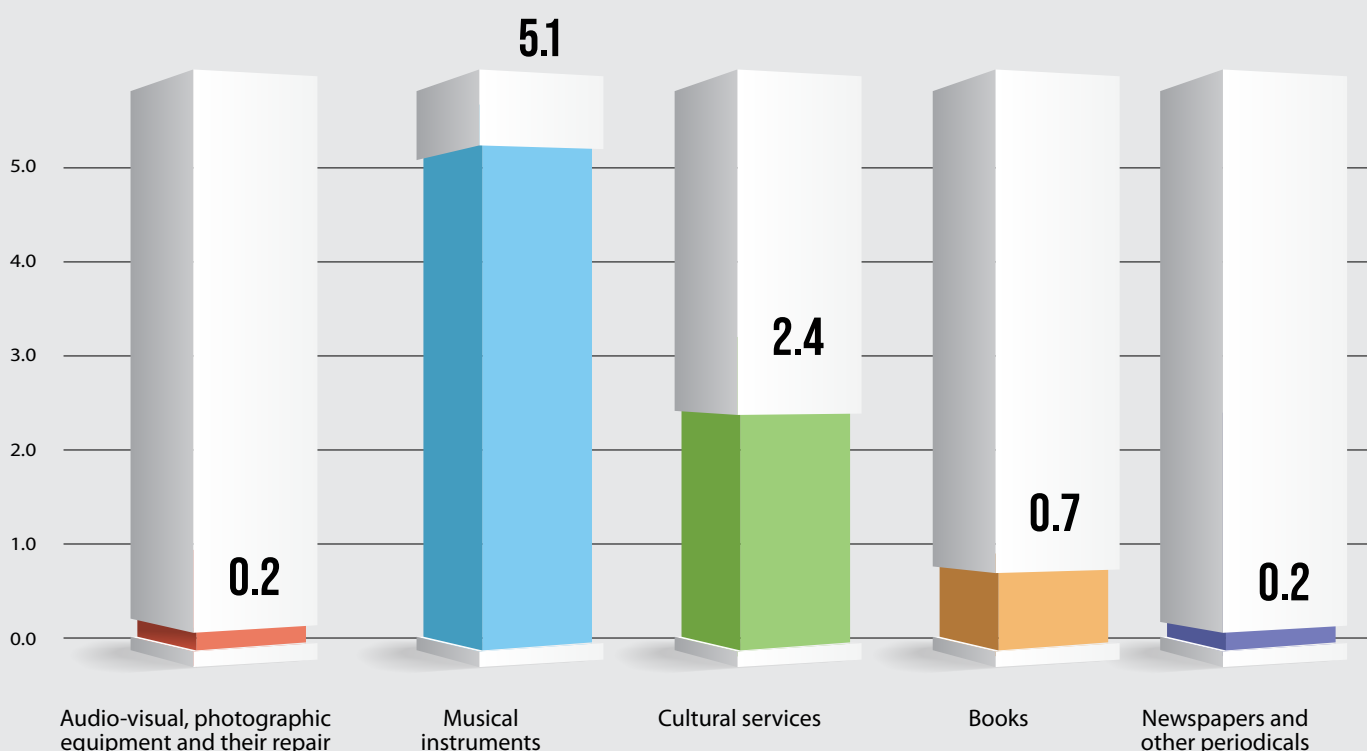
In 2022, the highest increase in prices for cultural goods and services was by 'Musical instruments' with 5.1 %, followed by 'Cultural services' with 2.4 %.

Tab. 13 Harmonized Consumer Price Index for some cultural goods and services
Basic year: December 2015=100

Services/Cultural goods	Year 2021	Year 2022
Audio-visual, photographic equipment and their repair	96.3	96.4
Musical instruments	127.4	133.9
Cultural services	104.3	106.8
Books	115.3	116.1
Newspapers and other periodicals	100.9	101.1

Source: Consumer Price Survey

Fig. 11 Annual change in percentage of the HICP for some cultural goods and services, 2022



