



Private expenditure on culture in the emirate of Abu Dhabi - Introductory report

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2021 Report

CultureSTATS-AD

Private Expenditure on Culture in Abu Dhabi: Introductory Report

دائرة الثقافة والسياحة
DEPARTMENT OF CULTURE
AND TOURISM



2021 Report

CultureSTATS-AD

Private Expenditure on Culture in Abu Dhabi: Introductory Report



Private Expenditure on Culture in Abu Dhabi: Introductory Report

2021 Report

Produced as part of
CultureSTATS-AD

NOTES ON THE SCOPE OF DATA COLLECTION

Produced under CultureSTATS-AD, the Department of Culture and Tourism - Abu Dhabi,
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CultureSTATS-AD is a knowledge platform that enables and produces cultural statistics on the emirate of Abu Dhabi. It combines existing data with new research, statistics and analysis to create a bigger picture of how culture drives the emirate forward. CultureSTATS-AD provides tools and information to build on the current understanding of the impact of culture and cultural assets on Abu Dhabi's social and economic growth. It adopts an interdisciplinary approach that requires research expertise and ongoing collaborations with social scientists, economists, urban planners, data scientists and geographers. This research enables an in-depth exploration of the Abu Dhabi culture sector and the emirate's heterogeneous cultural fabric. The study is aided by GIS mapping, and the results are documented in CultureSTATS-AD platforms for data collection, storing and interpretation, benefiting stakeholders and policymakers.

The **Department of Culture and Tourism - Abu Dhabi** (DCT Abu Dhabi) drives the sustainable growth of Abu Dhabi's culture and tourism sectors, fuels economic progress, and helps achieve Abu Dhabi's broader global ambitions. By working in partnership with organisations that define the emirate's position as a leading international destination, DCT Abu Dhabi strives to unite the ecosystem around a shared vision of the emirate's potential, coordinate effort and investment, deliver innovative solutions, and use the best tools, policies and systems to support the culture and tourism industries. DCT Abu Dhabi's vision is defined by the emirate's people, heritage and landscape. We work to enhance Abu Dhabi's status as a place of authenticity, innovation, and unparalleled experiences, represented by its living traditions of hospitality, pioneering initiatives and creative thought.

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Produced in Abu Dhabi, United Arab Emirates.

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HIGHLIGHTS

This report summarises: (1) analysis of the results of the culture data derived from the Household and Income Expenditure Survey (HIES) implemented by the Statistics Centre Abu Dhabi (SCAD) in 2014 and 2019; and (2) assessment of the cultural indicators from the Abu Dhabi Consumer Price Index (CPI) data for the period 2014 to 2021. The HIES and CPI data shared by SCAD has been analysed according to the internationally acknowledged approach adopted by the European Statistical System Network on Culture (ESSnet-CULTURE) to document direct expenditure on cultural goods and services and the recent trends in prices for cultural goods and services.

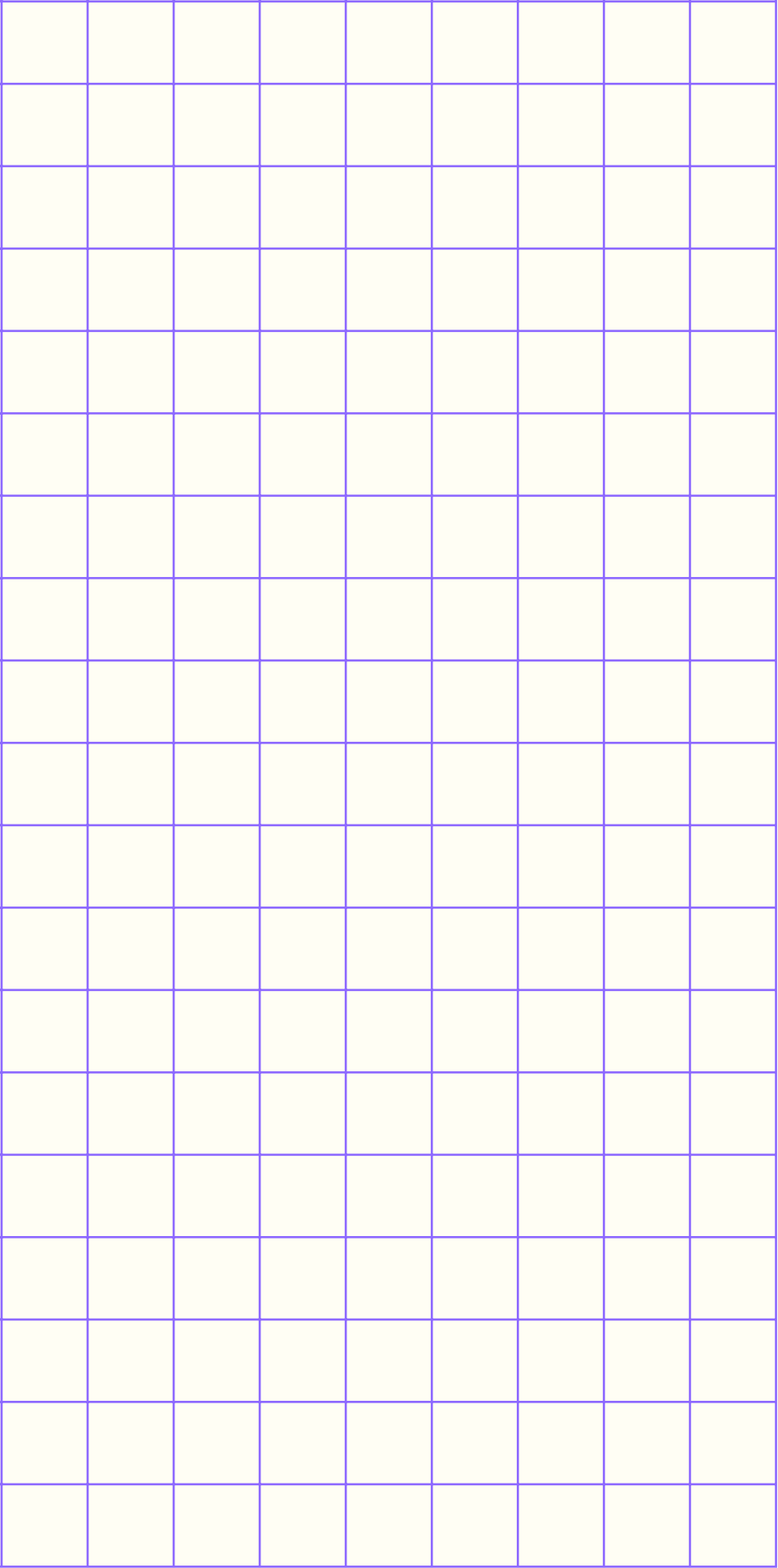
Analysis of the Abu Dhabi HIES data for 2014 and 2019 reveals that the total household expenditure on culture (as a percentage of total household expenditure) in the emirate of Abu Dhabi decreased from 1.2 per cent in 2014 to 1.03 per cent in 2019 and was equal to AED 1,115 million in 2019. This indicator is considerably lower compared with the European Union (EU), which has an average cultural spending of 2.9 per cent.

