

DESCRIPTION FOR THE GENERAL PUBLIC

Creative sectors belongs to the most dynamically developing ones (EY, 2014). They constitute the main driver of competitive advantage, providing a powerful force for the socio-economic development, favorably affecting local communities, regions or states. More and more countries in the world are reaching a similar civilization standard, level of production or infrastructure that are no longer a “trump card”. Nowadays, something more is significant – an idea, imaginativeness and creativity. Simultaneously, culture is nowadays considered as a catalyst for development not only Poland but also Europe, as being essential in stimulating creativity. One of the leading functions of creative industries, directly related to culture and arts, is to preserve the heritage and to strengthen cultural identity. Therefore, the performing arts sector, through linkage to culture and the dissemination of cultural practices, has become important for the economy. Culture has become an important component of socio-economic identification, one of the factors influencing the development of regions and cities, a key element for boosting local and regional touristic attractiveness. Cultural values (facilities, events or institutions) often determine tourists’ visits in a given destination, increasing its competitiveness (Mazurek-Łopacińska, Sobocińska, 2012).

Over the last decades, the relevancy of inter-organizational cooperation has been growing in many sectors, including creative ones. The growing importance of cooperation may also be seen in creative sectors, associated with culture and art like the performing arts sector, characterized by imaginativeness and creativity. These features play an important role in the management science, enabling to create such ideas and solutions that provide strong foundations for maintaining a relatively sustainable competitive advantage. Creative industries are based on these activities which have their origin in individual creativity, skills, and talent and which have a potential for wealth and job creation. They are created by dynamic entities, generating products of original or even unique nature (Mackiewicz i in., 2009:13).

In the performing arts sector, the cooperation is carried out between cultural institutions such as theaters, among others for the purpose of searching for solutions that guarantee survival and artistic development. Cultural institutions increasingly interact with one another, engaging in an interactive process based on common rules, standards or structures, enhancing both individual and common benefits. In the performing arts sector, the cooperation aims to meet the expectations of the target audience by creating an attractive cultural offer.

In the management science, cooperation has been explored in many different sectors, however so far, it has not been widely analyzed in the creative sectors, and especially in the performing arts sector, it remains very poorly identified, revealing a drastic lack of research. The existing, foreign research is very limited, but in Poland, it has not been conducted at all. The research in the proposed project aims at identifying motives of inter-organizational cooperation in the performing arts sector on the basis of theaters and theater festivals.