CULTURAL ATTRACTIVENESS OF DUBLIN AND VILNIUS

Master Thesis

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I. INTRODUCTION

.1 CULTURE. BROAD DEFINITION

What is culture?
Culture has a spectacular variety of different definitions. It is a broad term which is being used in different dimensions for a range of purposes, in a nondescript variety of contradictory yet concurrent fields. The term may gain its shape while talking about sciences, heritage, art or even people intercommunication and etc. Interest in this phenomenon has risen a long time ago and evolved into a separate science. Complicated discussions followed up during the history and they are going on ever since as it is a changeful subject. However, after long research it has been agreed to use term “culture” only for human scale.

Characterization of word culture according to Cambridge dictionary covers such range of aspects:

1. “The way of life” – term used to describe the different ways of life for nations, age groups, people with special interest, such as artists for example, and etc. The way of life might express common believes, values and needs. Usually the current group of people has attendant circumstances and links which group them together.

2. “Counter-culture” – the term used to describe the way of life with common ideas of cultural minorities of society. This counter-culture may represent completely different position from the common attitude.

3. “Music, art, theater, literature and etc” – definition is used when talking about creative human works and those who make it. This part may involve discussion about certain work of art, architectural heritage or the whole period of time (for example, Renaissance culture). It might describe institution, solid place or broad area where creative action is or was going on.

4. “Pop culture – music, TV, cinema, literature ant etc. that is popular and enjoyed by ordinary people, rather then specialists or highly educated people”.

Definition of culture can be made in completely different fields as well, even in the same dictionary, as for example, in natural science or economy and business fields:

5. “Grow” – the term might be used to defined processes of growth for special purposes required for science.

6. “Enterprise culture” – society which appreciates material welfare and promotes it. This society particularly encourages personal achievement to create material safety.

Despite the variety of definitions and the uncertainty of the term, the focus and attention to it is not new and it evolved through changing times. Yet, term has always been broad. In 20th century anthropology the world
‘culture’ is one of the most important concepts of that time. The Encyclopedia of Social and Cultural Anthropology (later ESCA) approves that its meaning is most often compound and more complex than it seems. It has transparency in a lot of fields and is linked to many other images which have similar impulse for growth in certain environment. Writers, philosophers and linguists describe culture in special terms according to their research field. For example, cultural researchers and scientists follow certain path for investigating culture that later even becomes a trend for their work that receives followers. It can be seen as:

- Boas: “Explanation of human differences” (ESCA, 138 p.)
- Herder: “Plural idea of human exclusiveness carries both vision of tolerance and possibilities of ‘exclusion and purification’” (ESCA, 138 p.)
- Benedict: “Ethos: moral, esthetic and emotional tone” (ESCA, 139 p.)
- Sapir: Culture is not in society but in interaction of specific individuals led by ‘world of meaning’. Each individual represents one subculture. (ESCA, 139 p.)
- Rober Lowie: “product of complex, disparate histories”. (ESCA, 139 p.)
- A. L. Kroeber: “could only be explained in terms of itself (…) with reference to a level of understanding above that of the individual organism”. (ESCA, 139 p.)

Later Kroeber and Kluckhohn divided cultural description into six categories\(^1\) as the description was used in various contexts in different ways. However, one should be aware that such concepts like ‘culture’ are not just made by people. It existed among many languages and definitions, and gained its shape during the ages while confronting the shifting social, economic, historical situation in the world. Nevertheless, a lot is already self – explanatory in terms of ‘civilization, tradition, society’ (ESCA, 137 p), etc.

Metaphorical usage of this term was born in England in the 17\(^{th}\) century. It expanded into a more common description in the 18\(^{th}\) century. The Germans developed this term into a wider sense. The word “culture” was assumed with plural weight. And this usage of the word ‘culture’ was the corner stone in the 20\(^{th}\) century. Variation of term in 19\(^{th}\) and the 20\(^{th}\) century was very broad and even controversial. It varied from narrow to wider description. On one hand, what was known as humanistic (singular and evaluative) culture impelled that some people are more culturally developed than others depending on their background, education and closeness to creative activities. On the other hand, anthropological meaning viewed in a more empirical way depending on their surrounding atmosphere.

\(^1\) "... Kroeber and Kluckhohn divided ‘complete’ definitions of culture into six categories: descriptive (e.g. Taylor’s), historical (those of an emphasis on tradition), normative (on an emphasis on rules and values), psychological (e.g. with an emphasis on learning or habit), structural (on an emphasis on pattern) and generic.” (ESCA, pp. 139-140).
As Louise Nystrom in the book “City and culture” explains, culture and progress of urban places has a connection. Discussion regarding this connection is proceeding. Even European Commission has emphasized great attention to culture and believes that it should be promoted in local and national policies as source of prosperity and cultural integration. However, the author recognizes that this topic requires a lot of discussion and investigation concerning the brightening image that city and culture is forming each other.

“Culture thus defined consists of language, ideas, beliefs, customs, taboos, codes, institutions, tools, tones, techniques, works of art, rituals, ceremonies and other related components” (Nystrom 1999 p.11)

Quotation represents the extensive nature of term ‘culture’. There are positive and negative cultural dimensions, things we want to pass to upcoming generations and opposite, for instance, wars or architectural legacy. Further discussion of this topic determines the certain cultures that formed during time. European, Asian, American culture and etc. became like icons that got their image and identity. Societies with its cultures that developed under the same history have similar values, cultural needs and way of life. Same historical periods and tendencies form similar cultural heritage in fields of architecture, music, literature, arts, etc. For example, European culture is based on common history what generated one universal identity. For example, history formed an image that is expected to be found in Europe: Old Town with a maze of tiny streets, small cozy shops and impressive authority residences and complexes of religious purpose. Of course, this is a much generalized statement representing only the physical structure of a place, however, it is important to stretch that place has its influence on the culture and atmosphere in certain environment, that is a city in our case.

Nevertheless, city growth influences culture and opposite. Cities and towns have grown and the image of the city is transforming because of changing needs of the society. People change their habits, way of life and expectations. It has a huge influence to the city image. From small concentrated space with different functions urban spaces developed into huge metropolitan areas. These areas grew absorbing smaller surrounding towns and villages changing their characteristics. The urban sprawl distracted importance of city centre to independent areas where each can satisfy their needs. The famous Old Town which was the center of culture loses its importance.

It is becoming difficult to maintain the local face and its specialties. Commercials and products of different scale addressed for the integrated society have different circumstances. Peter Butenschon gives an example. The Coke bottle and a petrol station are not the same. The bottle is thrown away and recycled but the petrol
station remains. It looks the same everywhere and creates the *déjà vu* feeling. The original face of space tends to lose its oneness and universalize.

Cultural atmosphere in the city has to do something with various criteria, like society’s activities and innovativeness, economy growth rates, oneness of local identity, plus other, like traditions or art spread and even government or business support. Friendly and versatile cultural atmosphere might be an important element of attractiveness and the reason causing special interest, or even encouraging to settle or to visit certain place.

.3 THE ATTRACTIVENESS OF A PLACE

Attractiveness is the ability to attract. The stronger the ability, the stronger is the attractiveness. Nowadays this ability is very important as a lot of city success factors depend from it. The capability to attract can evidence in active movement of visitors, such as tourists, students, inhabitants, immigrants. It is also notable from economic point of view. The ability to attract foreign business, firms and companies not only to partner with local ones but to locate its offices is an advantage. It can cause economic benefit to the city. By moving in or visiting people also bring their capital with them. Dynamics of society and capability to stay competitive attracts local and foreign direct investments. However, the factors behind this attractiveness are a questionable topic regarding discussion, as there might be different reasons for moving from one place to another.

Attractiveness of the place can be distinguished into different cultural and non-cultural factors:

- **Common basic values.** Comprehensive tolerance for race, gender, age, etc., different ways of freedom (freedom to choose way of life, work, living place and the rest), openness of society. Society which is not afraid of innovative changes can be very dynamic and productive in the wide mean.
- **Different ways to make living.** Variety of good quality, interesting and promising jobs.
- **Physical structure.** Well functionally operated structure of the city and its surrounding areas can suggest a comfortable life.
- **Good geographical location.** Expanded links to other cities can increase possibilities of traveling from and to the place not only for people and goods, but as well for business or cultural events or shows.
- **Good climate.** Some places are visited because of good climate as one of basic assets. Of course, certain place cannot change its geographical location or the weather but from health point of view, it is certainly possible for the city to develop in an environmentally friendly way, not creating unhealthy climate, as it is also a considerable characteristic.
• **Events and cultural institutions.** Wide offer of events and existence of cultural institutions can increase the level of interesting leisure or free time.

• **Freedom to create.** Word freedom, freedom to express oneself.

• **Heritage.** It can add uniqueness for the place, enlarge its cultural value and serve as attraction. People who are proud of the place they are living in usually spread this feeling as a message of attractiveness for others.

There are various ways to strengthen the attractiveness of a place and they are related with economic conditions, career and different life possibilities. People tend to live in places where they can satisfy all their needs, starting from basic economical ones, such as good quality job, comfortable housing with convenient connections to inner city and surrounding areas, to cultural, such as leisure, interesting free time, variety of events, and etc. Yet some places are not as attractive as others, and even in those which are widely recognized as very attractive there is some space for improvement all the time. Naturally, the wishes and needs of different people can vary. Some issues of attractiveness are more important than others. They can differ for the single person, although the majority of society usually has common ones. Most likely, everybody wants to live in a place that can offer various opportunities and entertainment. Cultural needs for the free time, possibilities to have interesting and dynamic life are even getting more important.

Measuring attractiveness is of course quite subjective. However, our attempt is to see at least several aspects in a quantitative way and examine the findings that will emerge from the analysis. Having in mind the factors behind it, we will take a deeper look at foreign direct investments (FDI) and tourist flows into the city. FDI partly to serve as an indicator for measuring attractiveness from a more economic point of view, and tourist flows as an important factor revealing the foreign interest in the city as a place that has to offer a variety of entertainment and ways to spend free time.