Abu Dhabi's cultural spending patterns have changed over time. In 2014, the Equipment category accounted for 63.8 per cent of spending on culture in the emirate but this percentage fell to 19.4 per cent in 2019. By contrast, artistic expression items accounted for 60.9 per cent in 2019, while in 2014, this was only 20.5 per

cent of total cultural spending. Similarly, the expenditure on going out and entertainment almost doubled in 2019 compared with 2014, increasing from 7.2 per cent in 2014 to 14 per cent in 2019. In the EU, these categories have a much more homogeneous distribution over time than in Abu Dhabi.

Between 2014 and 2021, the prices of cultural goods and services were at their lowest in 2017. After 2017, however, there was an upwards trend in prices, of approximately 3.4 per cent in 2018 compared with 2017, and approximately 9.7 per cent from 2018 to 2019. This sudden jump in prices can be attributed to the introduction of VAT by the United Arab Emirates on 1 January 2018. As such, the consumer price index fell dramatically between 2019 and 2020. In 2021 (through June), prices have been slowly increasing as the economy recovers from the COVID-19 pandemic.

The prices of three categories have experienced a constant increase over time: (1) museums and zoos; (2) books; and (3) stationery and drawing materials. The prices of recording media as well as audio and video equipment have continually declined over time. Compared with the EU, the prices of cultural goods in Abu Dhabi are more inconsistent, with more dramatic changes between 2010 and 2018. One possible explanation for the rapid fluctuations in prices in Abu Dhabi is the introduction of VAT in 2018, which led to inflation in the subsequent period.



CONTENTS

| | |
|---|-----------|
| Introduction | 12 |
| Definition of private expenditure on culture in Abu Dhabi | 14 |
| Assessing the Abu Dhabi HIES data | 16 |
| Analysing the Abu Dhabi HIES data | 17 |
| Distribution of household expenditure on cultural goods and services | 26 |
| Analysing the harmonised indices of consumer prices | 28 |
| Conclusion | 33 |
| Limitations | 33 |
| References | 34 |

The Cultural Activities Development module (CAD) analyses Abu Dhabi's cultural activities following a baseline study - Cultural Activities Baseline (CAB). In 2020, the Introductory Cultural Activities Baseline (CAB) report was delivered to create knowledge about: (1) the existing cultural activities in Abu Dhabi; (2) the development of each culture sub-sector; and (3) the existing and emerging cultural clusters. The CAD reports map the historical development of Abu Dhabi's culture sector through quantitative and qualitative methods. It provides the necessary information to further delve into the cultural sector and to identify and highlight development opportunities for the emirate. Whereas the analytical and technical studies give the required data and information to recognise the gaps, comprehend the needs and convey knowledgeable recommendations.

The Private Expenditure on Culture in Abu Dhabi introductory report presents new knowledge about the private expenditure on culture in Abu Dhabi. It summarises the analysis of data derived from the **Household and Income Expenditure Survey** (HIES) implemented by the Statistics Centre Abu Dhabi (SCAD) in 2014 and 2019, as well as the assessment of the Abu Dhabi Consumer Price Index (CPI) for the period between 2014 and 2021. The HIES and CPI data shared by SCAD has been analysed according to the internationally recognised approach adopted by the European Statistical System Network on Culture (ESSnet-CULTURE) to document direct expenditure on cultural goods and services and their recent trends in prices.

