

## Chapter 2

# Cultural Management and Cultural Activities: The Model “Dynamic Perception of Cultural Activities”

**George Gantzias**  
*Hellenic Open University, Greece*

### **ABSTRACT**

*Cultural activities, the public interest and digital technology have been important factors for the development of cultural activities in recent cultural and economic crisis. The development of digital technology affects both the management and the marketing process of cultural activities. This paper briefly discusses the problems faced by managers in developing cultural activities in info- communication globalization. In particular, it analyzes the digitized cultural activities together with the social media and cloud computing. It introduces the model for managing cultural activities which is called ‘Dynamic Perception of Cultural Activities’ (DPCA). Finally, it outlines the advantages and disadvantages for introducing the management model of cultural activities i.e. DPCA in cultural organizations and institutions.*

### **INTRODUCTION: CULTURAL ACTIVITIES AND THE INTERNET**

The Internet has radically changed how cultural organizations, political parties, banks and tax systems interact with their citizens/customers and manage their everyday operations systems. Digital technologies have changed how cultural activities systems operate and cultural organizations function in recent cultural and economic crises. Digital technologies have reshaped how humanity communicates and how people understand the role of cultural activities in the info-communication globalization. Technological options have to be translated into social political and economic realities in a cultural activities free market economy (Castells, 1996; Falk, and Beverly 2006; Webster, 2005; Lametti, 2012). Within this context, the emergence of management and marketing models for developing cultural activities i.e. DPCA are likely to create new opportunities in cultural organizations and institutions.

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Nowadays, the management and marketing process of cultural activities are subject to info-communication globalization (Gantzias, 1998; Beck, 2000; Gantzias, 2013; Gantzias, 2014;). This paper outlines the most important problems faced by cultural managers in the development, management and marketing of cultural activities. It examines the role of the cultural activity process and the public interest in the global free market economy. Finally, it introduces the cultural management model which is called “Dynamic Perception of Cultural Activities” (DPCA) as the best practice for developing cultural activities in info-communication globalization.

## **CULTURAL ACTIVITIES AND CLOUD COMPUTING: THE INFO-COMMUNICATION LANDSCAPE**

The cloud computing is “changing everything” in our traditional cultural, social, political and economic system. Info-communication industries together with Info- Com PC technologies, mobile phones, and digitized cultural goods have radically reformed cultural industries (Gantzias, 1998; Gantzias, 2001; Gantzias, 2007; Lametti, 2012). Digital culture, social media and cloud computing have created a new digitized ecosystem which is called “The Info-communication Landscape. According to *report (Gantzias 2014)*:

*The Info-communication Landscape (ICL) is a type of digital space which consists of digital technology payment systems, cloud-computing services, the multifunctional info-communication devices (all type of mobile phones, computers, tablets PCs, etc.) and broadband networks in which all national economic, cultural and political systems become open, transparent and accountable to info- communication regulation mechanism. In addition all national-states systems need to behave according to the logic of multicultural public interest principles both globally and locally.*

The domination of digital technology has contributed significantly to creative destruction in our capitalist system. Capitalism’s vitality came from the dynamic of what the Harvard economist Joseph Schumpeter called “creative destruction”. He also defined it as the ability to adapt to changes in technologies and markets. The pressures are both domestic and global, as international trade increases and digital technology is placing cultural activities in global free market economies (Negroponte, 1995; McKnight et al, 2001; Gantzias, 2005a; Castells, 2009; Gantzias, 2012; Gantzias, 2013: 92). Since digital technology is pervasive particularly in the following:

- **Production Sector:** Digitalization of production process of turning raw material into a product for retail.
- **Trade Sector:** Digitalization of trade and cultural products and services, i.e. in the financial sector, the cultural sector.
- **Communication Sector:** Digitalization of information, education and entertainment, i.e. Within Cultural Industries, Creative Industries and the Info-Communication Industry.
- **Everyday Economic Activities:** i.e. Banking cloud services, digital payments, credit card payments by using mobile phones ‘tools’ and applications.
- **Government Bureaucratic Systems:** Electronic taxes systems.

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