



IB/CU 348 CULTURAL HERITAGE: BUSINESS AND STRATEGIES
IES Abroad Barcelona

DESCRIPTION:

“Our future includes culture”. Discovered in the 1970s as a powerful resource, capable of generating sustainable wealth and employment, the cultural sector has become the topic of a specific stream of worldwide economics and business studies. In the early 2000s, the cultural and creative industries have been investigated as relevant field of social, technological and economic innovation and their impact on wellbeing is currently at the heart of the international efforts to go “beyond GDP” in measuring progress. The definition proposed by UNESCO in 2009 describe the sector “as a set of activities that produce and distribute cultural goods or services, which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions irrespective of the commercial value they may have” (UNESCO-UIS, 2009)

The course offers an outline of the cultural sector of activities, exploring in some details its components: the heritage, the performing arts, the visual arts, the audio-visual, architecture, books and press, fashion, design and advertising, arts crafts and highlighting their business structure and contribution to a sustainable local development

CREDITS: 3 credits

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

METHOD OF PRESENTATION:

- Lecture
- Class discussion
- Case studies
- Individual and group exercises
- Videos
- Field study

REQUIRED WORK AND FORM OF ASSESSMENT:

- Class participation - 10%
- Presentation on a specific topic chosen with the instructor - 10%
- Mid-Term – 25%
- Paper on a specific topic chosen with the instructor - 20%
- Final exam - 35%

LEARNING OUTCOMES:

By the end of the course students will be able to:

- Outline the Cultural/Creative sector and its main business activities
- Recognize the distinctive business dynamics and strategies in the domains of heritage, performing and visual arts, cultural and creative industries (books and press, audio-visual, architecture, design and advertising, etc.
- Identify the most relevant economic and social impacts of the cultural activities
- Trace the value creation process in the cultural sector with different assessment methods and indicators
- Compare success cases and their strategies

ATTENDANCE POLICY:

Attendance is mandatory for all IES Abroad classes, including course-related trips. Any exams, tests, presentations, or other work missed due to student absences can only be rescheduled in cases of documented medical or family emergencies. If a student misses more than three classes in any course 3 percentage points will be deducted from the final grade for every additional absence. Seven absences in any course will result in a failing grade.

CONTENT:

Session	Content	Readings
Part 1: Economics of culture – Theoretical Framework		
Session 1	Getting started The Economics of culture and the mapping of the cultural and creative industries. A macro- economic approach.	
Session 2	Introduction to Cultural Industries Cultural activities and occupation. Supply and demand.	- Heilbrun J., Gray, C.M. “Part I: The arts sector: Size, growth, and audiences” in <u>The economics of art and culture</u>. Cambridge: Cambridge University Press, 2007. pp. 3-61 Chapter provided on Moodle - VVAA. “Chapter I. Introduction. The economy of culture in Europe – Background and context Chapter II. Delineating the cultural & creative sector” in <u>Study on the Economy of Culture in Europe</u>. Brussels: European Commission, 2006. pp. 27 – 42 Chapter provided on Moodle Recommended Readings: - Mikić, H. “UNESCO-UIS: Measuring the economic contribution of cultural industries. A review and assessment of current methodological approaches.” Montreal: UNESCO, 2012 Book available here - Bína, V.; Chantepie, P.; Derooin, V.; Frank, G.; Kommel, K.; Kotýnek, J.; Robin, R. Chapters 1-6 in <u>Final Report</u>. Brussels: European Statistical System Network on Culture, 2012. p37-78 Article available here - Rosselló, P.; Wright, S. (eds) <u>Mapping the Creative Industries: A Toolkit</u>. London: BOP Consulting, 2010. Book available here
Session 3	Culture-based economic development Intrinsic and instrumental value of culture.	VVAA. “Chapter III. Mapping out the economy of culture in figures.” in <u>Study on the Economy of Culture in Europe</u>. Brussels: European Commission, 2006. pp. 59 – 132 Chapter provided on Moodle
Session 4	Actors of the culture-based economic development	Heilbrun J., Gray, C.M. “Part IV: Public policy