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DEFINITION OF PRIVATE EXPENDITURE ON CULTURE IN ABU DHABI

The first and most important step in documenting household expenditure for cultural goods and services is to define the activities. This is a particularly challenging task as “culture is not the outcome of one economic sector which gathers goods or services, either in terms of production or dissemination. Cultural activities often cross several economic sectors (such as industry, services, communications and trade sectors)”.¹ Culture encompasses various social practices currently recognised as cultural within a specific group, and even these social conventions are evolving ones. For this purpose, 14 cultural domains were proposed, based on the Classification of Individual Consumption by Purpose (COICOP):

1. Equipment for the reception, recording and reproduction of sound
2. TV sets, video-cassette players and recorders
3. Photographic and cinematographic equipment
4. Information processing equipment
5. Recording media for pictures and sound
6. Repair of audio visual, photographic and information processing equipment
7. Musical instruments
8. Cinemas, theatres and concerts
9. Museums, zoological gardens, and similar
10. Services of photographers and the performing arts
11. TV and radio taxes and hire of equipment
12. Books
13. Newspapers
14. Stationery and drawing materials

Household Budget Surveys (HBS) were used to collect data on the noted cultural domains. These surveys allow the measurement of the cultural consumption of households with respect to their total consumption. Household Budget Surveys are harmonised throughout Europe. They are used to establish consumer price indexes and act as building blocks for national accounts. They are an important and precious source of data for the analysis of household living conditions. Due to HBSs, data collection on household expenditure on culture is simpler than data collection on public expenditure.

Using the household expenditure data available through HBSs on the above-mentioned 14 categories, the analysis calculated various indicators, such as: total household expenditure on cultural goods and services; household expenditure on cultural goods and services as a share of total household expenditure; distribution of household expenditure on cultural goods and services, by expenditure purpose; and consumer price indices for cultural goods and services, among others.

Abu Dhabi's HBS is implemented by SCAD. HIES is implemented every four years and covers the emirate's residents. The HIES framework is conceptualised in accordance with international benchmarks and statistical classifications.

[illegible]

¹'European Statistical Works on Culture.' ESSnet-Culture final report, 2009–11.

ASSESSING THE ABU DHABI HIES DATA

The HIES for Abu Dhabi provides detailed information on various consumer items, based on the COICOP issued by the Statistical Division of the United Nations (UNSTAT). This classification is exactly the same as the one used by ESSnet-CULTURE to identify the cultural domains. This makes it simple to map the 14 cultural domains from ESSnet-CULTURE to the household survey data conducted in Abu Dhabi. In particular,

12 out of 14 domains were mapped almost completely; the HIES for Abu Dhabi does not distinguish between equipment for reception, recording and reproduction of sound, and TV sets, video-cassette players and recorders. Thus, these two categories were treated as one in the HIES data.

| ESSnet-CULTURE cultural domains | Corresponding HIES Abu Dhabi categories |
|---|---|
| 1. Equipment for reception, recording and reproduction of sound | (911) Sound and video recording and reproducing equipment |
| 2. TV sets, video-cassette players and recorders | |
| 3. Photographic and cinematographic equipment | (912) Photographic, cinematographic and optical equipment |
| 4. Information processing equipment | (913) Information processing equipment |
| 5. Recording media for pictures and sound | (914) Recording media |
| 6. Repair of audiovisual, photographic and information processing equipment | (915) Repair of audio and video equipment and imaging and data processing |
| 7. Musical instruments | (92201) Musical instruments |
| 8. Cinemas, theatres and concerts | (94201) Expenditure on theatres, cinemas and concerts |
| 9. Museums, zoological gardens and the like | (94202) National parks, botanic gardens, aquariums and zoos |
| 10. Services of photographers and performing arts | (94203) Photography services (personal photos - wedding photography and photo printing |
| | (94204) Events costs (photographers, musicians and clowns) |
| 11. TV and radio taxes and hire of equipment | (94205) Subscribe to satellite channels |
| | (94290) Other types of services and activities for entertainment and recreation and culture |
| 12. Books | (951) Books |
| 13. Newspapers | (952) Newspapers and periodicals |
| 14. Stationery and drawing materials | (954) Stationery and drawing materials |

Table 1 - ESSnet-CULTURE cultural domains and corresponding HIES data for Abu Dhabi

The HIES data for Abu Dhabi is further disaggregated by household type: citizen, non-citizen and collective households, and by region: Abu Dhabi, Al Ain and Al Dhafra.

ANALYSING THE ABU DHABI HIES DATA

Analysis of the Abu Dhabi HIES data for 2014 and 2019 reveals that the total household expenditure on culture (as a percentage of total household expenditure) decreased from 1.2 per cent in 2014 to 1.03 per cent in 2019 (Figure 1a). Comparing these numbers to the EU average – ranging from Sweden, which has the

highest percentage of cultural spending in the EU to Bulgaria, which has the lowest percentage of cultural spending in the EU – it is evident that the spending in Abu Dhabi is considerably lower than the EU average of 2.9 per cent and even lower than the cultural spending by Bulgaria, which stands at 1.6 per cent.

