

Kompendium Kulturmanagement Handbuch Fur Studium

Kompendium Kulturmanagement The Routledge Handbook of Cultural Tourism Einführung in die Kultur- und Kunstökonomie Einführung in das Kultur- und Kunstmanagement Kulturpolitik Besucherbindung im Opernbetrieb Aktivierendes Kulturmanagement Preispolitik für Theater Handbuch Kultur-Management Betriebswirtschaft für das Kulturmanagement Das Orchester Thema: Kulturelle Infrastruktur Deutsche Nationalbibliographie und Bibliographie der im Ausland erschienenen deutschsprachigen Veröffentlichungen Kommunikation und Marketing für Kulturprojekte PR für Kunst und Kultur Das Buch Markt Buch Verhandlungen des Deutschen Bundestages Museumsmanagement und Kulturpolitik Berufsorientierung für Kulturwissenschaftler Europäisches Kulturhandbuch Armin Klein Melanie K. Smith Peter Bendixen Peter Bendixen Armin Klein Markus Lutz Jochen Zulauf Tom Schöller Petra Schneidewind Bernd Wagner Walter Boris Fischer Birgit Mandel Erhard Schötz Germany. Bundestag Heimo Konrad Bettina Beer Andreas Johannes Wiesand

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das handbuch zum kulturmanagement das kompendium kulturmanagement behandelt anschaulich und praxisgerecht das komplette wissen zum gesamten kulturmanagement das werk hat sich schon längst als standardwerk bei studierenden der kulturwissenschaften und praktikern in kultureinrichtungen etabliert die wichtigen kernthemen zum kulturmanagement kulturmanagement einföhrung kultursponsoring und kulturökonomik managementtechniken öffentlichkeitsarbeit rechnungslegung kulturpolitik und kulturmarketing projektmanagement fundraising öffentliche zuwendungen recht und rechtsform controlling kosten und leistungsrechnung vertrags und arbeitsrecht kulturtourismus und kulturentwicklungsplanung

introduction section one history philosophy and theory 1 the nineteenth century golden age of cultural tourism how the beaten track of the intellectuals became the modern tourist trail 2 cultivated pursuits cultural tourism as metempsychosis and metempsychosis 3 talking tourists the intimacies of inter cultural dialogue 4 the mobility of tourism imaginaries 5 reflections on globalization and cultural tourism 6 philosophy and the nature of the authentic 7 the multilogical imagination tourism studies and the imperative for postdisciplinary knowing section two politics policy and economics 8 tourism policy challenges balancing acts co operative stakeholders and maintaining authenticity 9 co operation as a central element of cultural tourism a german perspective 10 territory culture nationalism and the politics of place 11 cultural lessons the case of portuguese tourism during estado novo 12 the establishment of national heritage tourism celebrations for the 150th anniversary of the unification of italy 13 potential methods for measuring economic impacts of cultural tourism 14 the economic impacts of cultural tourism 15 the economic value of cultural tourism determinants of cultural tourists expenditures 16 can the value chain of

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die wirtschaftliche basis kultureller einrichtungen ist mehr denn je zu einem öffentlichen problem geworden dramatische krisen der staatlichen und kommunalen kulturhaushalte mehr druck der elektronischen medien auf den gesamten kulturbetrieb nutzung des kulturelles als steinbruch für kommerzielle zwecke und nicht zuletzt die noch weitgehend ungeahnten folgen der globalisierung verstärkte anstrengungen sind notwendig um kulturellen verlust und die gefahr kultureller barbarei zu vermeiden wenn kunst Künstler und kulturelle einrichtungen in wachsendem massen direkt oder indirekt unter das diktat des marktes fallen sinnvolle gestaltung von marktbeziehungen die vom respekt gegenüber der eigenbedeutung der kultur bestimmt wird kann andererseits denkbare wege eröffnen staatlicher bevormundung zu entkommen und dennoch nicht vor dem kommerz einzuknicken Lösungen dieser probleme liegen weder allein im engen bereich der anderweitigen beschaffung von finanzmitteln noch in der fortschreitenden und letztlich die kultur erodierenden inneren rationalisierung es geht um das entdecken von chancen einerseits kulturpolitisch gegenzusteuern und andererseits die signale des heraufkommenden wandels kulturell mitzugestalten voraussetzung dafür ist ein vertieftes Verständnis der wirkungsbeziehungen zwischen kultur und wirtschaft dazu will dieses buch aus kulturökonomischer sicht ansätze und anregungen bieten die die orthodoxe wirtschaftslehre der neo klassik und des neo liberalismus hinter sich lassen

