

A System Dynamics Approach towards Cultural Economy: Modelling and Analyzing Iran Public Theater Based on Production Structure

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Abstract

This study aims to find relationships between Iran's public theater economy and production structure based on a dynamic model including the stages of production, distribution, and consumption to achieve a solid perception of Iran's theater position. We use System Dynamics as a type of computer modeling method to create a model that can explain or mimic our system's behavior to evaluate policies. Being that Tehran City Theater complex is the mere place for the public theater in Iran, we, in fact, assess it over the period 2012-2015 and predict its behavior to 2022. On the other hand, our perspective in this context is based on microeconomics principles. The results indicate that the position of Iran's public theater is undesired due to vague management policy. Also, the findings offer insights into the problems and suggest practical solutions.

Key words: Cultural Economics, Iran Public Theater, Iran Theater Economy, System Dynamics

1. Introduction (Times New Roman 14pt in Bold)

In the modern era, culture is of a socio-economic formation, thus cultural activity can be considered as a vocation. Will Durant (1935) believes four elements constitute civilization: economic provision, political organization, moral tradition, and the pursuit of knowledge and the arts. It is imperative that theater as an important artistic-cultural activity receives a great attention due to these very reasons that the potentials of theater in civilizing society, nurturing constructive thoughts, and creating political and sociological attitudes are undeniable. On the other hand, cultural producers need an abundant financial supply because producing cultural products like theater needs a substantial capital. Owing to the fact that economics deals with the studies of production, producers, and their relationships, therefore all cultural products, including theater, can be considered as goods and services following a specific trend determined by a particular socio-economic system.