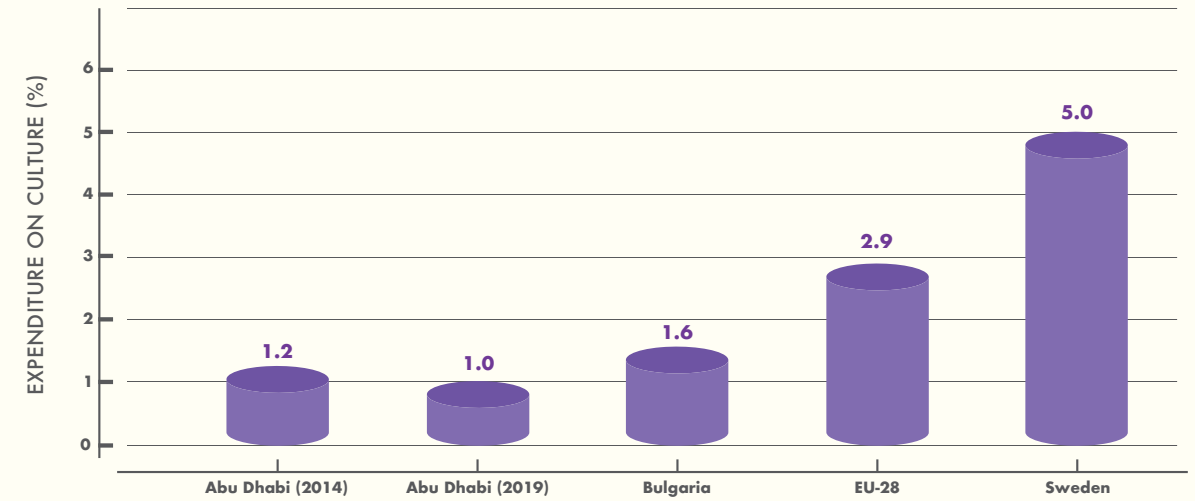


Figure 1a - A comparison of percentages of expenditure on cultural goods and services in Europe (2015) and in Abu Dhabi (2014 and 2019)

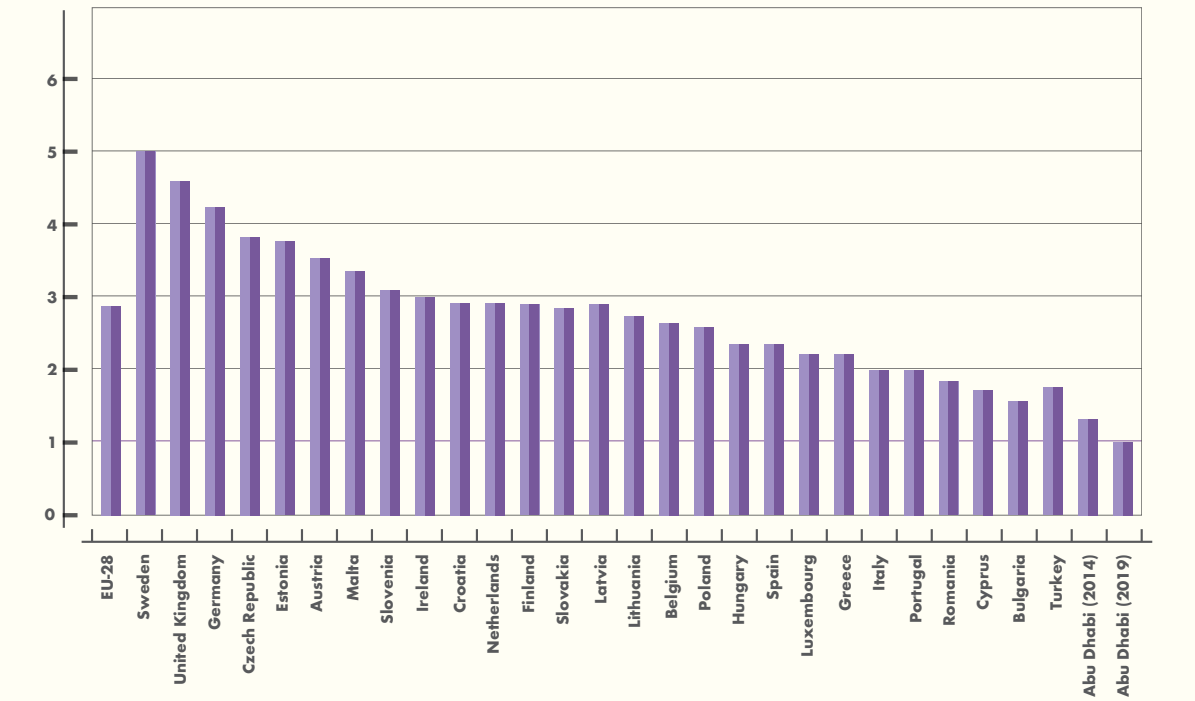


Figure 1b - A detailed comparison of percentages of expenditure on cultural goods and services in Europe (2015) and in Abu Dhabi (2014 and 2019)

Some patterns emerge when the share of different categories of goods and services that make up culture in the 2014 and 2019 HIES are compared. Figure 2 depicts the breakdown of cultural expenditure by broader categories in 2014 and 2019, respectively. In 2014, the equipment category accounted for 63.8 per cent of spending on culture in the emirate of Abu Dhabi, while this percentage fell to 19.4 per cent in 2019. In contrast, artistic expression items accounted for 60.9 per cent in 2019, while in 2014, this was only 20.5 per cent of total cultural spending. Similarly, the expenditure on going out and entertainment almost doubled in 2019 compared with 2014, increasing from 7.2 per cent in 2014 to 14 per cent in 2019.