### 4 CONCLUSIONS

All presented examples are very confusing and extensive. By reading them the idea of uncertainty comes as first impression. On one hand term ‘culture’ is expected to be quite simple to understand, everyone has at least one idea of what it is. On the other hand it seems everybody use this term for different definition, so it is difficult to define it in one way. This concept has collected a numerous amount of definitions over the years, every one of them underlining certain aspects, a lot of which even conflicting with each other. Culture being such a broad topic reaches a point when it becomes everything and nothing at the same time. It seems necessary and more comfortable way is to define it every time for a certain usage. Moreover, the connection of culture, place and attractiveness is analyzed in this thesis, what requires separate indicators. Selected
issues representing culture for particular topic might help to set attention to the most important points of the theme. To systemize this complicated term and to apply it to fit the extent of this thesis we choose certain criteria that would respectively describe culture in the context of our analysis. The chosen criteria are discussed in the upcoming chapters.

II. THEORETICAL FRAMEWORK

5 CREATIVE CLASS THEORY

Creative class theory was written by Richard Florida in his book “The rise of the creative class”. Author raises an idea of creative class\(^2\) being today’s one the most important engine to achieve economy growth. Theory explains the importance of being innovative and creative in every day practice. Creativity is understood as a way to create a better life. The winners are those people who can create and keep creative. At the same moment creativeness requires favorable social and economic environment. Richard Florida gives the idea that active and full of new ideas people attract business with companies, not the other way round. He says, place is not important any more, ‘space’ does matter now. Today the communication links are elaborated as never before, so people do not have to be together to work together. It means creative people – the biggest potential of society – can live wherever they want and do what they want. Now, the creative class is setting the rules by themselves.

The place having a big creative potential, for example similar potential described in Creative Class theory, can become very attractive even with a very little effort. In “The rise of the creative class” Richard Florida gives a segmentation to define place attractiveness. In his research he has proved that people match both economic and lifestyle considerations when thinking where to settle. Places with the only few functions like to work, to rest or to spend a weekend are not acceptable any more. Now the modern society wants to have more or less all the functions in one place. They want to have a possibility to choose when they want to. So the author of the book names the usual requirements for the living place:

- “Thick Labor Markets” – to have a variety of possibilities for career.
- “Lifestyle” – to have an opportunity for a versatile. In today’s society people tend to move for way of life opportunities and only after moving they start looking for a job.
- “Social interaction” – to have possibilities to communicate. The non-committal communication in open public spaces is expected. The openness and uniqueness of the spaces and places make the community noticeable.
- “Diversity” – to have openness and tolerance in the community. One of characteristics that identify dynamics and innovativeness in certain space is a blend of people with different nationality, gender,

\(^2\) “Creative class: scientists, engineers, artists, musicians, designers and knowledge based professionals”, Richard Florida, ‘The rise of the creative class’, p. xiii.
A community that is made up of people with different background indicates an open attitude towards newcomers. “An attractive place doesn’t have to be a big city, but it has to be a cosmopolitan” clearly illustrates R. Florida. Only a diverse place can be comfortable for different people.

- “Authenticity” – to have a possibility to get an original and unique life experience.
- “Identity” – to make it easier to identify oneself with a living place and what one’s do for a living.

The identity only with company name is not enough any more says R. Florida.

The ability of a place to fulfill the basic requirements is expressed in usually widely recognizable “Quality of Place”, sums up Richard Florida.

However, he admits that new problems are being created because a lot of things change with time. Traditional family structure is modifying, people tend to postpone marriages. A lot of young people decide not to have any children or even any family. Ways of communication are changing as well. As jobs are more and more creative they require innovative decisions – sometimes it is not so easy, quite often the decisions are not created in the office on working hours. So people are working more and more even outside the office on they free time. As a consequence people feel tired, stressful and usually lonely.

Another problem which comes with creative society is that the inequality is rising. The financial gap between workers in different economical sectors (manufacturing, service and creative works) is increasing. Richard Florida declares creative sector makes one half of total wealth. Inequality can bring common un-satisfaction of other groups or those not as successful as other people. As a desirable state of creative class and a possible way out of described problems Richard Florida promotes the three “T’s” idea. He says that promoted technology, talent and tolerance can be an innovative solution to achieve a better life.

6 DESCRIPTION OF SELECTED ISSUES TO DEFINE CULTURE IN THE CITY

..6.1. COMMON BASIC VALUES

Some societies have a recognizable background of attitude to the main human values. The recognized community values like the level of tolerance, openness and diversity can influence the “spatial capacity to secure greater flows of technology, knowledge and human capital” (Florida 2002 p. 7). In our topic of discussion, common basic values are natural to the majority of specific society which is grouped together by specific location (for example, city with its surrounding area), nation, habits and other links. Common basic values of society make a great influence on quality of life of an individual. People living in the place where basic values are familiar to theirs have a higher possibility to express themselves, to be understood and to understand surrounding society. Those common values can even secure basic requirements for the place to
be possible to live in. If different needs like security, equal rights for everyone, possibilities to use health system and etc., are essential to general society, with common interest it is much easier to achieve them.

**Tolerance:**
Richard Florida broadly talks about the importance of tolerance in society. Author defines tolerance as a key aspect attracting technology and talent. However he acknowledges that it is mobile. He says tolerance can be measured by different indexes like:

> [His] Tolerance Index is based on four measures: the Gay Index, the Bohemian Index, the Melting Pot index (concentration of foreign-born people) and a measure of racial integration, used to capture how integrated rather than separated the community is throughout its internal geography. (Florida 2002, p. xxi.)

Basically, tolerance identifies the widespread but common acceptance of different people, which have other traditions, beliefs or ideas in the single society. The tolerant society should accept others even if it does not agree with them. According to R. Florida, creativeness requires certain social and economic conditions and to reach them a complimentary level of tolerance is needed.

**Openness:**
Openness towards people with different religion, race, political views and etc. is seen as an important factor for innovation and growth. R. Florida points out that openness towards immigrants is a significant indicator when talking about diversity. Basically openness is a required condition to lead to diversity. The ability to accept people with different background also shows lower barriers in other fields and higher possibilities for various people to enter market force. Also, there is another attitude to openness as well. Openness can be understood in the mean of freedom, it can mean freedom to express oneself, freedom to choose a working or living place, even a partner and etc., word freedom, freedom to elect the government, and so on. Open society with a high level of freedom automatically changes in other fields as well. As a parallel this society becomes tolerant and diverse.

**Diversity:**
In economic field diversity was discussed for a long time however meaning diverse situation of firms and industries. The importance of diversity of people was added only some time after. Florida in “Cities and the Creative Class” states that places that have fewer obstacles for entering are able to attract more people from different backgrounds together having a larger chance to attract creative people. Diversity expresses the combination of people with different background in the same society. The mixed society has people with different beliefs, views, attitudes, race, traditions and etc. However, for diversity to be valued as an
appreciated characteristic openness is necessary for such society to exist without clashes. It is thought that the various societies are innovative and creative as obligations. (Florida 2005, p.39).

6.2. LIVING CONDITIONS, MEANS HOW PEOPLE MAKE LIVING

People from different backgrounds have different requirements for their surrounding area. Key factors defining how young and creative people choose the place to settle cover amenities, lifestyle and economic opportunities. People are not only looking for a job but good environmental and recreational quality. These requirements differ even depending on the type of work. Some focus on cultural facilities and services such as theaters, opera, etc. and some on sport activities. However, main and common concern is wide range of services and good accessibility to them. Good and challenging jobs are not enough to attract talented work force and quality of place is something that makes some cities more advantaged than others. (Florida 2002, p. 84.)

Despite the fact that the cultural attractiveness of the place is getting more and more important, possibilities for means to make a living are not less important and still matter. On one hand quite often people look for job only after moving in. On the other hand they want to have a thick labor market to have a possibility to choose. People raise their qualification by changing jobs more then working in the same company for many years. Attractive place should offer this opportunity. However this attractiveness intercrosses with others as well. Not only a good job secures good living conditions, it depends on surrounding atmosphere, society’s common basic values and etc. tolerance, openness, means of freedom particularly manifest and takes a special importance in working place.

6.3. PHYSICAL STRUCTURE

Physical structure of the place does make a difference. It is much more comfortable to live in the place which has well connected links to surrounding areas. Good connections make is much easier not only to travel to and from the city, to transmit goods. Places with well operated links and good, comfortable geographical location usually are more attractive for investors. As a parallel, places attractive for investors are attractive to people as well. Dynamic, active and conveniently located areas signify for opportunities both for business and people.

Furthermore, the surrounding of the living place is important for people. Proper proportion of natural and urban elements in and around the city can be an attractive matter. Usually people want to have a possibility
to choose between urban and rural benefits, for example to live in a peaceful and calm place, but at the same moment more or less everybody wants to be connected to urban commercial, cultural or leisure centers. Parks, pedestrian avenues and green zones are recognized as the signs of good urban quality.

Nonetheless, internal physical structure is none the less important. Well operated city structure is highly appreciated. Overall majority of people like short distances to travel to work and back to home, nobody wants to spend a lot of time in traffic jams or in the public transport. At the same time people want to have absolute freedom to choose place to live without thinking about distances and problems to get to the job and etc. So, the requirements for convenient and well-working functional system mainly include the basic requirements for both individual and public transport system.

Picturesque city with valuable architecture and well arranged open spaces is a valuable characteristic. However the standard of the desirable city image can vary depending on the people, geographical location or even historical development of the place. Local identity can also play an important role in attractiveness of the city. Not only place has certain image by itself, but people also take a significant role in creating it, However some city planning traditions are settled in the long time period and people just overtake it.

As we will research cities in the European continent, it is worth repeated mentioning that European culture has an image that more or less every city should have an old town with little tiny streets and cozy boulevards. Architectural heritage, traditional town plan and unique city elements have to be preserved and respected, however if city wants to stay dynamic and competitive it has to admit innovations. New urban elements can considerably improve present city structure despite that the line between new and old is very sensitive. City planners should seek to highlight unique historical elements, but at the same time to give the city opportunity to be innovative, creative and modern.
6.4. CONCLUSIONS

Culture is a very broad and complicated description that evolved through time. The term ‘culture’ can define traditions of groups, habits and even current actions like music, art, literature, theater and etc. It may be used for describing various concepts in different fields, so it is easier to make a separate and more concrete definition for each of them to signify special issues. Group of people usually is interrelated with links. Those links can differ from common, like the same country, nation or living place, to personal, like hobbies or taste. Broadly speaking, culture is the entity of ordinary actions of one group of people which are based on common basic values.