	The adoption of culture-based economic development strategies in the European Union. Use of structural Funds for cultural projects.	toward the arts” in <u>The economics of art and culture</u>, Cambridge: Cambridge University Press, 2007. pp. 219-311 Chapter provided on Moodle Recommended Reading: - Iglesias, M.; Kern, P.; Valentina, M. <u>KEA, Use of Structural Funds for cultural projects</u>. Brussels: European Union, 2012. pp. 15 - 41 Study available here - VVAA. <u>Council Conclusions on the contribution of the cultural and Creative sectors to the achievement of the Lisbon objectives</u>. Brussels: The Council of the European Union, 2007. pp. 1-5 Article available here
Session 5	Arts, Economy, Society 1 The arts and their actors. Creation, production, consumption and practice.	Heilbrun J., Gray, C.M. “Part V: Art, economy and society.” In <u>The economics of art and culture</u>, Cambridge: Cambridge University Press, 2007. pp. 311-402 Chapter provided on Moodle
Session 6	Arts, Economy, Society 2 Merit goods and the market failure. Catalonia and Barcelona.	- VVAA. <u>Handbook on the Cultural Industries of Catalonia</u>, Barcelona: Institut català de les indústries culturals, 2002. pp 4 – 50 Chapter provided on Moodle Recommended Readings: - VVAA. <u>The DGCEC and Catalonia’s Cultural Sectors 2014</u>, Barcelona: Generalitat de Catalunya, 2014. pp. 3 – 64 Study available here - VVAA. <u>Catalan institute for the cultural companies 2012</u>. Barcelona: Generalitat de Catalunya, 2012. pp. 2-32 Study available here
Part 2: Economics of culture – Sectors and examples		
Session 7	Cultural Districts 1 The concept of the cultural value chain	Maggiore, G.; Vellecco, I. “Chapter 12 Cultural Districts Tourism and Sustainability” in <u>Strategies for Tourism Industry –Micro and Macro Perspectives</u>. InTech Publisher, 2012. pp. 241 – 266 Chapter provided on Moodle
Session 8	Cultural Districts 2	Piergiovanni, Roberta, Carree, Martin, Santarelli, Enrico. “Creative Industries, New Business Formation and Regional Economic

	Social Change through Culture – Art, Politics and urban transformation in Barcelona Course-related trip: the “Raval” district – MACBA, CCCB, Filmoteca de Catalunya. Cultural institutions and urban transformation.	Growth.” in <u>Jena Economic Research Papers</u>, 3, 2009. pp. 1-28 Article provided on Moodle Recommended Readings: Power, D., Nielsén, T., <u>Priority Sector Report: Creative and Cultural Industries</u>. Brussels: European Cluster Observatory, 2011. pp. 5- 47 Article provided on Moodle
Session 9	Design 1 Architecture and Identity in Barcelona Course-related trip: Visit to the Palau de la Musica	Mackay, David. “Chapter II The Modern Romantics: A Search for identity in the present” in <u>Modern Architecture in Barcelona (1854 – 1939)</u>, (1985). pp. 13 – 41 Article provided on Moodle
Session 10	Design 2 Architecture, Events and urban transformation Field study: Visit to the Montjuic – The Universal Exposition 1929	Qu, Lei; Spaans, Marjolein. “The mega-event as a strategy in spatial planning: Starting from the olympic city of Barcelona” in <u>The New Urban Question – Urbanism beyond Neo-Liberalism</u>, Amsterdam/Delft: The 4th International Conference of the International Forum on Urbanism (IFoU), 2009. pp. 1291-1300 Article provided on Moodle
Session 11	Design 3 Fashion and Design in Barcelona: Origins, history and economic struggle	Serra, Rosa. “Industrial colonies in Catalonia”, in <u>Catalan historical review</u>, 4 (2011). pp. 101 – 120 Article provided on Moodle
Session 12	Design 4 Fashion and Design: Developing the Creative Cluster Barcelona	- Julier, Guy. “Urban Designscapes and the Production of Aesthetic Consent”, in <u>Urban Studies</u>, Vol. 42, (2005). pp. 869–887 Article provided on Moodle - Chilese, Erica; Russo, Paolo Antonio. “Urban fashion policies: lessons from the Barcelona catwalks” in <u>Working Paper Series</u>, 3,(2008). pp. 3-30 Article provided on Moodle
Session 13	The audio visual industry 1 Financing and producing in Spain and Europe	Henning, Victor; Alpar, Andre. “Public aid mechanisms in feature film production: the EU MEDIA Plus Programme” in <u>Media, Culture & Society</u>, 27/229 (2005).pp. 2-23 Article provided on Moodle
Session 14	The audio visual industry 2 The audiovisual industry and the technological challenge	Benghozi, Pierre-Jean, Salvador, Elisa; Simon, Jean Paul. “3. Case Study: the cinema industry” in <u>“Models of ICT Innovation”, European Commission, JRC Science and Policy Report</u>,