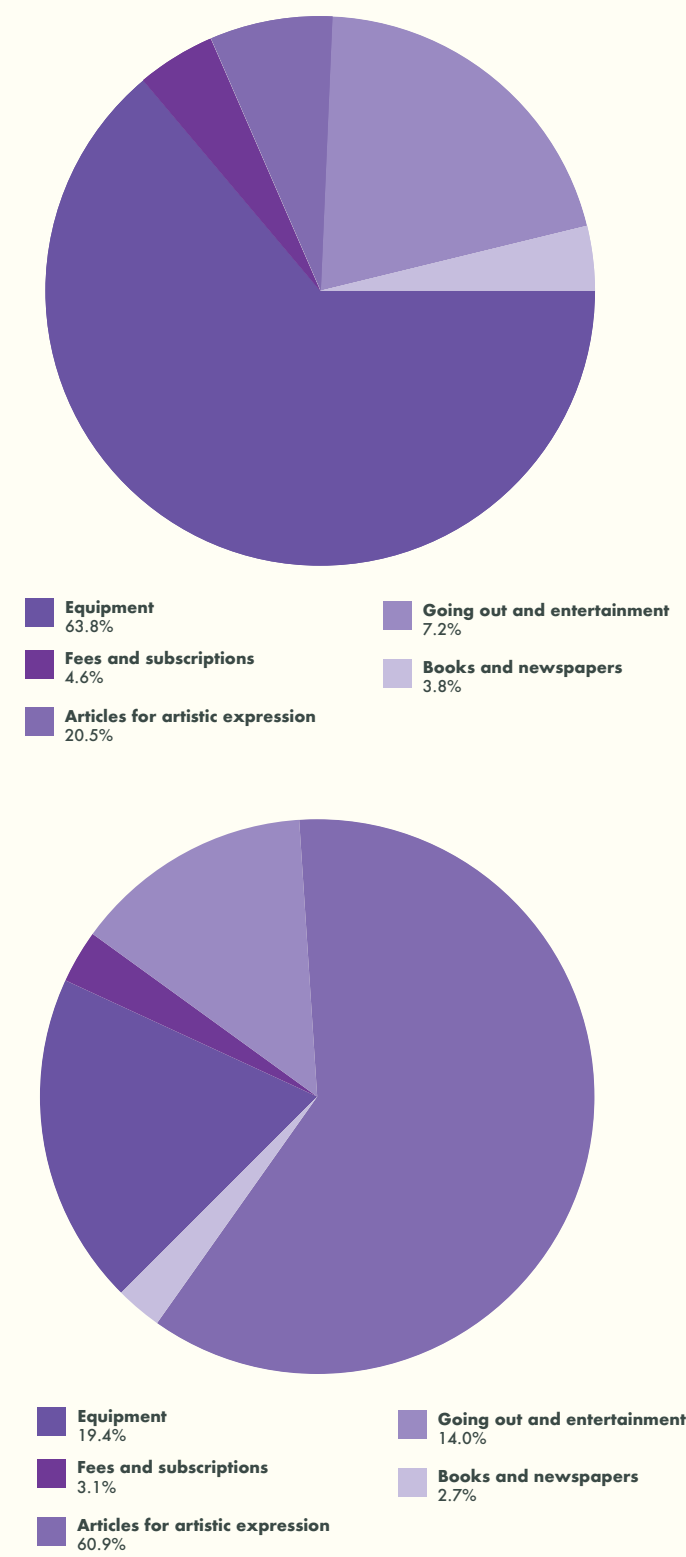


Figure 2 - Percentage of expenditure in Abu Dhabi in 2014 and 2019

Note for Figure 2: Equipment includes: Sound and video recording and reproducing equipment; Information processing equipment; Recording media; Repair of audio and video equipment and imaging and data processing. Articles for artistic expression and creation include: Musical instruments; Photographic, cinematographic and optical equipment; Stationery and drawing materials. Fees and subscriptions include: Subscription to satellite channels; Other types of services and activities for entertainment and recreation and culture. Going out and entertainment includes: Expenditure on theatres, cinemas and concerts; National parks, botanic gardens, aquariums and zoos; Photography services (personal photos – wedding photography and photo printing); Events costs (photographers, musicians and clowns).

Figure 3 shows the same representation for Europe. As is evident, in the EU, these categories have a more homogeneous distribution than in Abu Dhabi. With 28 per cent of spending on culture in 2015, equipment was the highest category in Europe, in line with the behaviour of Abu Dhabi in 2019.

