
Cultural Resources as a Tool for Economic Development

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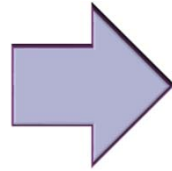
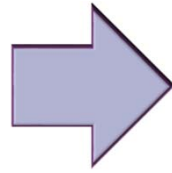
Motivation

- Theoretical: culture and economy
- Practical: cultural resources are a tool available to all communities

- Is this something other communities...
 - Can emulate?
 - Want to emulate?

Conceptual Background

- Cultural elements and practices change, dissolve, or are outright rejected over time
- Remnants or “residue” of both tangible and intangible cultural heritage typically survive in some form, awaiting to be ‘rediscovered’

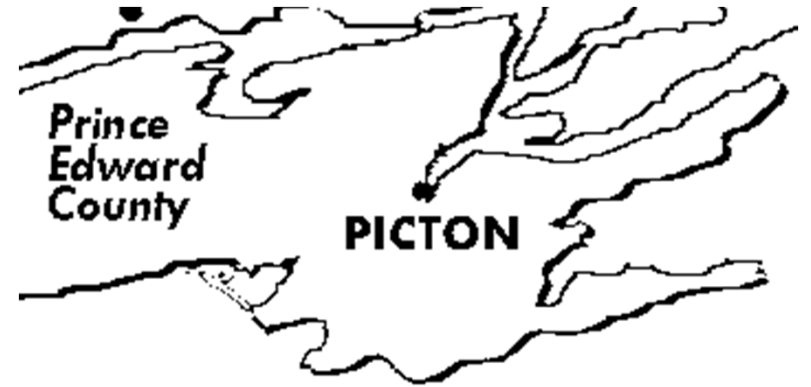


Conceptual Background

- Connection with the past adds value....
- ...but potentially irrelevance too
- Dual task: how do communities and entrepreneurs leverage cultural heritage in at a way that connects to the past, but also to the present?

Context

- ▣ Prince Edward County
- ▣ Isolated peninsula
- ▣ Loyalists settle in late 18th century
- ▣ Barley, Dairy, Canning
- ▣ Now:
 - ▣ Designated Viticultural Area (DVA)
 - ▣ Creative hub
 - ▣ Technology incubators
 - ▣ Festival hotbed



Method

- ▣ 28 Interviews
 - ▣ Informal conversations/observations at trade events/festivals
 - ▣ Archival sources (news reports; web pages; promotional materials; business documents; meeting minutes; historical books and documents)
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Emerging Themes



Emerging Themes

■ Cultural Resources

- Naming and framing
- Meaning in modern context (e.g., quintessential and familiar, or romantic and exotic?)

■ Institutionalization

- Aligning institutions
- Diffusion

Emerging Themes

- Ours is a _____ community
 - quaint
 - dynamic
 - sophisticated
 - tourism-oriented

 - Stakeholders need to agree on a cultural direction they can live with.
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Contributions

- Value of cultural heritage to economic development waxes and wanes in a region over time
 - Multiple paths for 'community branding' available, each benefits some stakeholders more than others
 - Can a community be all things to all people?
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