A South African classification for the cultural and creative industries: establishing a link with the tourism industry

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Introduction

• The importance of CCIs
• Global recognition
• Contribution to the economy
• A link with tourism
Defining the CE and CCIs

• NEFA definition for creative economy

• British Council (2010) definition for CCIs widely used:
  – “those industries that are based on individual creativity, skill and talent with the potential to create wealth and jobs through developing intellectual property”
A South African Classification for the Cultural and Creative Industries

- Audio-visual (film, videos, motion pictures, television, radio)
- Creative services (advertising, architecture)
- Software (leisure software, videogames, educational software)
- Performing arts (theatre, live music, opera, dance)
- Visual and graphic arts (antiques, sculptures, paintings, photography)
- Design (fashion/clothing, jewellery, interior, graphic, furniture)
- Cultural sites (cultural villages, libraries, museums, archaeological sites)
- Traditional cultural expressions (celebrations, arts and crafts, festivals)
Linking CCIs and tourism

• DMOs – creative offerings
• Rising expectations
• Cutting funds
• Economies of scale and scope
<table>
<thead>
<tr>
<th>CCI Categories</th>
<th>Example of event hosted in South Africa</th>
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</table>
| Audio-visual                   | • Mediatech Africa  
• Liberty Radio Awards  
• South African Film and Television Awards (SAFTA)                                                                                                                                                                               |
| Creative services              | • Marketing Indaba  
• Markex  
• Decorex                                                                                                                                                                                                                       |
| Software                       | • X-Change  
• Digital Construction Expo  
• Rage                                                                                                                                                                                                                             |
| Publishing and literature      | • Africa Print  
• South African Book Fair                                                                                                                                                                                                           |
| Music                          | • South African Music Awards (SAMAS)  
• Any South African artists’ recorded music                                                                                                                                                                                          |
| Performing arts and visual arts| • Priscilla Queen of the Dessert  
• Evita                                                                                                                                                                                                                           |
| Visual and graphic arts        | • Photo and Film Expo  
• FNB Joburg Art Fair                                                                                                                                                                                                                                                                     |
| Design                         | • Inspire Trade Expo  
• Decorex  
• Mercedes Benz Fashion Week Johannesburg, Cape Town, Africa                                                                                                                                                                       |
| Traditional cultural expressions | • Hobby-X  
• Southern African Handcraft Exhibition  
• Creative Crafts and Arts Expo                                                                                                                                                                                                    |
| Cultural sites                 | • Lesedi Cultural Village  
• National Library of South Africa  
• South African Museum  
• Maropeng                                                                                                                                                                                                                 |
Benefits of linking CCIs and tourism

• Destination image
• Increase demand
• Develop knowledge and skills
• Increase destination attractiveness
• Network building
• Developing small-scale creative spaces
• Inspire innovation
• Increase exports of creative products
Conclusion

• The importance of CCIs and tourism to SA
• Future research
Thank you