

Music and Tourism: What's in the Mix?

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<https://www.youtube.com/watch?v=fWv5ORIfsxE>

Abstract

For better or worse, the town of Winslow, Arizona is probably best known internationally as a place mentioned in the Eagles' hit song "Take It Easy," penned by Jackson Browne. In 1987, that notoriety was cheekily included ("Take it easy in Winslow, AZ") in signage on the outskirts of town. Otherwise, Winslow's musical claim to fame wasn't substantially recognized in the city itself. Since then, however, the community has taken huge steps in assuring that current and potential visitors are well aware of the landmarks, attractions, and festivals that celebrate the famous 1974 hit that put Winslow "on the map." Could Winslow properly be described as a "music city" or a city that has a vibrant music scene? Perhaps not. But the town is certainly using a music-related asset to drive tourism and economic development, in much the same way that the birthplace of Tina Turner (Nutbush, Tennessee) and a town in which Buddy Holly recorded most of his hits (Clovis, New Mexico) capitalize on such notoriety.

To be sure, a community can decide just how far it wants to "reach" for an association to music for tourism purposes. On the other side of the spectrum, though, are more obvious music tourism assets, including high profile festivals, historic venues, legendary entertainment districts, and renowned museums, among other things.

A study of music tourism begins with defining just what locations, events, companies, buildings, or even people might be labeled as assets. How might that definition be developed? How might they be categorized? What are the issues and challenges with developing and maintaining each of them? These are important considerations as cities determine how, or even whether, to promote music-related tourism in order to attract visitors and future residents to their communities.

Keywords: music tourism, music cities, economic development, music business

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Along with that course, Professor Gloor teaches Music Marketing and oversees the internships for the College of Arts & Media. As part of the First Year Experience program at CU Denver, he teaches a course on the Beatles. Professor Gloor is also a Faculty Fellow in the Center for Faculty Development, is the immediate past president of the Music and Entertainment Industry Educators Association, and serves as a city councilman for Glendale, Colorado. He has presented at numerous events and programs, including SXSW.edu, South By Southwest Music, the Music Cities Convention, the MEIEA Music Educators Summit, the Future of Music Summit, the Underground Music Showcase, the Denver Music Summit, and the EdMedia world conference.





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