

TTRI Research Seminar

Thursday 5th February 2009

17.00 —19.00

Room A02 Amenities Building
Jubilee Campus

Last Night at the Opera

Prof. Stephen Wanhill

The Business of Sustaining this Art Form Performing arts organisations, such as opera companies do not exist solely for the purpose of satisfying consumer demand, but to also further their cultural medium. As museums may be regarded as the guardians of heritage, so opera companies take their share of guarding the cultural resources of society. The broad goals of the professional opera companies are to maximise attendance, while presenting a repertoire that meets their quality standards, subject to the constraint that revenues must be sufficient to cover costs. From this it may thus be appreciated that the art of opera management is about maintaining a balance between filling seats, controlling costs and artistic integrity. The traditions and conventions in the repertoire lead to high costs and prices in today's market, making it virtually impossible to cover expenses purely with box office receipts and so companies must resort to diverse streams of income raised from friends/patrons associations, sponsorship and varying amounts of government funding to enable the art form to survive. Given that the latter is 'at arm's length' and subject public sector budgetary conditions, where the underlying trend in Europe has been a tightening of government funding, the essence of the discussion here is one of self-help, of which opera companies in the USA are prime examples. The purpose of this seminar is to discuss some of the actions that may be taken towards self-help, including revenue management.

Dr. Stephen Wanhill is a Special Professor, Nottingham University Business School, Professor of Tourism Economics, University of Limerick and Emeritus Professor of Tourism Research, Bournemouth University, Dean of the Graduate School at Neapolis University and a Visiting Professor at the University of Swansea. He is a Director of Global Tourism Solutions (UK) and his principal research interests are in the field of tourism destination development. To this extent he has acted as a tourism consultant to a number of UK planning and management consulting firms, and has undertaken a wide range of tourism development strategies, tourism impact assessments, lecture programmes and project studies from airports to attractions, both in the UK and worldwide, covering some 50 countries.

He has written extensively on public sector intervention in tourism, tourism impact methodology, and project appraisal and development in academic journals and edited books, which has brought him recognition in terms of acting as tourism policy advisor to the Select Committee on Welsh Affairs for a period of five years in House of Commons. He has been a Board Member of the Wales Tourist Board with responsibilities for the development and research divisions.

He is the Editor of Tourism Economics and an Editorial Board Member of Acta Touristica, European Journal of Tourism Research, Tourism Management, the International Journal of Tourism Research, and the Journal of Travel Research.

Recommendations will be served during networking period before Seminar and a light buffet will be provided

after the Seminar.

Please email your response to deborah.timmermans@nottingham.ac.uk

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