Cultural integration is essential for changing society. Because of accelerating lifestyle and traveling society it is a necessary condition to develop further. However, adjustment of one culture to another is not positive development in this case. The culture should develop and elevate by respecting and sustaining boundaries of identity. Different culture should not be judged as well people who belong to that culture. It is important to respect other thoughts. Places with high level of tolerance, openness and freedom have a bigger potential to stay competitive and not remain behind.

In our study we emphasize several aspects that are seen relevant for cultural attractiveness from the empirical study: common basic values, living conditions and physical structure of the place. All the aspects are divided into indicators to reveal a clearer picture.

Firstly, for deeper examination of common basic values three indicators were chosen. Tolerance indicator described by R. Florida will be used to examine the level of tolerance in the selected cities. To measure the level of openness we use a number of immigrants entering and leaving the country, preconditioning that high immigration level shows that the conditions for foreign people to stay and work or settle are favorable, and vice versa that low level of immigrants show low level of openness. To measure diversity in the selected cities we choose to take a look at the national composition of Dublin and Vilnius. This of course only represents one aspect of diversity. However, assumption can be made that if the level of foreign inhabitants is high and miscellaneous it means that there are good conditions for people with different backgrounds and it is easy to get along.
Further, favorable living conditions cover various factors that are not only social but also economic. To examine this section we choose two indicators that represent these both factors. We will analyze the economical performance of the selected cities by looking at GDP per capita and take a look at the cultural institutions and the cultural life that the city has to offer.

Then, to be able to compare the two cities at the later stage of analysis we select to describe its physical structure according to several sectors that seem to be relevant from the current study. Firstly we will talk about the convenience of the city structure and the communications inside the city and to the surrounding areas. Then we will take a look at the importance of old and new parts of town and last but not least, the relations of those parts to see if the city is open for developments.

We also chose to take a look at two factors that would describe the attractiveness of the city as a whole that is foreign direct investments and tourism intensity. Attractiveness of the place is dependant on many steps such as common values and habits of society, economical status in the place, range of various means to earn for living, choose living place or free time activities and etc., physical appearance and so forth. Nevertheless, now unique, but open culture is one of the biggest potentials for growth.
III. DESCRIPTION OF CITIES ACCORDINT TO THEORETICAL FRAMEWORK

.7 WHY DUBLIN AND VILNIUS?

Cities, Dublin and Vilnius, were selected for empirical analysis of our work because of their connected links and overall similarities. The historian developments of Ireland and Lithuania with their capitals were strongly effected by their powerful neighbors. Ireland felt United Kingdom’s pressure, Lithuania – Russia’s. Disengagement from pressure illustrates strength and solidarity of nations. However after-effects of these development periods are still sensed.

Ireland through its occupation lost its language, explains Vaidas Kirtiklis in the book “Darbas ir gyvenimas Airijoje”. Now only a few percent of all Irish population know Celtic language. Lithuania holds its old and unique language. However, Ireland managed to get rid of United Kingdom’s strain but at the same point to hold beneficial cooperating partners relationship. Whereas Lithuania already has independence but still has to break some links with Russia for example solid energy chain. Still now both countries sensitively react to the topic of this development stage and usually have a special responsive attitude to its “big brother” decisions.

Now both cities – Dublin and Vilnius are more or less similar size and both of them are brightly dominant capitals in small countries - accordingly Dublin in Ireland and Vilnius in Lithuania. Both countries are members of European Union (EU), despite the fact that the membership time differs. However the strongest current link between these countries with their capitals is high migration rates from Lithuania to Ireland. This turnover is highly notable in Dublin; here Lithuanians have already cover a visible part of community.

Important differences must be expressed as well. Different membership length in EU gave Ireland a chance to use funds greatly, Ireland notably improved country’s physical structure and living conditions for people. These improvements organized by local authorities and even community
increased attractiveness of the country. As Lithuania is late member of EU, it did not so much time to do it.

Another important difference is economic situation of selected countries. Eurostat gives particular statistics to illustrate economic situation of the countries which can be compared by the year 2008 data Ireland’s GDP (gross domestic product) per capita is 142.5, therefore Lithuania’s GDP per capita is 61.7 (100 is average of EU27). Despite the growth lengths vary time to time the difference remains huge. It is clearly expressed in the illustration below:

![Figure 1: GDP per capita – average of EU27, Ireland and Lithuania. Source: Eurostat.](image)

Developments of countries are caused by many reasons like historian development conditions, neighbors, dominant community’s character and even geographical location. However all these elements formed countries as they are now. It formed current image of country’s attractiveness.
8. DUBLIN

Description of the city
Dublin is a capital of the Republic of Ireland. This strongly dominant city performs main functions of the country. Centralized administration system is located in here. It is main trade and business centre. It is cultural capital of the country. More or less all bigger political, social and economic events are happening here.

Creation and development of the city
Dublin has already celebrated its fabulous jubilee. Official documents declare city to be more then one thousand years old. However, some sourcebooks write about smaller settlements existing in this place even before the official establishment date in the year 988. The first settlement in the current city center location was established by Norman Vikings, notes the article about Dublin’s history in the website “Uncovered Dublin”.

Later the town suffered from the conquests which kept being repeated. The conquests started with Danes, they intruded for at least three times in coming century. Finally the Danes were evicted by the king of England. City remained small and began to grow greatly only in the 17th century. The growth was influenced by immigrations to peaceful Dublin from the contradictory Europe. Immigrants were mainly protestant who looked for safety place to settle down.

This immigration wave refreshed and expanded city, it become second largest city after London in whole empire of England. As London understood the danger this situation may raise, it miniaturized Dublin’s rights even the settle of government in Ireland were eliminated. The Independence War followed with proceeding events – rebellion in 1916, and several revolutions in coming years. Many of this restlessness took place in Dublin. The capital and the whole country got it’s independence in 1921.
In independent Republic of Ireland, Dublin became the capital with all functions and rights, the administrative, cultural and trade center of the state. Nowadays the capital city of Ireland is the biggest exporter city and the main port. Even early historical facts prove Dublin to be a friendly place even in its beginning. Current city’s image formed in changing periods of time.

Young country experienced difficulties with high emigration, unemployment rates and weak economy. It became a member of European Community in the year 1973. The success which came after brave decisions and wisely usage of European funds is called the ‘Celtic tiger’.

**Celtic tiger:**
Ireland is a well-known country with unprecedented success marked in recent history as well. No other country has achieved such economic growth (1987-1990) immediately after the crisis (emigration waves 1950-1980) before. It is explained in “Regional development and spatial planning in an enlarged European Union”.

The successful economical development was caused by number of factors. Firstly, Ireland wisely used regional and structural funds of European Union, made important brave changes in a lot of spheres. Success was reached by communication and collaboration between government, business and citizens. Moreover, radical changes were made to improve education system. All these changes and improvements attracted foreign direct investments. Therefore, Ireland with its strong capital Dublin rose from crisis and became one of the richest countries in the world.

**Important factors which lead Ireland to success:**
- Small taxes for new investors were a very inviting feature which attracted a special attention for Ireland. It was a strong positive difference which other European countries did not have.
- Permit to buy land without restrictions of amount or minimum price limit let investors to begin with all possible economical power. Companies could invest as much as they wanted. Therefore, new companies could get stronger quickly. Investors did not have to wait for possibilities to enlarge their already created companies. New companies could grow on the tempers which were comfortable for them.
- Ireland had an English spoken nation. It made everything easier to deal with. There were no need to translate contracts and etc. This feature not only made it easier to communicate but also promoted greater confidence between partners.
- Country has a good geographical location. It is located in the safety corner of European continent, but at the same time this country is the first one reachable from North America continent. It does not
have dangerous neighbors. Ireland is easy and comfortable reachable by air and water transport, it is very convenient both for passengers to travel and goods to carry.

- Besides, Vaidas Kirtiklis friendly admits, that welcoming atmosphere was very important as well. All foreign direct investments could come without any requirements to employ only Ireland citizens and not to bring their own engineers and etc. New incomers were not accused for any decisions. For example, nobody claimed they are buying estate property at a low price. Local people were glad for changes. It made investors to feel welcome. Hence, human factor is not economically or in another way supported, but it has a huge influence and attraction.

This success story made a huge influence for Irish nation. Changing situation forced people to understand importance of being attractive and tolerant. Attractiveness was reached by being friendly and wide opened. These features became well known characterization of Irish nation. Irish people got good image of their nice temper.

As Dublin is leading city in Ireland it experienced a lot of benefits from economical recovery. Many companies created their offices in it. It became strong representative center of Ireland for government and business management. City developed greatly. Investments, new citizens and guests refreshed Dublin. Now it is capital of country in all means.

Dublin as well is the main cultural central of Ireland. Development achievements strongly influenced cultural recovery. New incomers brought their culture into the city ant into the country. This new fresh breath gave Irish culture more colors and even shadings. It was and still is lively and vital cultural market. This cultural market is lively and vital for changes it develops all the time.

The Florida’s theory explains the importance of innovativeness and openness. It is perfectly illustrated in Irish success story. Being creative, brave and friendly Ireland became a perfect example for others.

Current situation:
Dublin is a city with more then one million citizens. It is located in the lowlands of the island of Ireland. Liffey River runs through it to the Irish Sea. Grand Canal and Royal Canal fill in the waters of Dublin. As city is on the seaside there are a lot of nice seashores. Many small countryside villages were absorbed by Dublin and now are a part of it. English speaking city with great history and good geographical location is strongly beloved by tourists.

Siobhan Kilfeather in the book “Dublin: A Cultural History” describes current situation in the city. She admits city similar to other well-known capitals in the world has a proper combination of cultural objects and
Dublin has a great mixture of old and new. Historical places are seen everywhere around the city. Besides respecting architectural heritage, town architects do not stop development of the city. The sensitive border must be kept with attention all the time. The city is trying to do their best.

There are a lot of public spaces in Dublin. They are different for different taste; some of them are in open air spaces, some for indoor activities. The city has a lot of art galleries, theaters. Visiting visual art galleries, cinema or theater are popular ways to spend one’s free time. The city is famous for its active way of life.

Night life with a glass of Guinness has its own recognizable Irish identity. Vaidas Kirtiklis says it becomes a part of European identity as well. The Temple Bar district is a good example of it. It is a place for bohemia in Ireland. There are a lot of bars, clubs and pubs in it. Everybody can find something to fulfill their needs. Big supply and demand makes night live really active and colorful. All day-light city action moves into Temple bar district at night.

