

AMERICAN ECONOMIC ASSOCIATION
ASSA Annual Meeting 2018
Philadelphia, PA January 5-7

AFEE 2018 Annual Meeting
Paper Session: Analyzing Institutions and Institutional Change

Institutional change and evolution of the world leisure industries

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January 05, 2018 14:30-16:30
Loews Philadelphia, Congress C

The author acknowledges a conference grant approved by the Faculty of Business Administration, University of Macau, which allows the author to participate the 2018 AFEE Annual Meeting (January 5 – 7, 2018).

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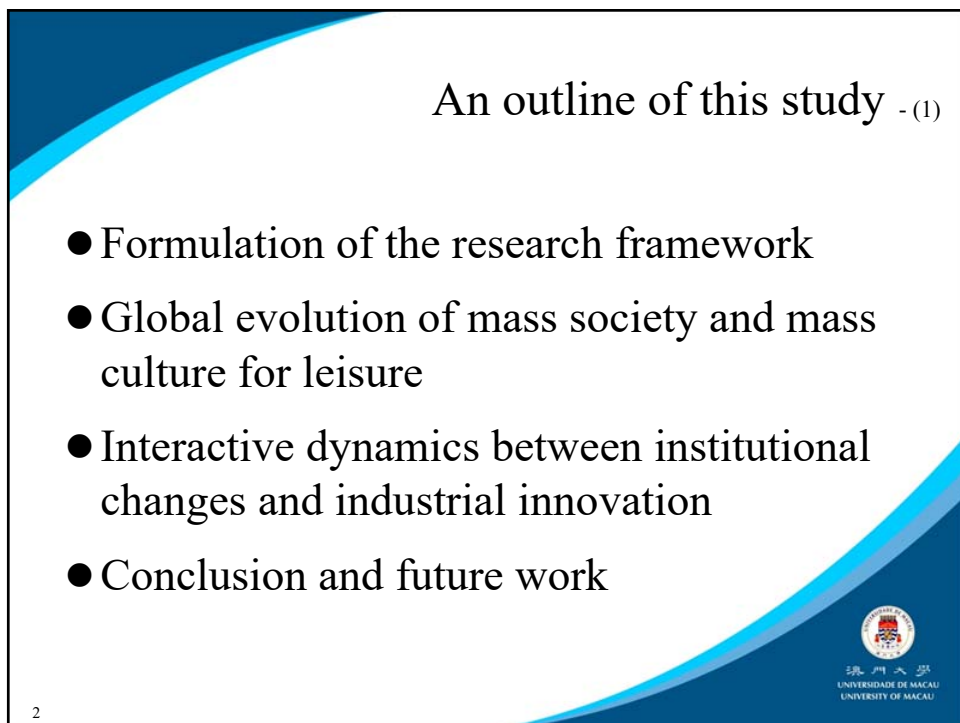


An outline of this study - (1)

- Formulation of the research framework
- Global evolution of mass society and mass culture for leisure
- Interactive dynamics between institutional changes and industrial innovation
- Conclusion and future work

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Formulation of the research framework - (1)

- The theory of institutional change (Bush, 1989)
 - ◆ Institution: “a set of socially prescribed patterns of correlated behavior” (1076)
 - ◆ The process of institutional change ... diffusion ...
 - Ceremonial-instrumental dichotomy
 - Progressive institutional change
- Changing institutions of leisure and the world leisure industries
- Interactive dynamics with advancement in technology
 - ◆ The demand-side perspective of institutional change

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Formulation of the research framework - (2)

- The research questions
 - ◆ What are the major forces which trigger the institutions of mass leisure, and their ongoing changes in the modern societies?
 - ◆ How does institutional change for leisure lead to the evolution of the world leisure industries?
 - ◆ What are the interactive dynamics which lead to the rapid expansion of the world leisure industries since the mid-20th century?

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Global evolution of mass society and mass culture for leisure - (1)

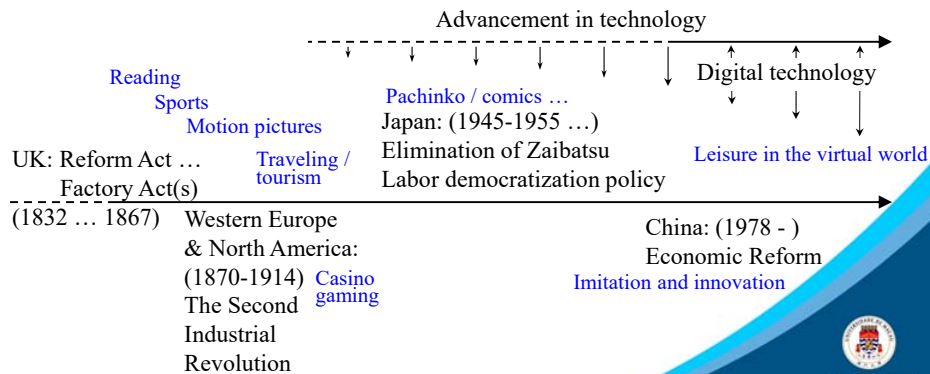
- Evolution of the **mass society** around the world triggered the changing institutions for **mass leisure**, and hence the **commodification** process of leisure.
 - ◆ Changing institutions in the modern industrial system did not only raise the **real purchasing power** of the middle income working groups, but also increase their **spare time** for leisure.
 - ◆ Evolution of the mass culture for leisure was largely shaped by the **contextual settings** in a society.



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Global evolution of mass society and mass culture for leisure - (2)

- Key phases in the evolution of world's mass societies and mass culture for leisure



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Interactive dynamics between institutional changes and industrial innovation - (3)

- Evidences uncovering the **interrelationship** between the **changing institutions for the mass society**, **advancement in technology** and **evolution of the world leisure industries** indeed illustrate the dynamic aspect and the demand-side perspective of institutional change in leisure.
 - ◆ Institutional change and industrial evolution in leisure is an interactive process.
 - ◆ Related evidences may reflect more about “... **who or why of acceptance** rather than who or why of invention” (Redmond 2003, 665).

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Conclusion and future work - (1)

- Key findings from this study
 - ◆ Technological innovations and evolution of mass leisure have contributed to the modern development of the world leisure industries.
 - ◆ Advancement in technology promotes industrial innovations which in turn have increased receptivity and altered the existing institutions of mass leisure in different societies.
- “(A) higher level of instrument efficiency” for an ongoing progressive institutional change in both leisure and the world leisure industries is ensured.

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Conclusion and future work - (2)

- Future work in this information age
 - ◆ The interactive and dynamic relationships among advancement in technology, institutional changes in leisure and the evolution of the world leisure industries deserve further investigation.
 - ◆ E.g., ...
 - Institutional changes and evolution of a particular leisure industry at the global level
 - Institutional changes and evolution of various leisure industries at the national level

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Thank You!

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