Due to the intensification of the concentration process, the Krakow Film Cluster was established, gathering professional companies, organisations and experienced individual creators working in the film industry in the Małopolska region. Currently, over 300 representatives of the film industry are included there. It forms the platform of cooperation, exchange of information, promotional activities, education and support for innovativeness.

The information activities attracts both small local companies and branches of large corporations, which built their research and developer centres in Krakow, e.g. Motorola, IBM, Sabre or Cisco. It is conducive for establishing numerous start-ups.

The development of the creative industry made international investors call Krakow the “Dragon Valley”, as the city is viewed to be the Polish Silicon Valley.

The objective of the presentation are the determinants of concentration of numerous companies representing the creative industry in Krakow.

The most important of them is transport accessibility (by air, railway and road) as well as large resources of well qualified young people. 800,000 people live in Krakow, of whom as many as 20,000 work in IT. Krakow is a strong academic centre in Poland, whose two facilities are included in the list of the best universities of the Center for World University Rankings.

The creative industries are in various ways supported also by the Krakow Technology Park, located in the special economic zone, and focusing its activities on start-ups, as well as laboratories companies of various sizes.

The Economic Geography of Creative Industries IV

Inbound cultural tourism behaviour during the economic crisis (2008-2016). A comparative study of middle cities in Spain: Ávila (Castilla y León) and Alcalá De Henares (Madrid)

Carmen Hidalgo - Autonoma University of Madrid | Antonio J. Palacios - Autonoma University of Madrid

During the financial crisis of 2008, tourism has displayed as a key sector of the Spanish economic recovery. If in the first years of the recession, tourism sector suffered a considerable deceleration, in later periods, when the main emitting countries of tourists to Spain presented an economic recovery, tourism was consolidated as one of the principal engines of development due to its contribution to the Gross Domestic Product (GDP) and its ability to equilibrate the balance of payments and to create employment.

Although sun and beach tourism has played a fundamental role in the leadership of this economic activity, cultural tourism has also contributed to this process, but its repercussions have been less-well studied. According with this idea, the principal hypothesis of this research is how creative industries, more specifically inbound cultural tourism, has not only been able to remain stable during the economic recession, but also it has been strengthened and even increased. To corroborate this approach, a comparative statistical methodology has been designed between two medium-sized Spanish cities inscribed in the UNESCO World Heritage List: Ávila (Castilla y León) and Alcalá de Henares (Madrid). Results aim to explore the behavior of cultural tourism (international) and its impact on the labor market at a national and regional level and to draft patterns of behavior during economic crisis especially, in medium cities.

The status and policy research of Kunming cultural and creative clusters

Jing Luo - University of Cologne

Since cultural and creative industries has become the pillar industry in the development of a regional central city, the policy makers of Kunming (Yunnan, China) formulated a series of policy package to promote the development of creative industry clusters. Until 2017, Kunming government has confirmed 21 Cultural and Creative Industries Park inside its region by a document carried out in 2015. The paper use the SWOT method to analyze cultural and creative industry clusters in Kunming, most of them was selected by the government. The strengths, weakness, opportunities and threats of Kunming creative industry clusters show the real situation of this business and the advantage and disadvantage of the cultural and creative industries in Kunming will be discussed. Paper draw conclusions that government play a leading role in the growth of creative industry clusters in Kunming, government-oriented cooperation would still be a main form in Kunming city.
ABSTRACTS
plenaries | world café | sessions | presentations | posters

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