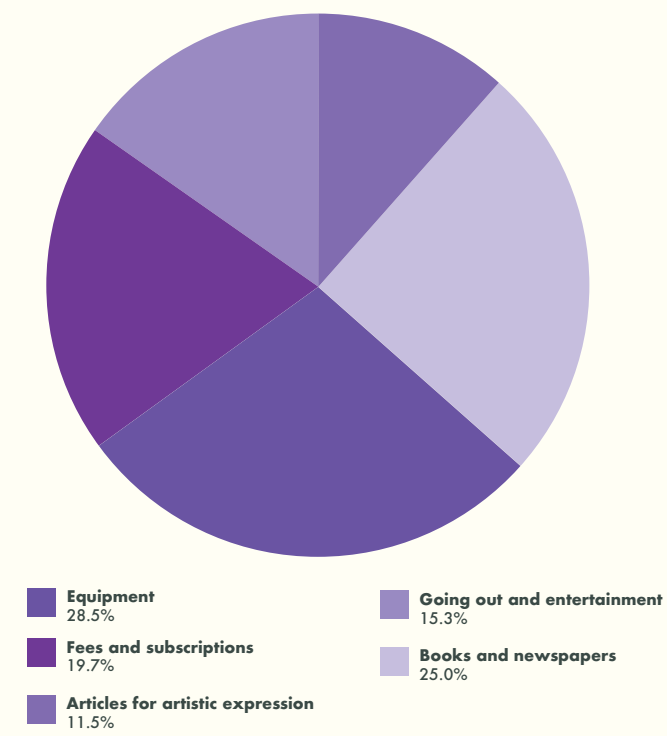


Figure 3 - Percentage of expenditure in culture in Europe, 2015²

Note for figure 3: Equipment includes: Sound and video recording and reproducing equipment; Information processing equipment; Recording media; Repair of audio and video equipment and imaging and data processing. Articles for artistic expression and creation include: Musical instruments; Photographic, cinematographic and optical equipment; Stationery and drawing materials. Fees and subscriptions include: Subscription to satellite channels; Other types of services and activities for entertainment and recreation and culture. Going out and entertainment includes: Expenditure on theatres, cinemas and concerts; National parks, botanic gardens, aquariums and zoos; Photography services (personal photos – wedding photography and photo printing); Events costs (photographers, musicians and clowns).

²Source: https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Culture_statistics__household_expenditure_on_culture&oldid=471060

A more detailed picture of household expenditure on cultural goods and services by sub-categories is presented in Figure 4. The figure clearly shows that the composition of household spending on cultural goods and services was not constant over the six-year period from 2014 to 2019. In 2019, stationery and drawing materials represented almost half of household spending on culture. However, in 2014, this category only accounted for 10.4 per cent of the total spending on culture. Within 2014, meanwhile, the distribution of spending was more homogeneous. Information processing equipment and sound, video and playback equipment were the two categories on which households spent the most. These two types of cultural domains faced a dramatic decrease in 2019. Among other factors,

this represents a decline in demand for computers, television and related items over time. Another notable change is that of spending on museums, zoos and associated activities.

Between 2014 and 2019, the participation of households in this cultural domain fell by around 6.7 percentage points. A possible explanation could be the constant increase in prices in this category (Figures 8a and 8b) that directly impacts the demand for these services. On the other hand, expenditure on entertainment activities such as Cinemas, theatres and concerts increased dramatically from 0.2 per cent in 2014 to 13.7 per cent in 2019.