das buch führt in das arbeitsgebiet des kulturmanagers ein und vermittelt neben allgemeinen ökonomischen grundlagen basiswissen zu den zentralen aspekten dieses arbeitsgebietes markt und öffentlichkeitskontakte finanzielle sicherung organisation und strukturelle anpassung von kulturprojekten ein praxiskapitel und hinweise zu ausbildungsmöglichkeiten und erfordernissen ergänzen den band geeignet als einführung für alle die im spannungsfeld von kunst und kommerz tätig werden wollen

kulturpolitik hat in den letzten jahrzehnten ständig an bedeutung gewonnen wie aber funktioniert sie unter welchen rahmenbedingungen findet sie statt das buch klärt die grundbegriffe welche konzepte von kultur werden im zusammenhang der kulturpolitik diskutiert was wird unter kultur was unter politik was schließlich unter kulturpolitik verstanden

veranlasst durch den gesamtgesellschaftlichen wandel und damit einhergehende herausforderungen sind öffentliche opernhäuser seit den 1990er jahren verstärkt dazu angehalten sich um die bedürfnisse ihrer besucher und den aufbau und die pflege von stabilen beziehungen zu bemühen markus lutz stellt folgende frage in den mittelpunkt was ist es das besucher an ein bestimmtes opernhaus bindet der autor deckt

die relevanten wiederbesuchsrunde im opernbetrieb auf charakterisiert unterschiedliche typen von wiederbesuchern und leitet praktische empfehlungen für die gestaltung des besucherbindungsmanagements in opernbüchern ab

die kulturszene ist gegenwärtig mit permanenten veränderungen konfrontiert die vor allem durch das plurale und individuelle freizeitverhalten den demografischen wandel und durch die sparzwünge der öffentlichen hand charakterisiert werden in kulturbetrieben ist ein grundlegend neues managementverständnis notwendig um diesen herausforderungen adäquat gewachsen zu sein dieses handbuch stellt mit organisationsentwicklung und vor allem qualitätsmanagement zwei in anderen bereichen erprobte und etablierte verfahren vor die bislang weder in der praxis noch in der literatur zum kulturmanagement angemessen beachtung gefunden haben eine wichtige handreichung für ein kulturmanagement auf der höhe der zeit

tom schäfer zeigt dass öffentliche theater ihre einnahmen durch verbesserte preisgestaltung erhöhen können ohne besucher auszuschließen dafür sind bewehrte strategien wie die preisdifferenzierung auch neuere modelle wie revenue management und dynamic pricing einsetzbar der autor legt damit erste antworten zu einer im kulturmanagement bisher kaum beleuchteten frage vor wie können öffentliche kulturbetriebe gleichzeitig einnahmepotenziale nutzen und ihrem kulturpolitischen auftrag gerecht werden neben theoretischen grundlagen werden mithilfe statistischer datenanalysen und experteninterviews empirische befunde geliefert und daraus konkrete empfehlungen für die theaterpraxis abgeleitet

bibliographie kulturpolitischer neuerscheinungen 2009 s 345 393

nach dem großen erfolg der erstauflage ist nun die komplett überarbeitete neuauflage des standardwerkes zur kultur pr im deutschsprachigen raum erschienen das buch analysiert die besonderen ziele herausforderungen und strategien der professionellen kommunikation für kunst und kultur bietet hintergrundwissen über anbieter und nachfrager des kultur und freizeitmarktes und vermittelt praxisnah grundlegende vorgehensweisen von pr für kunst und kultur von der strategieplanung über die erstellung von pr texten die gestaltung von events und aktionen bis zum viralen marketing zahlreiche best practice beispiele aus den verschiedenen kultursparten von akki kultur für kinder über die berliner philharmoniker bis zum kunstmuseum wolfsburg zeigen ganz unterschiedliche erfolgsstrategien in der kultur pr

in ca 120 artikeln werden betriebswirtschaftliche branchenspezifische sowie literatur und medienwissenschaftliche termini aus der buchbranche erklärt

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