Most popular places in Dublin are adopted for music or sports lovers. Music is played in all public spaces. A lot of concerts take place here. Dublin “raised” a lot of world-known music performers. As Dublin is described in encyclopedia Wikipedia “U2, Hothouse Flowers, Horslips, Thin Lizzy and Boyzone” - popular singers and groups banded together in Dublin. World’s famous popular and professional music starts visit Dublin on their concert tours.

Dublin is a capital for sports in Ireland as well. There are all the best conditions for doing or watching sports. Stadiums, sport halls and places for out-door activities are seen all around while visiting Dublin. Irish have their own Gaelic football, beside that game soccer and rugby are very popular as well. Hurting is an Irish game with stick and balls are played as well.
8.1. COMMON BASIC VALUES (TOLERANCE, FREEDOM, OPENNESS AND ETC.)

Common basic values describes the values which are coherent to the majority of society, it is like society’s character. Most frequent basic values formats the totality of common values which gives personality to the whole society which in our topic is linked together by geographical location. The level of tolerance, freedom (meaning diversity) and openness are difficult to measure. Not only because it is difficult to select tools to measure or compare, but because the estimation of results is usually very individual and depends on current situation of individual.

Richard Florida appealing to its Creative Class theory wrote in the “Europe in the Creative Age” in 2004 created the indexes to measure talent, technology and tolerance. In our description of what is culture in the city which gives attractiveness to the place, one of components is tolerance we will use his index to describe and to measure tolerance level in Dublin.

In the Euro-Tolerance index Florida measures the openness to gay, bohemian and immigrants because he thinks these indicators illustrate the place’s openness, tolerance and ability to respect other opinions, practices or beliefs. Logically, places where minorities do feel welcome are open to new ideas which are inspired by diversity of community.

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<th>Share</th>
<th>Attitudes</th>
<th>Values</th>
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TABLE 1: Euro-Tolerance Index. Source: Europe in the Creative Age.
The Euro-tolerance index describes countries not the single cities, but as Dublin is the capital of Ireland also a city with a greatest population in Ireland, we admit that Dublin affects the score brightly and total score of state is a proportionally equal score of Dublin.

Ireland in this graph’s total score holds the thirteenth position, the second the lowest from the fourteen selected from members of EU in this comparison. Despite the single parts of index shows different results, the total score allows to make a conclusion what Ireland’s tolerance level is not very high. The total score is lowered because of the values part. This part illustrates community’s attitude to traditional values like “God, religion, nationalism, authority, family, women’s rights, divorce and abortion” (Europe in the creative age, p.27). Low results in attitude to traditional fields allow making a consequent conclusion what Ireland is quite a conservative country. Conservative character of society is a danger, it can slower the development and growth. Conventional, traditional society excludes the new, innovative solutions and decisions. This type of society can not become modern and usually can not stay competitive. Low level of tolerance expressed in respect of other practices, opinions and beliefs can split the society into separate not communicating groups, if these groups do not work together it becomes much more difficult to achieve common goals like to improve living conditions for the community or increase the welfare.

Another measurements showed in the graph illustrate reverse good performance of the republic of Ireland. Attitude index represents high level of tolerance toward minorities. By result of this measure Irish society can be grouped to actively tolerant to minority’s societies. This difference of results shows what society is diverse; it is tolerant to minorities but strict to traditional values. country holds a middle rank in the self-expression index which illustrates how society values individual right to self-expression and approach to “quality of life, democracy, science and technology, leisure, the environment, trust, protest politics, immigrants and gays” (Europe in the creative age, p.27).

However measurement with its total score is not very clear and definite. The Euro-tolerance index gives to Ireland the image of not very tolerant country. However the immigration rates to the country are high. There comes a contradiction, country which is not open and tolerant even with well economic situation could not attract so many immigrants and foreign direct investments.

From Florida’s tolerance index we can summarize that Irish society is not very tolerant to traditional attitudes like religion, family, women’s rights, abortion and etc, they are strict to the basic values which comes from historian tradition, but Irish are tolerant enough to respect new people, minorities. This combination is satisfies the immigrants who are looking for a tolerant place to live with traditional values. The freedom for self-expression in the country is not broad, but on the other hand it is still quite high if we link it with countries like Spain, Italy or Greece which also have old traditions and values. At this point Irish
society could be proudly named as society with high appreciation of traditional values but tolerant enough
not to stay behind and to stay competitive, to approve innovative and new decisions and ideas. Tolerance for
modern attitudes allows community living in Ireland to remain solid.

Another important value which should be natural to successful society is openness. Ireland is famous for its
openness already since the Celtic tiger. Irish success story started with openness to business and to new
people. Ireland did not set any requirements for new companies, amount and nationality of employees, size
of the firm and growth temps and so on were free to choose for investors. After the new firms established
their offices all of them were highly welcomed by society and nobody accused them by any scandals or
example for too small salaries or too big enterprises. This openness becomes Ireland’s character and a new
tradition.

![Population change graph](image)

**FIGURE 2: Population change. Ireland, Lithuania and United Kingdom. Source: Eurostat**

Since the 1990-ies Ireland changed its character from emigration from to immigration to country as well. The
comparative graph above illustrates population change in analyzed countries. Ireland attract new comers, the
growth line is going up. The positive change illustrates community to be open and tolerant to welcome new
people which give diversity to community. Because immigrants are usually young people with broad
attitude, high immigration rates to the country allows summarizing Irish community to be young and diverse.
Besides as immigration rates are not very high like for example in United Kingdom, community living in
Ireland is less disunite.
Dublin as the main city in the country especially felt fresh brief brought by new people coming to live in. Dublin’s population growth was remarking rising.

FIGURE 3:
Population change in Dublin. Source: Central Statistic Office Ireland.

Strict Ireland’s community’s attitude to traditional values was already mentioned before. One of the measures what are from the totality of common traditional values of community is the percentage of divorce; it illustrates the value of family and how much people respect it. The graph below symbolizes Irish community to be traditional in one more attitude. Low divorce level allows making a conclusion that Ireland is respect family as a value.

FIGURE 4:
Divorces (per 1000 inhabitants). Ireland, Lithuania and United Kingdom. Source: Eurostat.

8.2. LIVING CONDITIONS, MEANS HOW PEOPLE MAKE LIVING
Living conditions describes the welfare of the place to live in, place’s present economical conditions, possibilities to make living and possibilities to have an interesting lifestyle.

Economy part:
Ireland’s GDP (gross domestic product) per capita is over the average of the members of EU GPD. Gross domestic product means an annual total amount of worth produced in the country for manufacturing, services and etc. To be possible to produce higher then the average GDP country has to be particularly economically active.

![Graph: GDP per capita in PPS](Image)

**FIGURE 5: GDP per capita in PPS. Source: Eurostat.**

High and still growing GDP level describes what country is on good economical status, it is like a guarantee for people living in the country not to have too much problem to make a living. Having higher GDP, much higher its growth rates and lower emigration rates then United Kingdom, Ireland has more what to suggest for its citizens. Ireland’s National GDP growth is worldly known phenomena. It is clearly illustrated in the graph below.
Highlighted superior economical status of the whole state is proportionally equal and even better for its capital’s – Dublin’s economical status. As Dublin region is clarified as a single region for EU NUTS3 segmentation, The Regions of Ireland office highlights its individual GDP level. By the data of 2002 Dublin produced regional GDP of over 42 505 million euros which is 128.9 percent above the average 100. At the same year Dublin’s GDP level reached 171.4 over the average of EU25. These high ratings one more time prove the superior economical status of the capital of Ireland.

Described economical status of the republic of Ireland with its greatest capital Dublin and the city itself allows summarizing that living conditions in the country at least from economical side are really good. Stable condition with constantly economy growth allows people to seek their goals, develop businesses and etc. good economical status of the place is especially important attractiveness issue when choosing where to settle down, besides good economical status gives possibility to improve other social, functional and etc. living conditions. Stable economy attracts foreign direct investments to the country also.

As the FDI (foreign direct investments) rate in Ireland was high already since 90-ies, it created a versatile labour market; the specialists for new firms (the major of whom were IT producing) were needed. Ireland successfully attracted young people with high education level by the immigration policy which limited the level of immigration from countries which were not EU members to immigrate if they are not highly educated. The wages in Ireland from the economical recovery period remains rather high as it was and still is the main attractiveness method to invite specialists and talented well educated people to the country.

Cultural part:
As the society is developing the life quality is getting more and more important. One of the components for having high qualified life is to have interesting and valuable free-time. Despite the needs of individual can differ depending on particular person, generally it is admissible that a visiting a variety of shows, evens, exhibitions and etc. organized by cultural institutions, community members, particular group of people or individuals are like a guarantee to live an interesting life, to live a cultural life.

One of greatest Dublin’s ostentation can be proudly named a variety of cultural institution. City can provide a broad list of cultural institutions to the art, theater, movie, music, sports and other activities lovers. There are a lot of concert halls, studios, exhibition places in Dublin, but as there are too many places to describe, we will mention the places which made a great influence to nowadays culture or proudly represent it.

Theaters in Dublin have an old tradition. They were a space to express nation’s beliefs through occupation period. Some theater institutions from that period are still open. The oldest is the Gaiety Theater, another one - The Abbey Theater has a status of National Theater; were the shows started almost 120 years ago. The Gate started its shows in 1930-ies. The tradition to go to the theater is developing, now Dublin can suggest a lot different specialization of theaters like where the actors are only pets, where the shows go only at lunch time or the special theater for dance lovers. The variety of possibility to choose gives diversity. The creation of traditional theater helped Ireland to hold its high rank in literature. (Dublin Events, Dublin theater, 2008)

Traditional Irish music attracts a lot of tourists every year. Traditional music is very lively and vital. The shows are organized in all the country, however in Dublin they mainly happen in pubs. Usually improvised dances starts at the moment music begins, however sometimes professional dancers add they performances to live music show. ((Dublin Events, Life music, 2008)

Events and festivals:
There are many different festivals and single events happening in Dublin every year. Some events are taking place annually, some only time to time (like visits of popular singer). Festivals are separated in different groups for example events for art activities or animation. A great attention is given to different nations. People from all over the world can find something suitable for them (for example “Festival of World Cultures”). Different nations are invited to take part in them and show their cultural habits. Cultural openness one more time symbolizes Irish people to be very friendly and open.

