

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

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25 May 2017

South African
Cultural Observatory
(SACO) 2nd National
Conference



Define tomorrow.

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economic and
management sciences

Content

- Introduction
- Defining the CE and CCIs
- Global classifications for CCIs
- SA classification for CCIs
- Linking CCIs and tourism

Introduction

- The importance of CCIIs
- Global recognition
- Contribution to the economy
- A link with tourism

Defining the CE and CCI

- NEFA definition for creative economy
- British Council (2010) definition for CCI 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”

THE CULTURE AND CREATIVE INDUSTRIES

British Council

- Television and radio
- Advertising
- Film
- Interactive leisure software (such as videogames)
- Crafts
- Music
- Software
- The performing arts
- Designer fashion
- Design
- Publishing
- Art and antique markets
- Architecture

WIPO Guide

Core industries

- Advertising
- Software and databases
- Photography
- Radio and television
- Music
- Press and literature
- Motion pictures and video
- Theatre and opera
- Visual and graphic arts

Partial copyright industries

- Design
- Crafts
- Furniture
- Jewellery
- Architecture

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- Television
- Radio and internet broadcasting
- Architecture
- Crafts and designer furniture
- Graphic design
- Fashion clothing
- Educational and leisure software
- Film, video and other audio visual productions
- Performing arts and entertainment
- Live and recorded music
- Press
- Visual arts and antiques
- Publishing
- Literature

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- Cultural sites (archaeological sites, museums, libraries, exhibitions, etc.)
- Traditional cultural expressions (arts and crafts, festivals and celebrations)
- Performing arts (live music, opera, theatre, dance, etc.)
- Audio-visuals (film, television, radio)
- New media (software, videogames, etc.)
- Creative services (architecture, advertising, cultural and recreational, creative R&D)
- Design (fashion, graphic, interior, jewellery, etc.)
- Publishing and printed media (books, other publications)
- Visual arts (paintings, sculptures, photography, antiques)

Throsby's Concentric Circles

Core sectors

- Craft
- Music
- Performing and visual arts
- Literature
- Museums
- Libraries

Film production

Photographic services

Wider cultural industries

- Publishing
- Radio and television
- Motion picture exhibitions
- Sound recording
- Industries related to the creative industries
- Advertising
- Architecture
- Clothing, fashion and design

A South African classification of the cultural and creative industries

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



Linking CCI and tourism

- DMOs – creative offerings
- Rising expectations
- Cutting funds
- Economies of scale and scope

CCI Categories	Example of event hosted in South Africa
Audio-visual	<ul style="list-style-type: none"> • Mediatech Africa • Liberty Radio Awards • South African Film and Television Awards (SAFTA)
Creative services	<ul style="list-style-type: none"> • Marketing Indaba • Markex • Decorex
Software	<ul style="list-style-type: none"> • X-Change • Digital Construction Expo • Rage
Publishing and literature	<ul style="list-style-type: none"> • Africa Print • South African Book Fair
Music	<ul style="list-style-type: none"> • South African Music Awards (SAMAS) • Any South African artists' recorded music
Performing arts and visual arts	<ul style="list-style-type: none"> • Priscilla Queen of the Dessert • Evita
Visual and graphic arts	<ul style="list-style-type: none"> • Photo and Film Expo • FNB Joburg Art Fair
Design	<ul style="list-style-type: none"> • Inspire Trade Expo • Decorex • Mercedes Benz Fashion Week Johannesburg, Cape Town, Africa
Traditional cultural expressions	<ul style="list-style-type: none"> • Hobby-X • Southern African Handcraft Exhibition • Creative Crafts and Arts Expo
Cultural sites	<ul style="list-style-type: none"> • Lesedi Cultural Village • National Library of South Africa • South African Museum • Maropeng

Benefits of linking CCI 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

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