

Contents

Preface	page ix
Acknowledgments	xiii
Abbreviations	xv
1 Introduction	1
1 The changing face of cultural policy	1
2 The policy response	5
3 Outline of the book	8
2 The scope of cultural policy	14
1 Introduction	14
2 Cultural goods and services	15
3 Value and valuation	17
4 Composition of the cultural sector	22
5 Production, distribution, consumption	24
6 Cultural policy in government administration	28
7 Conclusions	30
3 The policy process	32
1 Introduction	32
2 Economic objectives of cultural policy	34
3 Artistic and cultural objectives of	
cultural policy	41
4 Instruments	45
5 Monitoring and evaluation	53
6 Conclusions	55
4 Arts policy	58
1 Introduction	58
2 What is arts policy today?	59
3 Direct support	63

 \mathbf{v}



vi		Contents
	4 Indirect support	73
	5 The role of the individual artist	80
	6 Conclusions	83
	Appendix to Chapter 4	84
5	Cultural industries	88
	1 Introduction	88
	2 Conceptualising the cultural industries'	
	role in the economy	90
	3 Assessing the economic contribution of the	
	cultural industries	93
	4 Industry dynamics: economic and	
	cultural growth	98
	5 Policy strategies for the cultural industries	100
	6 Conclusions	103
6	Cultural heritage	106
	1 Introduction	106
	2 Heritage as asset	107
	3 Value	108
	4 Policy issues in heritage management	113
	5 Public policy and built heritage	117
	6 Public policy and moveable heritage	121
	7 Public policy and intangible heritage	125
	8 International dimensions to heritage policy 9 Conclusions	126 127
7	Culture in urban and regional development	131
	1 Introduction	131
	2 Concepts	132
	3 Creativity in an urban context	136
	4 The role of architecture	140
	5 Policy conclusions	142
8	Tourism	146
	1 Introduction	146
	2 Economic aspects of tourism	147
	3 Cultural issues in mass tourism	151
	4 Cultural tourism as a niche market	152
	5 Policy conclusions	154



Contents		vii
9	Culture in the international economy	157
	1 Introduction	157
	2 Cultural trade	158
	3 Non-trade issues in international	
	cultural relations	166
	4 Conclusions	169
10	Cultural diversity	171
	1 Introduction	171
	2 The value of cultural diversity	171
	3 The origins of diversity as an issue	
	in cultural policy	173
	4 The UNESCO Convention process	175
	5 Policy implications	177
	6 Conclusions	179
11	Arts education	181
	1 Introduction	181
	2 Economic analysis of education	181
	3 Arts education in schools	184
	4 Education and training of artists	186
	5 Education as a determinant of arts consumption	188
	6 Conclusions	189
12	Culture in economic development	191
	1 Introduction	191
	2 Culture in development	192
	3 Culture and sustainability	194
	4 Policy implications	196
	5 Conclusions	197
13	Intellectual property	199
	1 Introduction	199
	2 The economic basis for copyright	200
	3 Administration of artists' rights: the economic	
	rationale for collecting societies	203
	4 The effect of new technologies	208
	5 International regulation of copyright	209
	6 Copyright in development	210
	7 Conclusions	211



viii		Contents
14	Cultural statistics	214
	1 Introduction	214
	2 Types of cultural statistics	215
	3 Some special-purpose statistics	224
	4 Towards a new framework for cultural statistics	227
	5 Conclusions	229
15	Conclusions	231
Ref	erences	237
Nai	me index	260
Sub	ect index	265