		Brussels: European Commission, 2015. pp. 46-83. Study provided on Moodle
Session 15	The audio visual industry 3 The cinematic city: Barcelona in Film and Television Course-related trip: “That’s where it all happened!” – Barcelona movie locations in real life.	Deleyto, C. and López, G. “Catalan beauty and the transnational beast: Barcelona on the screen”, in <i>Transnational Cinemas</i>, 3: 2 (2012). pp. 157–175 Article provided on Moodle
Session 16	The audio visual industry 4 Managing the cinematic city Course-related trip: Catalan Film Commission	Hudson, Simon; Brent, Ritchie. “Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives” in <i>Journal of Travel Research</i>, Vol. 44 (2006). pp. 387–396 Article provided on Moodle
Session 17	The visual arts 1 Monuments, museums, historical places.	Heilbrun J., Gray, C.M. “Part III: The fine arts and museums” in <i>The economics of art and culture</i>. Cambridge: Cambridge University Press, 2007. pp. 165-218 Chapter provided on Moodle
Session 18	The visual arts 2 Intrinsic value and social and economic impacts. Course-related trip: MNAC (National Museum of Catalonia) and Picasso Museum	- Bollo, A. “Report 3 – Measuring Museum Impacts”, Bologna: The Learning Museum Network Project, 2013. pp. 2-47 Handbook provided on Moodle Recommended Readings: - VVAA. <i>Profile of visitors to Barcelona’s Museums</i>. Barcelona: ICUB, 2014. pp. 2-15. Survey provided on Moodle. - VVAA. Museums in Spain: data, statistics and policy, Madrid: Ministerio de Educación, Cultura y Deporte, 2012
Session 19	The visual arts 3 Cultural value, taste and public opinion – art and the social media	Arora, V. “The rise of the new experts: Consumers and the art world in the digital age” <i>Participatory knowledge production 2.0: Critical views and experiences</i>, Workshop by Maastricht Virtual Knowledge Studio, 2011. pp. 1-12 Chapter provided on Moodle
Session 20	The visual arts 4 Understanding the art market - constructing the economic value of contemporary art Course-related trip: <i>Visiting the Marlborough Gallery, Barcelona</i>	- Velthuis, O. “Symbolic meanings of prices”, in <i>Theory and Society</i>. 32 (2003). pp. 181-215 Article provided on Moodle Recommended Readings: - Velthuis, O. <i>The contemporary art market between stasis and flux</i>, Gent: Instituut voor beeldende, audiovisuele en mediakunst, 2014. pp. 1-12 Article provided on Moodle

Session 21	The performing arts 1 Baumol's cost disease	Heilbrun J., Gray, C.M. "Ch.6 Production in the performing arts and Ch. 7 Firms and markets in the performing arts." In <u>The economics of art and culture</u>. Cambridge: Cambridge University Press, 2007. pp. 107-136 Chapter provided on Moodle
Session 22	The performing arts 2 Challenge and opportunities of the economics of the performing arts	- VVAA. Chapters 1 – 3, in <u>Creating growth Measuring cultural and creative markets in the EU</u>, Paris: Studio Ernst and Young, 2014. pp. 10 – 27 / pp. 48 – 53 Chapter provided on Moodle Recommended Reading: - Baumol, W.J., Bowen W.G. "On the Performing Arts: the Anatomy of their Economic Problems" in <u>The American Economic Review</u>, Vol.55 no ½ (1965), pp. 495-502 Chapter provided on Moodle
Session 23	The performing arts 3 Understanding the concept of the "eventful city"	- Richards, Greg; Palmer, Robert. "Chapter I Why Cities need to be eventful" in <u>Eventful Cities</u>, Amsterdam: Elsevier, 2010. pp. 1 – 38 Chapter provided on Moodle Recommended Reading: - Berger, Ron; Herstein, Ram. "Cities for Sale: How Cities can attract Tourists by creating events", in <u>The Marketing Review</u>, Feb 2013. pp. 2-15 Article provided on Moodle
Session 24	The performing arts 4 Barcelona - The city of festivals	Roche, Maurice. "Festivalization, cosmopolitanism and European culture" in <u>Festivals and the Cultural Public Sphere</u>, Abingdon: Routledge, 2011. pp. 124-141 Chapter provided on Moodle
	Final Exam	