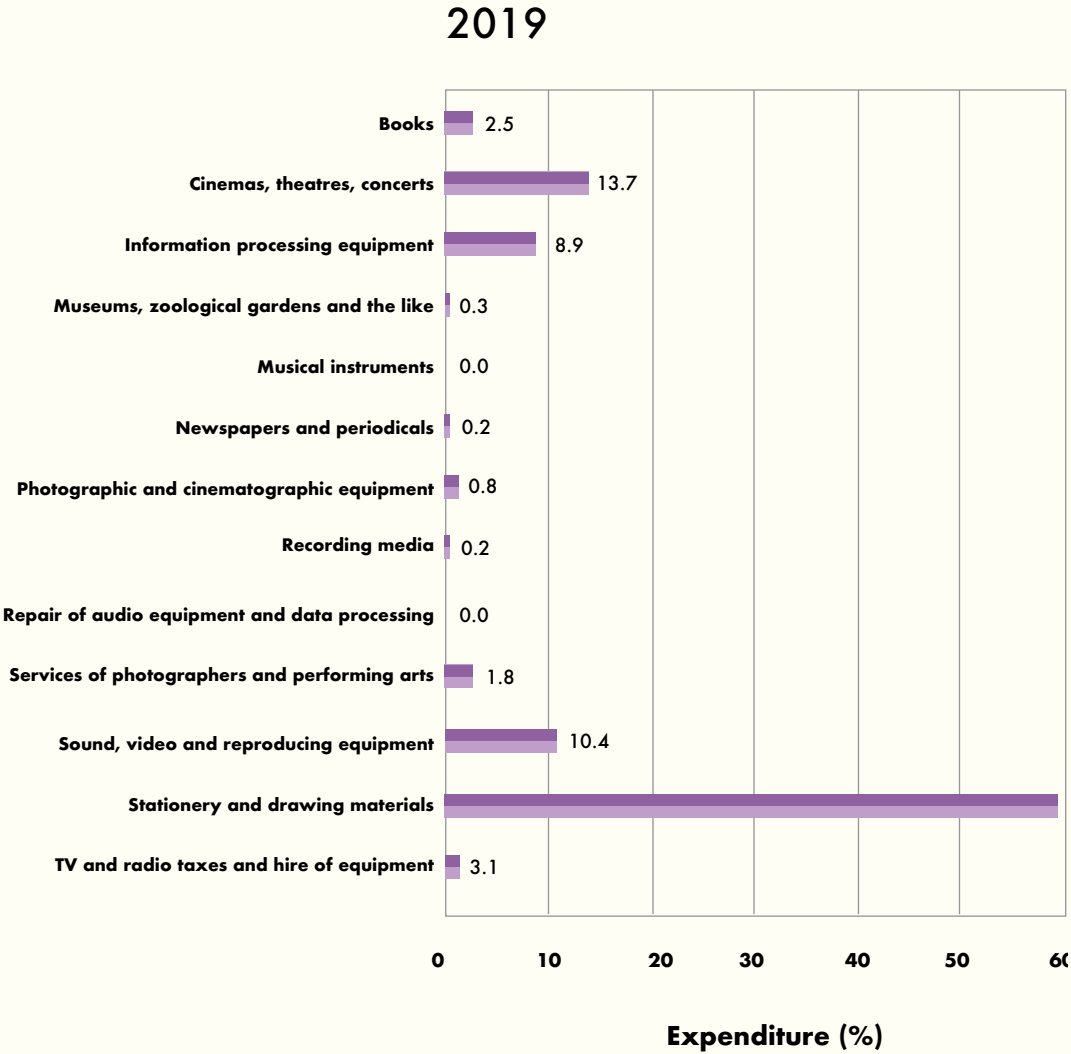
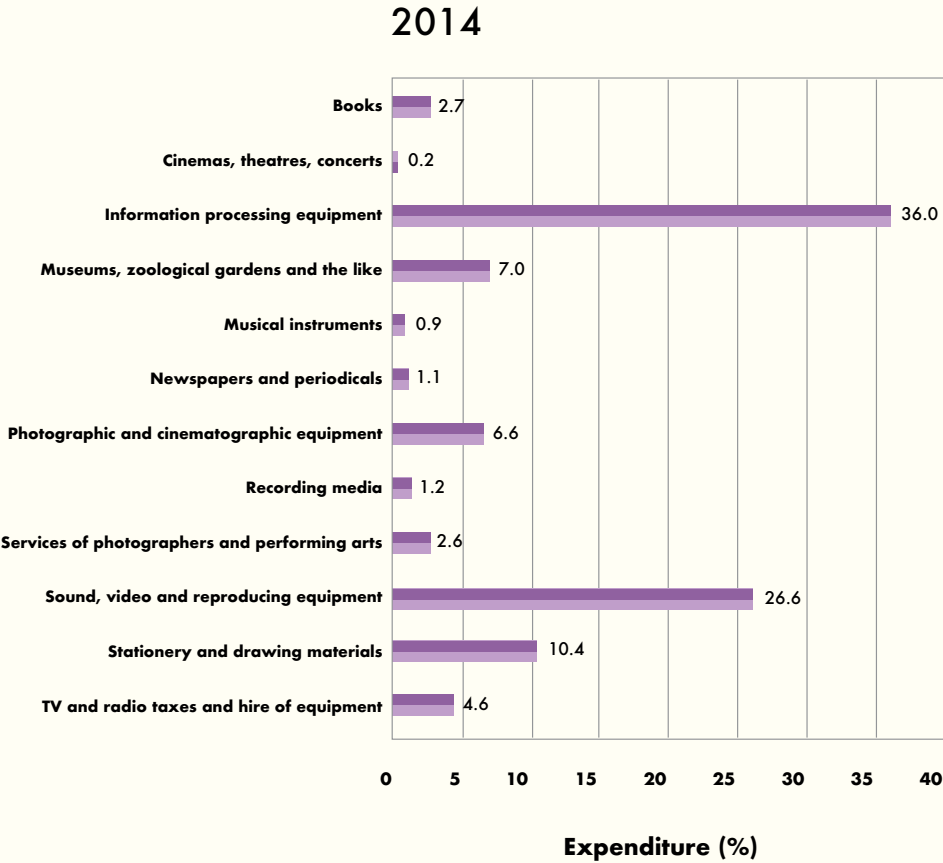
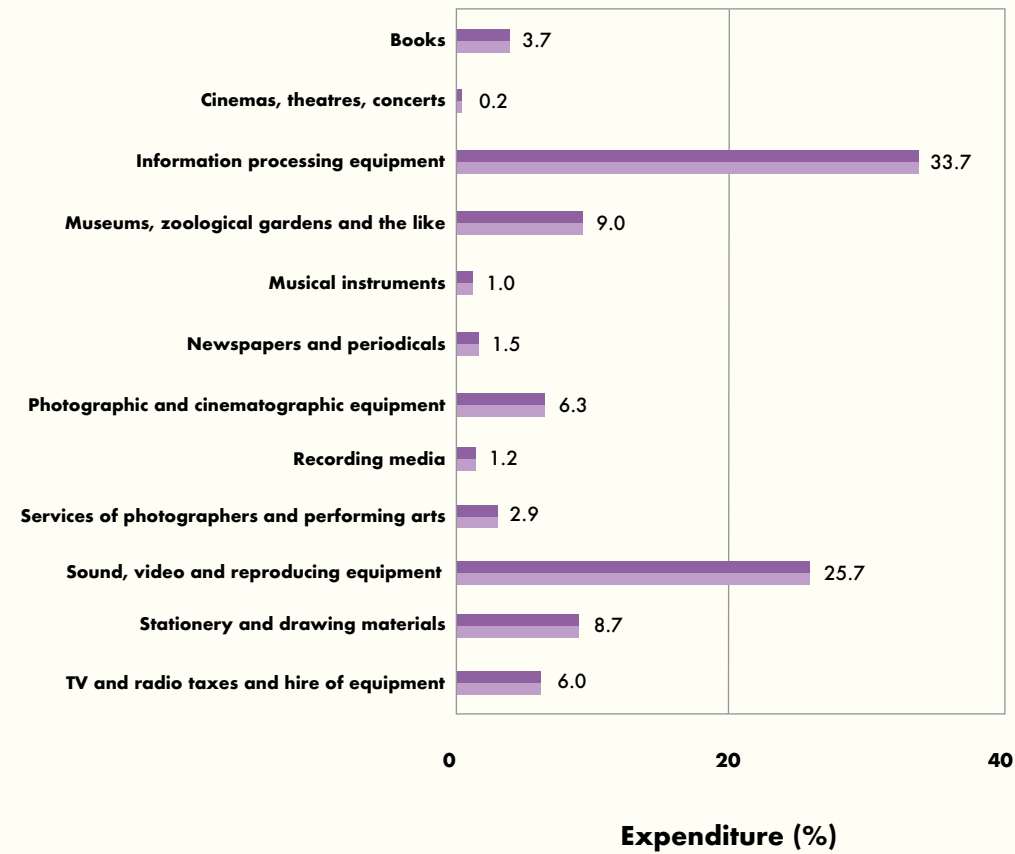