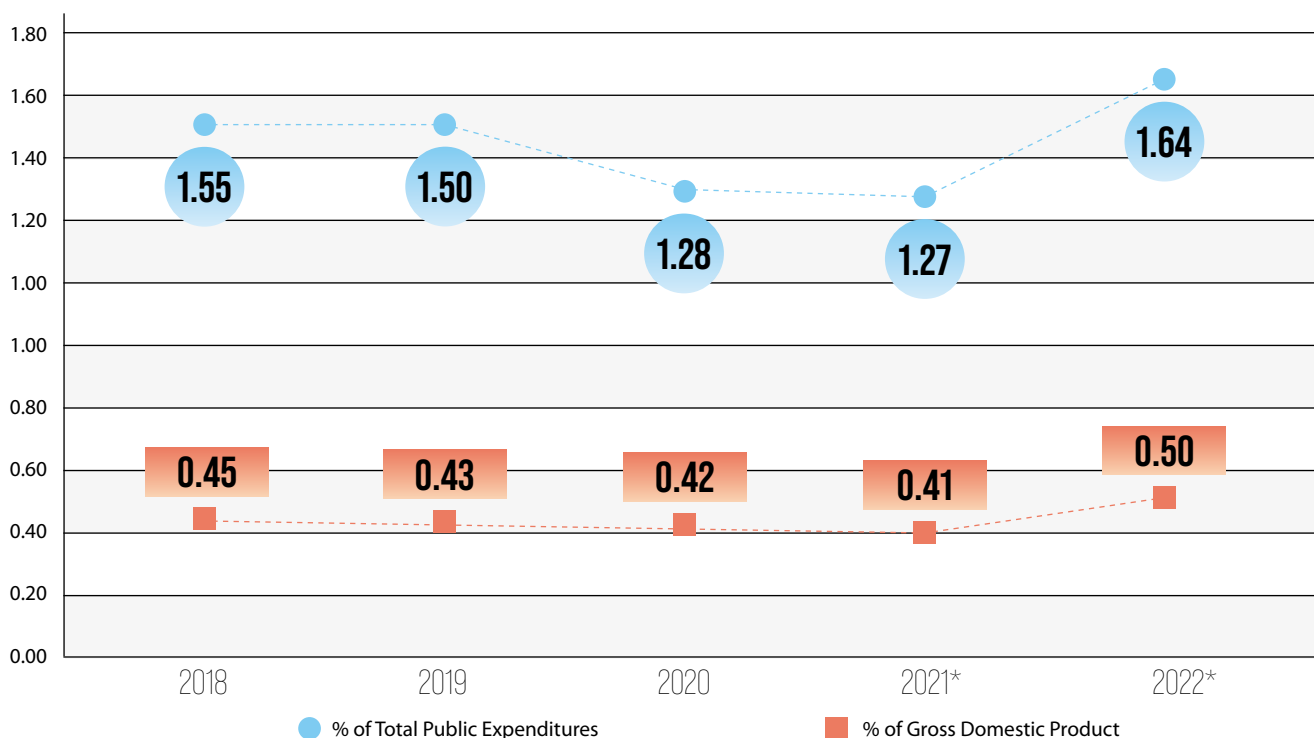
Source: Consumer Price Survey

PUBLIC EXPENDITURE ON ENTERTAINMENT, CULTURE AND RELIGIOUS AFFAIRS

This section presents data on public expenditure in the field of Entertainment, Culture and Religious Affairs. These expenditures, among other things, are important for the consolidation and promotion of artistic values, art and cultural activities in the national and international arena.

In 2022, public expenditures on Entertainment, Culture and Religious Affairs account for 1.64 % of total public expenditures and account for 0.50 % of total GDP. Compared to 2021, public expenditures on Entertainment, Culture and Religious Affairs expressed as a percentage of GDP have decreased with 0.09 percentage points, while expressed as a percentage of total public expenditures have decreased by 0.37 percentage points.

Fig. 12 Public expenditure on entertainment, culture and religious affairs (%)



Source: INSTAT, Ministry of Economy and Finance

* The data are semi-final

** The data are based on quarterly estimates

METHODOLOGY NOTES

The statistics presented in this publication are provided by surveys conducted by INSTAT and by administrative sources such as the Ministry of Culture, the Ministry of Education and Sports and the Ministry of Economy and Finance. The methodology used is based on Eurostat recommendations.



Cultural participation

Cultural participation is based on data on cultural participation, based on the Income and Living Conditions Survey that INSTAT conducts and on administrative data, provided by the Ministry of Culture, regarding the number of cultural activities and the number of spectators in cultural activities.

The Income and Living Conditions Survey collects data on the participation in paid cultural activities of individuals over 16 years of age. Cultural activities include visits to the theater, cinema, concerts, sports activities, etc.

Administrative data from the Ministry of Culture refer to the number of shows, premieres organized during the year by central art institutions, under the Ministry of Culture.

Data on cultural participation refer only to institutions, which are under the Ministry of Culture. The central institutions of art and culture include: National Theater , National Theater of Opera, Ballet and National Ensemble, National Experimental Theater “Kujtim Spahivogli”, National Cultural Center for Children and the National Circus.