St. Patrick Festival is the most popular event in whole Ireland. This festival involves many different activities, shows and concerts after the same name. Dublin city official webpage says its sense is to give grace and acknowledgment to Irish people who deserve it. Festival is annual and takes place in spring. It attracts a lot of visitors and local people to come there.
Festival of World Cultures is annual as well. It is festival to present international cultures and arts. Events are being organized in different places: clubs, theaters or even streets. Mainly these events are free of charge to visit and have a function to present different culture.

Dublin city marathon is something similar what common city has. It is a festival which symbolizes importance of being healthy. Festival encourages people to take sports, to live life with healthy life style. Marathon goes through historical streets of Dublin. Official Dublin’s city webpage even calls this marathon internationally recognizable as especially “friendly marathon”. Visitors who come to see it or to take part in it receive a big part of Irish hospitality.

Quality of life in Dublin is very high; everyone can find something to fulfill one’s needs. This tendency is also clarified in the Dublin Conventional Bureau webpage that even The Economist magazine named Dublin as a number one place to live for high life quality level. Dublin has more or less everything the city is not too big to be complicated to live in, it is tolerant enough and even very open, the city is diverse and the level of freedom to express one’s beliefs, opinions or ideas is high as well.

8.3. PHYSICAL STRUCTURE

Dublin is quite old city, compactly situated city. Its spacious old-town and new parts are fluently connected; the border between them is not clearly visible. As Dublin city experienced sharply growth, the spread was unequal and not planned. City absorbed surrounding settlements but did not have time to connect with them by proper links of different types of traffic. As a consequence Dublin now is experiencing heavy traffic jams which now are being tried to reduce by improving current traffic system – new bridges and circuits are being built, new traffic lines are added and etc. Public transport system in Dublin city is suitably explicated, despite there are only two lines of tram system (Luas) which serve only for a small part of city’s population, the net of bus system is quite narrow.

Architecture

Dublin has its own architectural style. City is quite old and historical. It developed in different periods and have heritage from them. It has a small scale which one is very comfortable for people. Buildings are not too tall and too massive. Distances at least in the city center are accessible by foot. All these features makes city attractive for citizens and visitors. British influence is noticeable in architecture as well. There are a lot of small detached houses for living in all Dublin and rest of the country. However, city keeps multiform.
are a variety of different scale and function buildings and spaces. Majesty in architecture properly fits with simplicity and good taste. It makes city unexpected and interesting.

Having a great heritage Dublin is doing its best to respect and support it. However there is some space for improvement here. On reconstruction period some buildings looses their function to another. Quite often it is done not respecting enough heritage and history.

For example there were suggestions to transfer small church in the middle of the center (which was named St. Andrew's Church) into a pub. Finally, it became tourism center (“Dublin Tourist information centre”). People argue if it was the best decision. It might become more cultural space, e.g. a concert hall, a small theater or an art gallery.

Another example could be a town castle. Firstly, it is quite difficult to find it. There are not enough information and reference to it. Secondly, the surrounding area of the castle is not ordered fairly sufficient to its meaning. Castle gates are crowded by parking areas around it. This example perfectly symbolizes the lack of attitude to architectural heritage.

The sensitive border between preservation which does not stop improvement and innovation is in The Temple Bar district, is noticed in the book “Ireland”. This district did not loose its face but is even straightening it. Once being quite untended, now it is one of the biggest tourist attraction places.

Modern architecture takes quite a small part of all architecture in Dublin. There were several reasons it to happen. Firstly, at the times modern came into popularity Ireland was in the crisis period and did not have enough economical resources to build new objects. Secondly, during successful recovery attention was put on economics. Later attention to preservation of heritage came into first interest. However, by (almost) skipping modernity Ireland sustained its unique style. Nowadays city is not afraid to make considered experiments with elements of modern art or architecture.

**Parks**

Dublin has several different size parks, a lot of green spaces. Smaller districts have their own green space, small park or little avenue. Courtyards are really popular as well. They are found in common group of estate. Courtyards grace every cottage front and back. It is popular to plant small parks around education institutions like schools or universities (for example famous Trinity College).
St. Stephens Green Park is the most popular green space in Dublin. Park is located in the city center close to the main shopping streets. It was firstly opened in 1664, says one webpage for tourist in internet (Dublin Tourism). Since 1880 park assumed its current position and size. St. Stephens Green now holds 9 hectares of land. Park has lake with a fountain in it. Different trees, bushes and flowers are growing there. It is very popular place to spend ones free time on a day time in it. In the summer time even small concerts are organized in it.

The National Botanic Gardens are calm and peaceful place in comparison with St. Stephens Green. Main function of these gardens is to breed different types of plants and to presents them to community. Gardens are separated into special parks for different plants – for trees, for flowers and etc. plants which need another climate are raised in the special glasshouses which secure special heat and moisture. Gardens were established in the end of 18th century characterizes Dublin Tourism. Now they is placed in about 20 hectares of land and work all year round. This place attract not only tourist, local people especially appreciate and like this place as well.

Public spaces - Squares and avenues, meeting points

City center can be separated into different parts depending on function:

1. Intersection of O'Connell’s, Henry and Talbot streets - is main shopping district in the city. This intersection of streets performs as representative function of Dublin as well. A lot of great companies have their offices here. It is prestigious place in Dublin with a monument of Dublin Spire in the intersection. This area is very crowded and popular almost mass time of the day and late evening.

The famous Dublin spire in the intersection of these streets was built to replace the old monument of Nelson’s Pillar which blows up in 7th decade. After the big contest the Spire was met will great excitement. The construction finished in the 2003, says the Irish Architecture in their webpage. It is one hundred and twenty meters tall monument. This monument became a symbol of Dublin and main meeting point for both visitors and citizens. People meet around spike in a day time and in a night. It is always surrounded by people and visible from whole city center.

2. Grafton and St. King streets - are popular places in the capital of Ireland. This area is very cozy. It is suitable for people who like small shops, tea houses and bookshops. As area faces to St. Stephens Green Park, these streets and park frame structure. Structure is fulfilled with people and action in a day time, but gets empty after the opening hours of park, shops and cafes are finished. Usually people coming to the park visit the shops and the after way round.
3. The Temple Bar district is a place for a night life. There are 2 versions were the name come out. One of them: the district got name of a very popular and very old bar. Another one: because of the rich Temple family who had houses and gardens in this area. However, The Temple Bar is still in the district. It is one in top of tourist attractions. The Style of the Temple Bar and surrounding are became the image of Ireland in the rest of the world.

This area preserved medieval structure of narrow streets, (says encyclopedia Wikipedia). Firstly, in the historical documents it was mentioned in the middle of 17th century. Later the area lost its popularity and was left behind. Because of successful circumstances area was not damaged. Un-kept area was recovered for a new life and became extremely popular.

Night life is not the only function of this region. The Temple Bar is the place for the galleries, cultural and music centers. It is a place for bohemian people in Dublin.

4. A bank of the river

The bank of the river Liffey is nicely decorated. Both banks of the river are surrounded by prestigious restaurants, hotels and offices. Original walking path is constructed above one bank. Places for benches and small shopping spots are appointed and became a honey pot for visitors and residents.

8.4. CONCLUSION

Summarizing all described pluses and minuses of the city, Dublin is a great place to live. Despite there is some space for improvement city can suggest a lot to its inhabitants. Dublin has friendly, welcoming society, which is open to new people and new innovative ideas, diverse environment where everybody can find something to fulfill their needs for free-time activities and freedom to created and express ones beliefs, opinions or ideas. Although analyzed city did not make a great performance at Richard’s Florida’s Euro-tolerance index, city is tolerant enough to accept minorities and secure the freedom for self-expression. City is already famous for its good living conditions, wages are high and list of possibilities for the free-time activities is very broad. However city is quite expensive, it reached even the fourth place in the list of 71 most expensive global cities, according to Finfacts team. Physical structure of the city is mainly naturally developed and now great investments are laid to improve city’s traffic system. Dublin is a green and cozy city which is build in unique architectural style, has a variety of open public spaces and green nature areas inside the city. Interesting Dublin’s cultural life attracts a lot of attention not only from local people but from tourists as well.
9. VILNIUS

Vilnius – the capital of the Republic of Lithuania, an administrative, cultural, political and business centre. Around 554,409 inhabitants live here, what is one sixth of Lithuania’s population in 2007 (Statistics Lithuania, 2005). Politically Vilnius is the most important city in the country as it is a workplace of the President, also Seimas, the Government and the Supreme Court is situated here. It is a centre of political, business and cultural meetings. The city is represented in various fairs and expositions and is actively participating in creating friendly neighborhood relations. For this and other activities in year 2000 – 2001 Vilnius has been recognized by UNESCO with the “City of Peace Award” for the European and North American region.

City of Vilnius starts with a legend. It tells a story of a Lithuanian duke Gediminas’ dream. While hunting the duke set up a camp at the very spot where now Vilnius is standing. There he had a dream of an iron wolf howling on a high hill. In the morning duke’s oracle explained the dream, he said that in this place a city will stand, fame of which will be heard far away. Then at the confluence of two rivers a mound was made and a castle was built.

The name of the city arises from the river running through – Vilnelė that was earlier called Vilnia, meaning ‘wave’. This name of the city is being mentioned in written sources already in XIV century. However
nowhere is said when the city itself was established, but various archaeological findings date back to early middle ages. Establishment is also being related to the legend, because when duke Gediminas built a castle in the area where now Vilnius is standing the news about it spread quickly. Vilnius was first mentioned in the letter of duke Gediminas in 1323 sent to German cities inviting German, Jewish people and craftsmen, trades and religious people to move to Vilnius. In 1387 after accepting Christianity duke Jogaila gave Vilnius the rights of Magdeburg.

A very important step in the development of the city was the establishment of Vilnius University in 1579, when Vilnius was part of Polish - Lithuanian Commonwealth and life in Vilnius started to gain impetus. However, at the time of Russian – Polish war Vilnius suffered from Russian forces that burned down the city, mostly all population was killed and didn’t restore until early XIX century. Then Vilnius was the third largest city in east Europe. Later as Lithuania lived through the partitions of the Polish – Lithuanian Commonwealth, annexation of Russian empire, war periods and German and Soviet occupations Vilnius as the centre of social life was being fiercely suppressed and controlled. However, even at that stage cultural life was fostered and various groups of artists secretly held meeting and organized events.

