The Economic Impact of Australian Art on Cultural Tourism

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THE ECONOMIC IMPACT OF AUSTRALIAN ART ON CULTURAL TOURISM

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GRIN Verlag Gmbh Feb 2015, 2015. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Scholarly Research paper from the year 2015 in the subject Business economics - General, grade: 1.2, Central Queensland University, course: Cultural Entrepreneurship, language: English, comment: Grade has been converted from Australian (38/40) to German (1.2), abstract: The cultural tourism of a country cannot prosper without a strong sense of national identity. What sets a nation apart is what draws visitors, which contributes to a flourishing culture where art is at the very centre. The Australian Bureau of Statistics confirms that the culture sector in Australia is big business, perpetuated in art galleries, museums, theatres, film studios, opera companies, writers' weeks, rock concerts and arts festivals (Grybowski, 2014). Many different factors impact the motivation of cultural visitors, such as demographics, the dollar and what kind of experience is being sought. There are highly innovative businesses and individuals operating in the creative industries. Encompassing music, performing arts, software development, design and visual arts, the creative economy is recognised as a major contributor to a city's lifestyle and attractiveness to skilled workers. To gain a better impression of ways that an industry impacts an economy, it may be pragmatic to analyse one Australian city in particular. 'Cities and regions actively nurture their creative industries to capture the economic benefits they bring and grow local competitive industries' (Quirk, 2014, p.2). Sustaining cultural tourism through the arts requires support from local and federal government. In a message from Mr Rupert Myer AM, Chair of the Australia Council for the Arts, he shares that 'Australia has every reason to be culturally ambitious and this is a very significant juncture in our cultural life. The development and delivery of the National Cultural policy,...

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