Cultural heritage

Data on cultural heritage refers to museums, castles and archaeological parks, which are subordinate to the Ministry of Culture. In the total of museums, castles and archeological parks are included the institutions:

Museum	Castles and other monuments	Archaeological Parks
National Historic Museum, Tiranë	Castle of Berat	National Park, Butrint
Archeologic Museum, Durrës	Castle of Gjirokastër	Archaeological Park, Apolloni
Museum of Independence, Vlorë	Castle of Portopalermo	Archaeological Park, Bylis
Museum Gjergj Kastrioti, Krujë	Castle of Kanina	Archaeological Park, Shkodër
Ethnographic Museum, Krujë	Castle of Himara	Archaeological Park, Lezhë
Ethnographic Museum, Berat	Amphitheater	Archaeological Park, Amantia
Iconographic Museum Onufri, Berat	Monastery of 40 Saints	Archaeological Park, Orikum

Medieval Art Museum, Korçë		Archaeological Park, Finiq
Archaeological Museum, Korçë		Archaeological Park, Antigonë
Museum of Education, Korçë		
The Marubi National Museum of Photography		
National Tapping Museum "Leek House"		

Cultural education



Data on enrollment of students in tertiary education in cultural related fields of study are provided by the Ministry of Education and Sports. Cultural education also reflects data on cultural exchange, focusing on foreign students studying in Albanian universities. Based on the classification of fields of study (ISCED-F 2013), the fields considered related to culture are:

Fields in culture
021 Arts
022 Humanities
023 Languages
032 Journalism and information
073 Architecture and construction

Cultural employment



Data on cultural employment are based on the Albanian Labour Force Survey, annual data and cover people aged 15 years old and over. Cultural employment includes all persons working in economic activities that are deemed to be cultural, irrespective of whether the person is employed in a cultural occupation. It also covers persons with a cultural occupation, irrespective of whether they are employed in a non-cultural economic activity. The definition of cultural employment is defined in terms of the Statistical Classification of Economic Activities in the European Community (NACE Rev. 2) and the International Standard Classification of Occupations (ISCO-08). A full list of the economic activities and occupations that are used to define cultural employment is provided below.

Cultural sectors (economic activities) — NACE Rev. 2

- 18 Printing and reproduction of recorded media
- 32.2 Manufacture of musical instruments
- 58.1 Publishing of books, periodicals and other publishing activities
- 59 Motion picture, video and television programme production, sound recording and music publishing activities
- 60 Programming and broadcasting activities
- 74.1 Specialised design activities
- 74.2 Photographic activities
- 74.3 Translation and interpretation activities
- 90 Creative, arts and entertainment activities
- 91 Libraries, archives, museums and other cultural activities

Cultural occupations — ISCO-08

- 216 Architects, planners, surveyors and designers
- 2353 Other language teachers
- 2354 Other music teachers
- 2355 Other arts teachers
- 262 Librarians, archivists and curators
- 264 Authors, journalists and linguists
- 265 Creative and performing artists
- 3431 Photographers
- 3432 Interior designers and decorators
- 3433 Gallery, museum and library technicians
- 3435 Other artistic and cultural associate professionals
- 3521 Broadcasting and audio-visual technicians
- 4411 Library clerks
- 7312 Musical instrument makers and tuners
- 7313 Jewellery and precious-metal workers
- 7314 Potters and related workers
- 7315 Glass makers, cutters, grinders and finishers
- 7316 Sign writers, decorative painters, engravers and etchers
- 7317 Handicraft workers in wood, basketry and related materials
- 7318 Handicraft workers in textile, leather and related materials
- 7319 Handicraft workers not elsewhere classified

Definition of the scope of cultural employment — examples



Employment		Economic activities	
		Cultural	Non-cultural
Occupations (ISCO-08)	Cultural	Ballet dancer in a ballet company	Designer in the automobile industry
	Non-cultural	Accountant in a publishing house	

Use of the Internet for cultural purposes



Data on regular internet use (last 3 months) by individuals of the age-group 16-74 are provided by the Information and Communication Technology (ICT) Survey on Households and Individuals, conducted by INSTAT on an annual basis. Online cultural activities include participating in social networks, reading newspapers, online magazines, communicating via short messages, and buying online books, magazines, newspapers.

Harmonized Index of Consumer Prices



Data on the harmonized consumer price index related to cultural goods and services are provided through the Consumer Price Survey, that INSTAT conducts on a monthly basis. This indicator is based on the European Classification of Individual Consumption by Purpose (ECOICOP) with 12 main divisions.

ECOICOP –cultural purposes

CP091 Audio-visual, photographic equipment and their repair

CP09221 Musical instruments

CP0942 Cultural services

CP0951 Books

CP0952 Newspapers and other periodicals

Public Expenditure on Entertainment, Culture and Religious Affairs



Data on public spending in the field of culture are provided by INSTAT and the Ministry of Finance and Economy.



Definitions

Cultural heritage is the entirety of cultural, material and immaterial assets of an individual, group or society inherited from the past that are preserved in the present, to convey future generations as part of a country's national wealth, which express values the identity, knowledge, traditions, beliefs, and cultural landscapes.

The museum is the institution for the preservation of memory, in the service of society and its development, open to the public, which conserves, studies, communicates and presents the movable and immovable heritage of mankind and its surrounding environment for the purpose of education, study, promotion and entertainment.

The monument of culture is the object or building of historical-cultural values, which is protected by the state.

Archaeological park is a territory with clear boundaries that includes important archeological evidence of above-ground, underground and underwater landscapes and co-presence of historical assets, cultural landscape, organized with elements of an outdoor museum.

CULTURE STATISTICS

2022