REQUIRED READINGS

- Arora, V. "The rise of the new experts: Consumers and the art world in the digital age" Participatory knowledge production 2.0: Critical views and experiences, Workshop by Maastricht Virtual Knowledge Studio, 2011. pp. 1-12
- Benghozi, Pierre-Jean, Salvador, Elisa; Simon, Jean Paul. "3. Case Study: the cinema industry" in "Models of ICT Innovation", European Commission, JRC Science and Policy Report, Brussels: European Commission, 2015. pp. 46-83.
- Bollo, A. "Report 3 – Measuring Museum Impacts", Bologna: The Learning Museum Network Project 2013. pp. 2-47
- Chilese, Erica; Russo, Paolo Antonio. "Urban fashion policies: lessons from the Barcelona catwalks" in Working Paper Series, 3,(2008). pp. 3-30
- Deleyto, C. and López, G. "Catalan beauty and the transnational beast: Barcelona on the screen", in Transnational Cinemas, 3: 2 (2012). pp. 157–175

- Heilbrun J., Gray, C.M. "Part I: The arts sector: Size, growth, and audiences" in The economics of art and culture. Cambridge: Cambridge University Press, 2007. pp. 3-61
- Heilbrun J., Gray, C.M. "Part III: The fine arts and museums" in The economics of art and culture. Cambridge: Cambridge University Press, 2007. pp. 165-218
- Heilbrun J., Gray, C.M. "Part IV: Public policy toward the arts" in The economics of art and culture. Cambridge: Cambridge University Press, 2007. pp. 219-311
- Heilbrun J., Gray, C.M. "Part V: Art, economy and society" in The economics of art and culture. Cambridge: Cambridge University Press, 2007. pp. 311-402
- Heilbrun J., Gray, C.M. "Part.VI: Production in the performing arts and Ch. 7 Firms and markets in the performing arts." In The economics of art and culture. Cambridge: Cambridge University Press, 2007. pp. 107-136
- Henning, Victor; Alpar, Andre. "Public aid mechanisms in feature film production: the EU MEDIA Plus Programme" in Media, Culture & Society, 27/229 (2005). pp. 2-23
- Hudson, Simon; Brent, Ritchie. "Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives" in Journal of Travel Research, Vol. 44 (2006). pp. 387-396
- Julier, Guy. "Urban Designscapes and the Production of Aesthetic Consent", in Urban Studies, Vol. 42, (2005). pp. 869-887
- Mackay, David. "Chapter II The Modern Romantics: A Search for identity in the present" in Modern Architecture in Barcelona (1854 – 1939), (1985). pp. 13 – 41
- Maggiore, G.; Vellecco, I. "Chapter 12 Cultural Districts Tourism and Sustainability" in Strategies for Tourism Industry –Micro and Macro Perspectives. InTech Publisher, 2012. pp. 241 – 266
- Piergiovanni, Roberta, Carree, Martin, Santarelli, Enrico. "Creative Industries, New Business Formation and Regional Economic Growth." in Jena Economic Research Papers, 3, 2009. pp. 1-28
- Qu, Lei; Spaans, Marjolein. "The mega-event as a strategy in spatial planning: Starting from the olympic city of Barcelona" in The New Urban Question – Urbanism beyond Neo-Liberalism, Amsterdam/Delft: The 4th International Conference of the International Forum on Urbanism (IFoU), 2009. pp. 1291-1300
- Richards, Greg; Palmer, Robert. "Chapter I Why Cities need to be eventful" in Eventful Cities, Amsterdam: Elsevier, 2010. pp. 1 – 38
- Roche, Maurice. "Festivalization, cosmopolitanism and European culture" in Festivals and the Cultural Public Sphere, Abingdon: Routledge, 2011. pp. 124-141
- Serra, Rosa. "Industrial colonies in Catalonia", in Catalan historical review, 4 (2011). pp. 101 – 120
- Velthuis, O. "Symbolic meanings of prices", in Theory and Society. 32 (2003). pp. 181-215
- VVAA. Chapters 1 – 3, in Creating growth Measuring cultural and creative markets in the EU, Paris: Studio Ernst and Young, 2014. pp. 10 – 27 / pp. 48 - 53
- VVAA. "Chapter I. Introduction. The economy of culture in Europe – Background and context Chapter II. Delineating the cultural & creative sector" in Study on the Economy of Culture in Europe. Brussels: European Commission, 2006. pp. 27 – 42
- VVAA. "Chapter III. Mapping out the economy of culture in figures." in Study on the Economy of Culture in Europe. Brussels: European Commission, 2006. pp. 59 – 132
- VVAA. Handbook on the Cultural Industries of Catalonia, Barcelona: Institut català de les indústries culturals, 2002. pp. 4 – 50