From the early XX century national movements for an autonomous Lithuanian state took place. In February 16th, 1918 the Act of Independence was proclaimed by the Council of Lithuania and since then Vilnius found itself in the political struggle between Poland, Germany or Russia and suffered a great deal from it. The latest and very important events in this period of history were 1941 Nazi and few years’ later Soviet occupation that continued until late 1980’s when protest and demonstrations against the regime took place and won freedom for the county. (Jokimaitis, R., et al. (1999). *Pasaulio ir Lietuvos istorija 8 kl*. Vilnius: Kronta).

In the first ten years of independence the city has become a tourist attraction not only because of it’s architectural uniqueness but also for cultural events and entertainment. The most interesting part of the city is probably the Old Town that is one of the largest in Europe and covers one tenth of city’s territory. The city is situated in the picturesque confluence of two rivers, also the junction of merchant roads, at the wade that was guarded by Vilnius’ castles dating back in history. Multinational, multicultural and multi - religious city was always attractive for guests. Remains of castles, net of narrow streets and alleys, red brick pinnacle churches, basements of dwellings - all this is a relict of Vilnius that has the capacity to bend all its differences into one attractive and intimately cozy unity.

However, to have a more accurate evaluation of city attractiveness some quantitative analysis expressing city’s ability to attract is needed. From the empirical study two indicators were identified as relevant to describe flow of people and capital into the country. Of course there are a number of factors behind this ability to attract and various indicators that can represent it. Examining only a couple of them does not
express the full picture, yet an assumption could be made that economical attractiveness is partly represented by amount of foreign direct investments (FDI) into the city and the foreign tourist flows, more precisely, number of guests in hotels and guest houses.

As the Department of Statistics of the Government of Lithuania indicates, foreign direct investment has been growing more rapidly over last few years since 2006 and by 20% in 2007 in the whole country (Statistics Lithuania, 2005). The investments at the beginning of year 2008 have reached 34.6 billion litas that is nearly 10 billion euros, top investors being Poland, Denmark, Sweden, Russia and Germany. The manufacturing, financial intermediation, transport, storage and communications, and wholesale, retail trade and repairs of household appliances were the most developed economic activity sectors, while hotels and restaurants, agriculture, forestry, fishery, mining and quarrying being the least favorable economic activities each reaching less than one percent of total investments. Vilnius, Telšiai, Kaunas and Klaipėda counties receive most interest, Telšiai County mainly due to concentration of manufacturing activities. Vilnius County has received most investments and this has been a tendency at all times (Department of Statistics to the Government of the Republic of Lithuania (Statistics Lithuania) (2005). Foreign direct investment. Retrieved May 15, 2008 from http://www.stat.gov.lt/en/news/view/?id=3319).

Another index that could be used to describe the interest by foreign people is various tourist data. Main indicators showing tourism intensity are nights spent by resident and non-resident tourists. Since only foreign interest is relevant for this study we will only examine nights spent by non-resident guests (however, also stated by Eurostat in “Regional Yearbook 2007” that Lithuania has highest and above European Union average growth of over – night stays). The nights spent in Lithuania by non – residents have increased over five years from 45.2 to 53.4 percent in relation to collective accommodation, while Germany, Poland and United Kingdom being the main visitors in the country, each constituting 18.6, 12.7 and 5.9 percent respectively in year 2005. In overall, Lithuania is classified as origin/destination country and together with other Baltic States is distinguished as growing tourism market. Lithuania experienced a sharp annual average growth of 7.3% in hotel accommodation during 1995 – 2005 states the Eurostat in the “Tourism Panorama”.

According to Vilnius tourism development results of 2006, 80 % of national guests visit Vilnius. Vilnius is a modern, growing, European, welcoming and tolerant city in the eyes of visitors. The growing accommodation, restaurant, entertainment supply, more and more active cultural life, city center expansion and restoration of old town more and more tourists arrive to the city each year. The In year 2006 there have been 1.356 thousand of foreign tourists what is 13 % more than the previous year (Turizmo plėtra Vilniuje (2007) 2006 metų vilniaus turizmo plėtros rezultatai [electronic version], p 4. Retrieved may 12, 2008 from http://www.vilnius-tourism.lt/topic.php?tid=31&sid=&aid=118&more=y). Nevertheless, Vilnius Tourism Information center announces that in year 2007 the number of foreign tourists has also grown by
13% comparing to previous year. The city has received most guests from Poland, Germany and United Kingdom (see table 1). However it is noticeable that interest in Vilnius was mostly shown by Lithuanian neighbors and other closer countries, these countries and declined by those which are further what shows that the interest is mainly of local nature (ex., visiting because of relations) and people from other countries are not so interested to travel such distances. Nevertheless, the growth of visitors in 2007 has sharply increased from Poland, Russia, Latvia, Belarus and Norway comparing to year 2006, and fiercely declined from Germany.

<table>
<thead>
<tr>
<th>Country</th>
<th>Visitors</th>
<th>Growth compared to previous year, %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poland</td>
<td>78 041</td>
<td>+16.73</td>
</tr>
<tr>
<td>Germany</td>
<td>45 989</td>
<td>-15.33</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>29 097</td>
<td>-4.34</td>
</tr>
<tr>
<td>Russia</td>
<td>27 788</td>
<td>+20.01</td>
</tr>
<tr>
<td>Latvia</td>
<td>27 338</td>
<td>+20.92</td>
</tr>
<tr>
<td>Finland</td>
<td>25 864</td>
<td>+2.97</td>
</tr>
<tr>
<td>Belarus</td>
<td>22 639</td>
<td>+19.15</td>
</tr>
<tr>
<td>Italy</td>
<td>18 955</td>
<td>0.30</td>
</tr>
<tr>
<td>Norway</td>
<td>15 972</td>
<td>+25.80</td>
</tr>
<tr>
<td>Estonia</td>
<td>3 082</td>
<td>+12.38</td>
</tr>
<tr>
<td>USA</td>
<td>2 546</td>
<td>-3.58</td>
</tr>
</tbody>
</table>

Source: Vilnius Tourist Information Centre (2008)

It is clear from the analysis that the country is experiencing economic growth promising increase in living standards, moreover, followed by quite steady growth of overnights spent. From this may follow an assumption that the tourism industry will keep expanding further, accumulating itself and attracting more and more visitors into the country and mostly into the capital. Moreover, tolerance, openness and diversity are seen as main strengths of the city that is capable of granting a good environment and living conditions.

9.1. COMMON BASIC VALUES (TOLERANCE, FREEDOM, OPENNESS AND ETC.)

Common basic values are part of success of the society as they strengthen the interrelationships like brotherhood sense and promote common notion for various phenomenon. General views on such human values like family, security, equality, etc. contribute to cooperation inside the society and make it stronger in the field of competition.

As one of aspects of family values, marriages and divorces in Vilnius city municipality show quite a positive picture (see Appendix 1, p.54). The rates of divorces per 1000 inhabitants do not change in any sharp direction and range between 3.1 and 3.4 actually showing a slight tendency to decrease. Moreover, a clearly increasing progression of marriages varies between 5.2 and 6.9 in 2001 and 2006 respectively. In addition, the differences between divorces and marriages imply that each year the number of married couples per 1000 inhabitants is growing. This may be partly due to growing economy in the country. Few other indicators that concern common basic values are safety, health and equality. Though it is quite difficult to grope the
importance they have for the overall definition, briefly it could be said that they certainly contribute to it. Female employment surprisingly proves to be higher than male, (see Appendix 2, p.54). Although a slight gap between men and women employment exist, it is expressed by Eurostat data that the gender gap in men and women employment narrowed to the highest projected by Lisbon agenda (Eurostat regional yearbook 2007, p 53). However, Lithuanians’ security assessment shows that people do not feel safe. Only 45 % of population admitted feeling safe walking after dark, ranking lowest in EU 25 (European Social Reality, 2007 February, p 11). To conclude, we can say that the values of social indicators in Vilnius express a very miscellaneous picture. Also, no common direction allowing evaluating the common basic values as a whole can be set up as both positive and negative factors are present.

Tolerance

Firstly, there is a need to mention that no tolerance indication neither for Lithuania or Vilnius is present. R. Florida compiles his tolerance value according to three main categories: self – expression, attitude towards minorities and towards traditional values. A historic overview of the situation of people of different nationalities suggests that since early stages of development Vilnius was growing as a centre of tolerance where people of different race, background and nationality could live together in peace. Already in early stages of development three flows of religion blended: pagan, west and east Christian that found its place in the society of those times. Later religious life was joined by Muslims, Tartar, Karaite and Jewish. After the establishment of Vilnius University even more people from various backgrounds started to flow into the city and settle.

On the other hand, there were enough negative attitudes towards different cultures in history. When movements for independent state started, desperate will to save Lithuanian culture evidenced in the Lithuanianization process. Due to such situation the Jewish and polish groups had undergone suppressions. Schools were being closed, books removed from stores, street names changed, teachers lost their jobs and etc. As a consequence numbers of people left the city. Furthermore, the occupations that took place resulted in ghettos where nearly all Jewish population was massacred and suppressions against Lithuanians ending in exile. This negative attitude towards polish and Russian is still quite ‘in the air’ and it can be explained by the difficult historical circumstances that followed the existence of the country over several decades. Nevertheless, in Soviet Union the view on such minorities as gays wasn’t even a discussible topic and it was being pretended that such people do not exist. Since Lithuania is relatively a new country this attitude prevails, however slightly changing.

