

THE MARKET OF COMMERCIAL DANCE AND ITS ECONOMIC ADVANTAGES (РИНОК КОМЕРЦІЙНОГО ТАНЦЮ ТА ЙОГО ЕКОНОМІЧНІ ПЕРЕВАГИ)

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Розглянуто труднощі, з якими стикається ринок комерційного танцю, обумовлені незрілістю маркетингових стратегій та відсутністю механізмів його правового регулювання, та запропоновано шляхи їх подолання.

Culture drives economic and social development, as well as innovation and cohesion. The cultural and creative sector is a growing sector, developing at a higher pace than the rest of the economy. The same applies to employment. Indeed, this sector provides many different and often highly skilled possibilities, and again the sector's growth in terms of jobs out-performs the rest of the economy. It also drives many other sectors of the European economy, and in particular innovation and ICT sectors.

Non-industrial sectors produce non-reproducible goods and services aimed at being "consumed" on the spot (a concert, an art fair, an exhibition). These are the arts field (visual arts including paintings, sculpture, craft, photography; the arts and antique markets; performing arts including opera, orchestra, theatre, dance, circus; and heritage including museums, heritage sites, archaeological sites, libraries and archives).

Traditional art sectors (such as visual arts, dance, drama, opera, museums, etc.) have tended to be confined to a noneconomic approach. The output of these sectors is generally referred to as "works of art" rather than "cultural goods and services". Their main function was considered as pertaining to the "enlightenment" of the people. The economic value they entail is often not regarded as important. And yet, their economic value is increasingly acknowledged. For example, commercial dance is a powerful tool for local development. It is a sector of growth and a catalyst to the dynamism of creative cities. It acts as a soft location element in a local economic policy aimed at triggering the establishment of companies and talented people. It helps reinforce social integration and ensures territorial cohesion. It is a successful driver to attract tourists.