Chapter 91
Cultural Policy, Administration, and Info-Communication Landscape:
The Cultural Management Model, Info-Communication Cultural Management (ICCM)

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ABSTRACT

In the recent economic crisis, some of the most important and widely debated issues in the areas of digitalization of cultural policy and cultural management are the protection of cultural diversity, cultural rights, cultural freedom, cultural capital, and cultural goods (products and services). A new digital revolution is coming, this time not only in cultural management of cultural goods but also in the administration systems of cultural organizations and institutions. New technologies exert strong pressure on traditional cultural organizations and institutions to digitalize their cultural management and administration structures. This article examines and analyses cultural management, administration, new technologies, and info-communication globalization. In addition, it examines cultural heritage as a very important issue of cultural diversity in the info-communication landscape. It explores digitalisation of cultural management and administration structures and proposes a new dynamic cultural management model, the Info-Communication Cultural Management (ICCM).

1. INTRODUCTION: CULTURAL ORGANIZATION SYSTEMS IN CLOUD COMPUTING SERVICES

New technologies exert strong pressure on traditional cultural organizations and institutions to digitalize theirs cultural management and adminis-

tration structures. In recent economic crisis, some of the most important and widely debated issues in the areas of digitalization of cultural policy are the protection of cultural diversity, cultural rights, cultural freedom and cultural capital. In order to cope with the recent crisis and to protect cultural diversity and cultural rights, all countries should

collaborate to create and offer digitalized cultural products and services both locally and globally. For this purpose the use of cloud computing services, together with the introduction of cultural management and administration models and the development of online training seminars on cultural policy, management, administration and new technologies can be quite valuable. (Gantzias, forthcoming; see also Lametti, 2012, pp. 192-221; Castells, 2009, pp. 10-50; Carayannis, 2008, pp. 343-353; Webster, 2005a, pp. 49-66; Terranova, 2004, pp. 39-75; Grieger, 2003, pp. 280-294; Xirotiri-Kufidu, 1994, pp. 58-69; Wilson, 1989; Papalexandris, 1988, pp. 22-29). For instance, cultural organizations and institutions that fail to introduce cloud computing services and multifunctional info-communication devices for facilitating decision making in their management and administration structures will not be able to survive in the global free market economy (see Gantzias, 2013a, 2001; Lametti, 2012, pp. 207-218; Tapscott, 1996).

This article examines and analyses cultural management, administration, new technologies and info-communication globalization. In addition, it examines cultural heritage as a very important issue of cultural diversity in the info-communication landscape. It focuses on info-communication landscape, cultural heritage and digitalization of cultural goods (products and services). It explores digitalisation of cultural management and administration structures and proposes a new dynamic cultural management model, the *'Info-Communication Cultural Management (ICCM)'*.

2. INFO-COMMUNICATION GLOBALIZATION: NEW TECHNOLOGIES IN CULTURAL MANAGEMENT AND ADMINISTRATION SYSTEMS

A new digital revolution is coming, this time not only in cultural management of cultural goods but also in the administration systems of cultural organizations and institutions. Digitalization of cultural management and administration will allow cultural managers and administrators to develop and manage real/physical cultural goods (products and services) on demand, wherever and whenever they need them in info-communication globalization. Widespread access to the info-communication technologies will challenge traditional cultural management models promote cultural goods in info-communication landscape. (see Gantzias, 2013b, 2005b, 1998; Luthans & Doh, 2009; Tapscott, 1996; Castells, 1996). For instance, a cultural manager and administrator in a museum should understand the role of broadband networks, cloud computing services and multifunctional info-communication devices, and be able to communicate it to others, both within the real/physical existence of the museum and beyond its walls. By exercising the digitalization process consciously, the cultural manager and administrator may be said to be "communicating" the digitalization process clearly to customers/visitors, funders and the museum's own governing body and staff in info-communication globalization (Gantzias, forthcoming; see also Gantzias, 2012, 2000, pp. 11-25; Bryrnes, 2009; Castells, 2009, pp. 50-58; Webster, 2002, pp. 22-34; Belbin, 2004).

Info-Communication globalization refers to an increase in interconnectedness and, today, it is generally associated with linking cultural organizations around cloud computing and knowledge with the info-communication landscape. Negotiating the rules of cultural management and administration structures of cultural organizations is a complex and often chaotic undertaking in which new technologies are always present. It is striking that there is no consensus on the role the cultural managers play in the processes of globalization for the very simple reason that cultural managers are mainly subject to global pressures and local constraints. (see Gantzias, 2012, 2005a, 2001, pp. 24-31; Herman, 2005; Urry, 2003, Beck, 2000; Bhabha, 1994). As a result, Hannerz (1996, p. 24)

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