Immigrants
Migration has become one of unfavorable and the largely discussed topics in today’s Lithuania. People are leaving the country for various reasons, in addition, more and more each year. Vilnius is no exception and only complements the national tendency. Although inner migration of the country show that there are a lot of people arriving into Vilnius from other cities and the numbers are rising, however, even more are leaving the county as a whole and also from Vilnius. Both natural population growth and emigration rates lead to one dreadful conclusion – Lithuania ranks as the country with highest decrease of population, (see Appendix 3, p.55)

Vilnius is the largest city in the country with more than 541 300 inhabitants. Main minorities in Lithuania are Polish and Russian (each about 6% of population). There are also about 3000 gypsies. The state provides financial support for instructions such as the Russian Drama Theatre of Lithuania and the Vilnius Faon
Jewish State Museum of Lithuania.’ In 2000 – 2001 Vilnius has been recognised by UNESCO with the “City of Peace Award”. Vilnius has received this award for several reasons that could be summarized as promotion of friendly neighbourhood relations and expressing importance of environmental protection. Homeless and handicapped people reception centres have been opened and action was taken to draw people’s attention to cultures of foreigners living in Lithuania, such as Jewish, Polish and Russian. Also the care taken for the city’s Old Town wasn’t left unnoticed again. Another important field in which the city was appreciated was its thought of enlarging the green areas and protecting populations in danger. (UNESCO (2008) UNESCO cities for peace prizes 2000-2001 to be presented in Marrakesh on March 18. Retrieved March 10, 2008 from http://www.unesco.org/bpi/eng/unescopress/2002/02-15e.shtml).

9.2. LIVING CONDITIONS, MEANS HOW PEOPLE MAKE LIVING

People choose where to settle according to requirements that cover economic and lifestyle opportunities. The recently uplifted tendency that jobs follow people imply that now people are able to choose their living place more freely firstly thinking about the desirable cultural environment, entertainment possibilities, natural surroundings and etc.

The variety of Vilnius entertainment and cultural life is remarkable as the city can offer numbers of variations for leisure. There are numbers cozy cafes, parks, avenues and other green areas to escape the day routine for a moment, bars, pubs, and clubs for nightlife, athletic clubs and aqua parks for active leisure lovers, cultural institutions, such as museums, libraries, theaters and operas for those attracted to high culture, and various events and festivals for people of all kind of interests.

Probably the most important festival of the year is the one dedicated to the guardian of Vilnius city, the Christopher’s festival of traditional and modern music that is going on the whole July and August coloring the city and filing it with people. It is followed by Modern Dance and Jazz festivals. There are also numbers of events that are less known but with a certain spirit that makes people come back and wait for it every time. Such events like Pravda one minute festival dedicated for one minute movies that fill the city cinemas with
contemporary art lovers for both day and night time. Moreover, the Street music festival is worth mentioning. The several days lasting event gathers all local musicians, professionals and amateurs, who are willing to play live in all public spaces. The event caught attention of foreign musicians and developed into an international event, therefore is going to be the first one to open the European Capital of Culture 2009 in Vilnius.

European Capital of Culture was developed to promote cities around the world, strengthen local culture and to support common European culture. European Capital of Culture will be held in 2009 and the city started active preparation. Some events that have been taking place already were representing ‘Vilnius Culture Capital 2009’. The city is also being presented in foreign countries and various fairs. The event that focuses on arts, institutionalized culture and the set up of an adequate infrastructure is a very good chance for the city and the country itself to attract more attention that would later have influence on its economical performance due to increase of interest. However, it is doubtful if these hopes can really be met and if this event can have such influence as expected.

The city is flourishing with artistic, musical, film and ethnographic life, there are many festivals, events and places to visit all the year round, both open widely to public eye and hidden, welcoming to explore. The festivals that are waited by most citizens and organized each year cover the range from modern to ethnographic music, dance, and other forms of art, so people from different age groups find their niche.

Cultural institutions/cultural life

A festival worth mentioning is the song festival. When at the end of XVIII century Baltic States were struck by the same destiny the ethnic culture, especially folksongs became the most significant expressions of the national identity, encouraging thoughts of independent state. The song festival tradition came from Scandinavia first though Estonia and Latvia and then a little later to Lithuania. The festival was highly appreciated in these countries as folksong and other folklore traditions were extremely fostered here. These traditions and the national consciousness of people helped this unique cultural phenomenon without any equivalent in the world naturalize and set its roots in Baltic regions. The road to Baltic States’ restoration of independence in 1990 is often called a “singing revolution”.

The first time Lithuanians from all over the country gathered for a song festival in 1924. The song festivals were even going on at the soviet times, including patriotic and folklore songs into the repertoire. There are two types of song festivals arranged in Lithuania. Song festivals for adults together with youth folklore groups are performing adult repertoire and schoolchildren song festival. Preparation for the schoolchildren festival is like a school, teaching youth love for folksongs and art of singing them. Schoolchildren song festivals are very youthful but kind of small version of the song festival. Current song festivals are made up
of three parts: day for dance, ethnographic and folklore ensemble evening, and the greatest – song day. About 30 000 performers, of which there are 400 choirs alone, come to the song festival that is being arranged every four years or sometimes adjusted to special national dates or celebrations.

After independence the song festival got a larger extent as participants were coming from more and more countries all over the world, so the festival started to be called World Lithuanian’s song festival. Also for many years song festivals are being mentioned in foreign countries such as Canada, USA, and Australia by Lithuanian emigrants and their children fostering Lithuania traditions. In 2003 the song festival tradition and symbolic of Baltic States was acknowledged a masterpiece and included into UNESCO Non – material Heritage List. (The official Lithuanian travel guide (2004) Traditions and symbolism of song festivals in Estonia, Latvia and Lithuania. Retrieved March 19, 2008, from http://www.travel.lt/turizmas/selectPage.do?docLocator=1DDDB5E44C7311DAB36D746164617373&inlanguage=en#4).

Vilnius is full of interesting places and special spots hidden from the rush of commercial city centre. Only the ones that really want to explore the true Vilnius find the hints and trails to those secrets. Some of them are more open and some are more latent. One of such places that need exploration is a part of city behind river Vilnelė, called Užupis. It is one of the oldest city districts mentioned in historical papers already in XVI century. Dating back it was the poor people area, mostly habited by craftsman, at one period it has become a brothel area. Maybe these are the reasons for its uniqueness today.

People that live there have created their own world with their own beliefs, marked by the special culture they carry. Today it is like a colourful island separated from the city by Vilnelė, that has earned an image of the most mystical and romantic area a long time ago. It is not only an accepted artists’ district, it is the republic of artists with its constitution, anthem, calendar, map, also a president, premier, ambassadors in various parts of the world, troops of twelve people, bishop, two churches, the oldest in Vilnius Bernardine cemetery, seven bridges and its wonderful guardian – a bronze angel in the main square of the district. Užupis has also got their freemen who are such famous people like Dalai Lama, the President Valdas Adamkus, artist Jonas Mekas and others. There are also special festivals: Independence Day, Fish day, Trap fest, the day of white tablecloth, etc. and the traditions of celebrating national festivals. There you can find ‘live’ creating artists, trespassers are being welcome to try various means of art such as photography, painting, take part in summer film festivals, exhibitions. (Vilnius Tourist Information Centre (2008) The Republic of Užupis. Retrieved March 9, 2008 from http://www.vilnius-tourism.lt/topic.php?tid=64&sid=94&aid=537&more=y).
Cultural policy created by the state and implemented by cultural institutions is one side of cultural process. Other side flourishes spontaneously and passes from citizen cultural behaviour and self organisation. These both sides are closely related: first is responsible for creating cultural values and materialising them, second one is more related to consumption and application of culture, variety of which is dependant on the individual needs. Cultural institutions are at the cross section of these processes.

Cultural needs are basis for human cultural behaviour and they determine it’s peculiarity, orientation and range. However, general state of culture, cultural variety and experience of institutions also form certain cultural needs. For this reason, cultural institutions must be aware of the cultural behaviour to meet the cultural needs of the society. Sociological analysis let us identify not only the cultural condition and needs of inhabitants but also growth tendencies, effectiveness of cultural institutions, to foresee their perspectives and to improve their work (Lietuvos gyventojų kultūriniai poreikiai (2004). Pratarmė. Vilnius: UAB Biznio mašinų kompanija).

However, there are interesting places to see and visit that are not hidden from public eye. One of such is between the Cathedral and its Belfry – the magic tile “Stebūklas” (eng., miracle). One of the tiles in the Cathedral square is being inscribed with a colourful word ‘stebuklas’. In 1989 the live human chain – the Baltic trail that continued for 650 km from Tallin to Vilnius – ended at this very spot. Millions of estonian, latvian and lithuanian people were standing with their hands joined, protesting against Soviet occupation. And the miracle did happen – Baltic States gained their independance. Step on the tile, make a wish and turn 360 degrees and a miracle will happen to you too. Furthermore, another special place some kilometres away from Vilnius is the open air museum of the centre of Europe. (Vilnius tourism information center, 2008).

However, nor economic neither lifestyle opportunities separately are not enough. People are expecting a combination of factors to have good living conditions and also a variety to choose from. Three main ones can be distinguished and will be deeper examined, despite that there is countless variety of factors that have influence while choosing a settlement place.

9.3. PHYSICAL STRUCTURE

The city plan is divided by river running through it and shows the borders of old and new town. The are cultural centers on the both sides as well as residential areas.

Vilnius old town is one of the largest east Europe urban complexes that started its forming in the medieval. It covers a 3.59 sq. km territory with 74 blocks, 70 streets and alleys and 1487 buildings. There are a lot of Catholic, Lutheran and Orthodox churches, dwelling houses, cultural and architectural monuments, museums. The old town was forming during few ages and here the city’s history and most important cultural
influence is eternalized. Buildings and their parts belong to various architectural styles. You can find Gothic, the Renaissance, baroque, classicism and some of modern that blend together in harmony and supplement each other. There are some of authentic XIV – XIX century buildings still left, also the XV – XVI century Gothic brick masonry buildings such as Franciscan, Dominican, Bernardine monastic ensembles, the new trade’s people guild buildings, Orthodox churches specific for Lithuanian Gothic architecture.

In the old town there is Castle Hill, at the top of which stands Gediminas tower and the upper castle fortification remains. At the base of the Castle Hill there is Cathedral Square with monument for Gediminas and the Cathedral. From Cathedral Square to Town Hall Square goes the Pilies Street which later branches into Didžioji and Aušros vartų Streets that reach the former city defence wall at the Gate of Dawn. The town hall is built in 1799 classicism style by architect Laurynas – Stuoka Gucevičius. The Town Hall Square formed in XIV century while city was expanding. It was dominant in the city plan and highlighted its radial structure. In 1941 – 1943 there was Vilnius ghetto in the Old Town. In 1994 Vilnius Old Town was included into UNESCO world cultural heritage list (Wikipedia (2008) Vilnis old town. Retrieved March 20, 2008 from http://en.wikipedia.org/wiki/Vilnius_Old_Town).