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- Baumol, W.J., Bowen W.G. "On the Performing Arts: the Anatomy of their Economic Problems" in The American Economic Review, Vol.55 no ½ (1965), pp. 495-502 Chapter provided on Moodle
- Berger, Ron; Herstein, Ram. "Cities for Sale: How Cities can attract Tourists by creating events", in The Marketing Review, Feb 2013. pp. 2-15 Article provided on Moodle
- Bína,V.; Chantepie, P.; Deroin, V.; Frank, G.; Kommel,K.; Kotýnek, J.;Robin, R. Chapters 1-6 in Final Report. Brussels: European Statistical System Network on Culture, 2012. pp. 37-78 [Article available here](#)
- Chalaby, J.K. "Reasons and Strategy for Crossing Borders", in Transnational Television in Europe, London: I.B. Tauris, 2009. pp. 195 – 226 Chapter provided on Moodle
- Crofton, S. O.; Dopico, L. G. "Zara-inditex and the growth of fast fashion", Essays in Economic & Business History, 01/2007, Volum 25 (2007). pp. 1-14 Article provided on Moodle
- Iglesias, M.; Kern, P.; Valentina, M. KEA, Use of Structural Funds for cultural projects. Brussels: European Union, 2012. pp. 15 – 41 [Study available here](#)

- Mikić, H. "UNESCO-UIS: Measuring the economic contribution of cultural industries. A review and assessment of current methodological approaches." Montreal: UNESCO, 2012. [Book available here](#)
- Power, D., Nielsen, T., Priority Sector Report: Creative and Cultural Industries. Brussels:
- European Cluster Observatory, 2011. pp. 5- 47 Article provided on Moodle
- Rosselló, P.; Wright, S. (eds) Mapping the Creative Industries: A Toolkit. London: BOP Consulting, 2010. [Book available here](#)
- Sigismondi, P. "The Impact of the ICT Revolution on the Entertainment Industry" in The Digital Globalization of Entertainment. New York, Springer, 2011. pp. 93 – 106 Provided on Moodle
- Velthuis, O. The contemporary art market between stasis and flux, Gent: Instituut voor beeldende, audiovisuele en mediakunst, 2014. pp. 1-12 Article provided on Moodle
- VVAA. Catalan institute for the cultural companies 2012. Barcelona: Generalitat de Catalunya, 2012. pp. 2-32 [Study available here](#)
- VVAA. Council Conclusions on the contribution of the cultural and Creative sectors to the achievement of the Lisbon objectives. Brussels: The Council of the European Union, 2007. pp. 1-5 [Article available here](#)
- VVAA. [Museums in Spain: data, statistics and policy,](#) Madrid: Ministerio de Educación, Cultura y Deporte, 2012
- VVAA. Profile of visitors to Barcelona's Museums. Barcelona: ICUB, 2014. pp. 2-15. Survey provided on Moodle.
- VVAA. The DGCEC and Catalonia's Cultural Sectors 2014, Barcelona: Generalitat de Catalunya, 2014. pp. 3 – 64 [Study available here](#)