



## **SIG 11 - PM&NPM - Public and Non-Profit Management**

We invite you to submit your research to explore the theme of *The Business of Now: the future starts here* for the EURAM 20<sup>th</sup> Conference.

We look forward to receiving your submissions.

### **ST11\_03 - Management and governance of culture, heritage and tourism**

#### **Proponents:**

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#### **Short description:**

Management and governance of culture, heritage and tourism have gained increasing relevance over the last decades. Managing culture, heritage and tourism is a particularly complex task, cutting across institutional levels, management styles, and organizational cultures – all the more with the recent technological and institutional transformations (e.g. from hierarchical to network governance, AI, internet-of-things, and big data). What has changed in these realm, if at all, in the last years? How can we, as management scholars, learn from this setting; and how could we contribute to a thriving artistic, cultural and tourism management in our cities, regions and nations?

#### **Long description:**

Management and governance of culture, heritage and tourism have gained increasing relevance over the last decades. Challenges such as the shift from hierarchical government to network governance in multivocal and pluralistic settings (e.g. regions and cities, public bodies, cultural organizations) rendered managing culture, heritage and tourism a particularly complex task, cutting across institutional levels, management styles, and organizational cultures. Technological affordances such as internet-of-things, big data and artificial intelligence endow crucial actors in these fields with a plethora of possibilities, but also exacerbate the difficulties of managing, making even more evident – and because of this, thriving from a research perspective – the challenges contemporary (private and public) managers have to face. Ceaselessly increasing globalization on the one side, coupled with city- and regional-driven forces, as well as national(istic) retrenchments, are issues affecting tourism dynamics and governance of heritage at multiple levels. On the background, both producing and attending to the arts and culture often remains a 'living' experience where physical presence, authenticity, and well-ingrained, sometimes 'elitist' social canons for judging works still constitute the basic forces behind the organization of these peculiar fields.

We are particularly interested in studies seeking to tackle the complexity of general management issues in governing the culture, heritage and tourism, and that look at the issue from different theoretical perspectives and employing different methodological approaches.



Specific topics to be addressed include (but are not limited to) the following:

- Collaborative governance and management of networks; Territorial governance
- Destination management
- HRM practices in cultural organizations
- Management of cultural organizations
- Managing change in cultural organizations
- Managing creative talent
- Public policies and regulatory processes for the arts, culture, and creativity
- Relationships between the arts and culture and organizational processes (organizational aesthetics and the 'artification' of the enterprise)
- Sustainable tourism
- Temporary organizing (esp. in artistic and cultural settings)
- Tourism and culture in the digital and 'smart city' era (e.g. datafication, etc.)

**Keywords:**

cultural industries  
 creative industries  
 arts management  
 organizational space  
 temporary organizing  
 creative work

**UN Sustainable Development Goals (SDG):**

Goal 3: Good health and well-being for people, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production.

**Publication Outlet:**

Il Capitale Culturale. Studies on the Value of Cultural Heritage  
 Enlightening tourism. A pathmaking journal (ET)  
 Creative Industries Journal (tbc)

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**AUTHORS GUIDELINES**

<http://www.euramonline.org/submissions-guidelines-2020/authors-chairs-dicussants-guidelines.html>