The new part of town is situated in the other side of the river, opposite the old town. High – attitude buildings are giving wide range of diverseness to the city’s panorama and silhouette. Despite the fact, this is also the unification of cities all over the world. Townscape is changing from its roots and city’s visual identity is lost, while preserving it is considered as one of priorities in the globalizing world. How to protect valuable city areas from uncompromising high – altitude building construction with all scope of investors at the conditions of globalisation? (Alistratovaitė, I. (2006) Miesto vizualinio įvaizdžio plėtra ir apsauga globalizacijos sąlygomis. In S. Juknevičius (eds.) Culturology: Culture and globalisation, vol.13. Vilnius: Standartų spaustuvė)

Vilnius is furthest city in north and east of Europe that has such sharp west culture influence in its architectural harmony. Here we can find the most beautiful South and West Europe’s architectural styles. Gothic, Renaissance, especially the atypical ‘Lithuanian’ baroque nicely blends in the city’s architectural contexture. A lot of slim, dynamic silhouettes of churches and belfries rose in the city’s panorama at that time. The end of XVIII century enriched the capital with buildings of classicism. In 1994 the Old Town of Vilnius has been included in the UNESCO World Heritage List.
IV. COMPARATIVE ANALYSIS

Every city has a particular image which can differ as inter and outer view. Image can depend on various factors and emerge naturally or be accumulated and promoted artificially. Some places are capable to sell this image and benefit from it. This ability can even become as one of the tools in development strategy. Dublin is very successful in creating and developing city image and greatly benefit by spreading it. As a contrast Vilnius has a very good inner estimation, however external image is not strong and not widespread. Partly it might be because this image is not as widely promoted as Dublin’s. On the other hand regional authorities are conscious about it and as a possible way of promotion European Cultural Capital events will be held. Hence, there is danger for the city to become too dependent on this image and to exclude other development possibilities.

Cultures, if define it as the combination of character and specific actions which are natural for a group of people, can be very various and different. It should not be forgotten that culture is not only mass production, but is also human dreams, desires and everyday life. Despite it is difficult to evaluate influence of culture.
Cultures are constantly volatile and even interacting with each other. Culture is very important to progress of the city not only in social, but also in spatial substance. Because of expanded connections, accelerating life speed and growing migration rates it might be that only cultures which are capable to adjust to the changes but to sustain uniqueness will remain. The mixture of adjustment and uniqueness is very interesting to analyze because it differs from place, there is no clear balance between these two tendencies. For example Dublin strongly maintains its strict attitude to traditional values, but still accepts innovations, new people with different backgrounds and attitudes and new business. This city preserves its uniqueness, but still is more leaning from acceptance side. Whereas Vilnius probably is leaning more from uniqueness side, it does accept innovations and new people, but not as friendly as Dublin does. This tendency of two cities is seen even in place’s festivals attributions. Dublin has its exclusive San Patrick festival; Bloom’s day festival and etc, however there are festivals appointed to represent different nations or just everybody to gather together for a common marathon. While Vilnius is trying to highlight Lithuania’s songs or dances festivals, they represent mainly Lithuanian culture.

In the cases of Dublin and Vilnius it is difficult to evaluate the common basic values as positive or negative. The evaluation shows a miscellaneous picture. Despite Florida gave quite a low total evaluation of tolerance for Ireland, the level of tolerance is much higher if to have in mind the overall situation. Different cultures blend and live together in friendly atmosphere. Regardless the strict attitude to traditional values Ireland remains more tolerant country then Lithuania where attitude to tradition values is looser. The described attitude to traditional values is partly expressed in the comparison of divorces in the countries and mostly represents traditional family values. Despite the fact that the situation according this index is getting better, in comparison with Ireland the number of divorces is till extremely high.

According to the “Inglehart-Welzel Cultural Map of the World” table the self expression value, Lithuania has the lowest value for self-expression form the list of index used by R. Florida to measure tolerance, whereas Ireland is doing much better.
The tolerance, openness and diversity are best expressed by combination of index. These three values are strongly interconnected and directly dependent on each other. Firstly, the level of tolerance seems to increase in Lithuania and especially in its capital Vilnius. Secondly, immigration causes problems in Ireland; however it is still a positive development. The situation in Lithuania is quite the opposite. People emigrate from Lithuania, but do immigrate to Ireland.

Both living conditions and physical structure differs from place to place. Living conditions are represented from economic and social points of view. Comparing GDP between Lithuania and Ireland there is a remarkable difference; GDP per capita very high in Ireland and much lower in Lithuania, (see Appendix 4, p.56). However Lithuania is still experiencing a very sharp GDP growth. Economic conditions as it is expressed in quantitative way can be compared, whereas social and cultural life is unique everywhere.

When talking about physical structure support and active participation of community can become a driving force. Influence of national government can help to coordinate actions of companies, people and authorities needed for cooperation; nevertheless it can increase the potential for a various growth. Moreover, this factor and concentration of public and social life can attract more representatives of Creative Class. Florida admits
that this type of concentration can lead to raised places creativity index, which further leads to development success. For the city to benefit this creativity should be converted into economic value. As it is very important to have a high level of artist in surrounding area, creative atmosphere must be maintained. In addition investors are always looking for promising innovations and as culture is a constant movement it will always be able to attract them.

Attractiveness of a place can be expressed by the number of tourists and foreign direct investment. “The proportion of foreign tourist is an indicator of the attractiveness and competitiveness of a region internationally”, (Eurostat regional yearbook, 2007, p.130). In the year 2005 Ireland received 19427 overnight residents per 1000 inhabitant, while Lithuania received 1401 respectively. An interesting difference is that at Lithuanian national level this amount of tourist represent a very growth, but if compared with Ireland there the numbers are nearly ten times higher, Lithuania’s performance becomes quite weak. However Lithuania is considering an emerging tourism market in Europe together with other Baltic States and rank above-average growth in number of overnight stays.

From all this analysis a conclusion can be drawn that in comparison of the both countries, Dublin is doing much better in most of the examined cases, however if to look at the growth rates Vilnius’ performance is very good and the quality of life is increasing. Moreover progress since 90’s is worth underlining.

V. CONCLUSIONS
The level of tolerance in a particular place is greatly determined by historical circumstances of nation’s or society’s development. Historian conditions format the tradition for common behavior principals; for example acceptance and positive attitude to other people, their ideas, and practices can be the circumstance of historical tradition to accept other nations, non-locals and strangers.

Openness to new and innovative ideas, to different cultures and etc. is a link for a success to attract investments and people, both of them brings economical benefits to a place, besides creates better possibilities for a growth and development. Moreover permanent changes and development brought by openness and courage to take a risk creates a steady action in a place which leads to diversity plus modernity.

Diversity of a place is usually caused by promiscuity of different people with different backgrounds and cultures. Freedom to create and express oneself is highly appreciated and gives quality to a place. Whereas the growing attention set to good living conditions proves the theory that nowadays people select a place to live because of a possible living conditions and do not follow jobs as it used to be. Despite, the requirement for living conditions is still framed with a need of thick labour market, however comfortable physical structure and the totality of place’s cultural activities makes the final argument for choosing a place to live.

Place’s attractiveness index is formed by the totality of: firstly society’s basic values expressed in behavior and acceptance, secondly of possible living conditions expressed in amplitude of labour market and promising cultural activities and thirdly of beautiful and unique surrounding area with functionalizing and comfortable physical structure. Despite the list of requirements can be broadly expanded and the necessities for a places can be individual, named three evaluation criteria compose the common basic requirements for a majority of people.

Finally, we would like to add that analysis and discussion were made on a background of our culture definition, which says culture is represented by common basic values, practices and beliefs and etc. Cultural attractiveness of a place is a combination of local culture, living conditions and physical structure. Here the last two factors form and support the conditions necessary to reach the cultural attractiveness.

VI. REFERENCE LIST

MASTER THESIS

REDA STANKUTĖ & EĞLE VITKUTĖ


MASTER THESIS

REDA STANKUTĖ & EGLĖ VITKUTĖ

http://epp.eurostat.ec.europa.eu/portal/page?_pageid=0,1136173,0_45570701&_dad=portal&_schema=PORTAL


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http://www.finfacts.com/irishfinancenews/article_1012932.shtml


**APPENDICES:**

**MASTER THESIS**

**REDA STANKUTĖ & EGLĖ VITKUTĖ**
Appendix 1

<table>
<thead>
<tr>
<th>Divorces per 1000 population by year in Vilnius city municipality</th>
<th>Marriages per 1000 population by year in Vilnius city municipality</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>2000</td>
</tr>
<tr>
<td>2007</td>
<td>2001</td>
</tr>
<tr>
<td>2006</td>
<td>2002</td>
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<tr>
<td>2005</td>
<td>2003</td>
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<td>2004</td>
<td>2004</td>
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<td>2003</td>
<td>2005</td>
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<tr>
<td>2002</td>
<td>2006</td>
</tr>
<tr>
<td>2001</td>
<td>2007</td>
</tr>
<tr>
<td>2000</td>
<td>2008</td>
</tr>
</tbody>
</table>


Appendix 2. Employment, thousand by sex and year in Vilnius county

![Employment Graph]

Employment:

<table>
<thead>
<tr>
<th>Year</th>
<th>Males</th>
<th>Females</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>208.1</td>
<td>210.9</td>
</tr>
<tr>
<td>2006</td>
<td>199.6</td>
<td>210.7</td>
</tr>
<tr>
<td>2005</td>
<td>201.9</td>
<td>195.6</td>
</tr>
<tr>
<td>2004</td>
<td>191.0</td>
<td>190.0</td>
</tr>
<tr>
<td>2003</td>
<td>185.1</td>
<td>193.6</td>
</tr>
<tr>
<td>2002</td>
<td>176.5</td>
<td>181.5</td>
</tr>
<tr>
<td>2001</td>
<td>174.1</td>
<td>178.1</td>
</tr>
<tr>
<td>2000</td>
<td>176.7</td>
<td>184.2</td>
</tr>
</tbody>
</table>

Appendix 3. Net migration, by NUTS, average for 2000 – 2004, per 1000 inhabitants

Appendix 4.

GDP per inhabitant, in PPS, by NUTS 2 regions, 2004

Percentage of EU-27 = 100