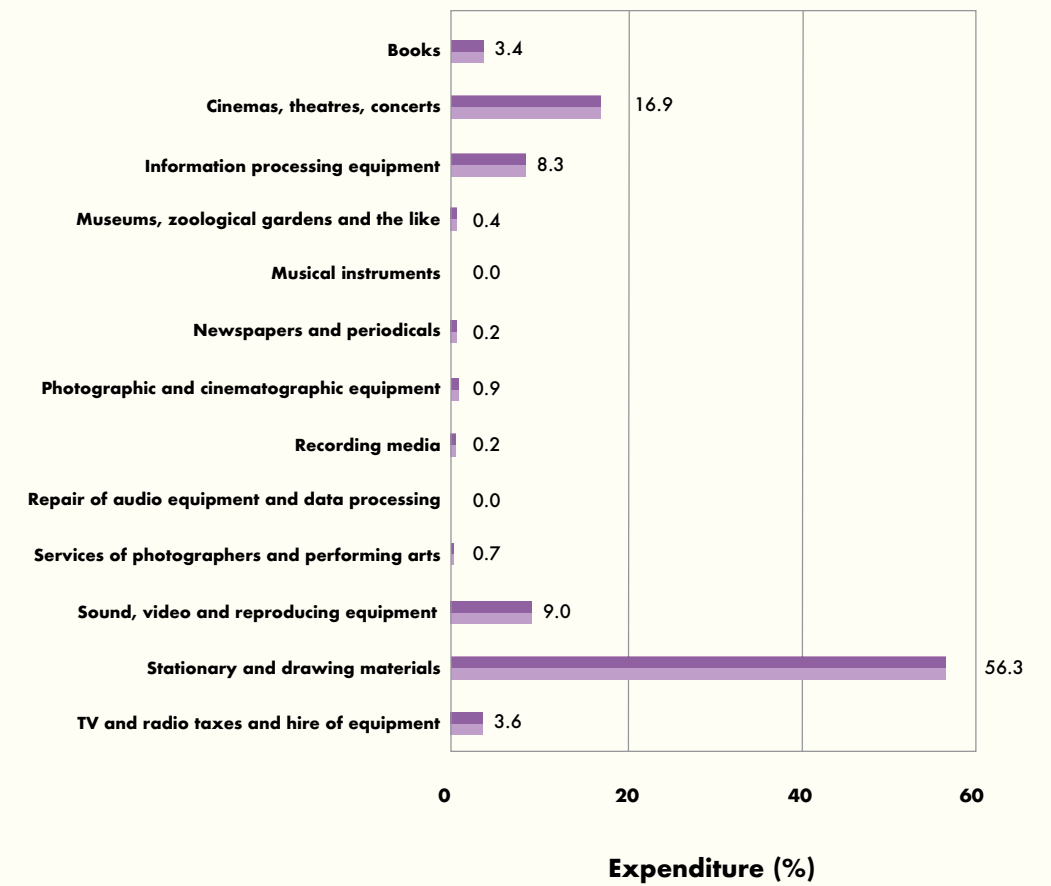
Figure 4 - Expenditure on culture by broad categories (percentage of total expenditure on culture)

The same graphic representation of the behaviour of various cultural domains by region is presented in Figure 5 and Figure 6. Figure 5 shows that, in 2014, information processing equipment was the highest spending category for all of the regions in Abu Dhabi emirate, with households in Al Dhafra Region spending the most, at 47.1 per cent, followed by Al Ain and then Abu Dhabi itself. Compared with the satellite regions of Al Ain and Al Dhafra, spending by households in Abu Dhabi was the highest for only three cultural domains – i.e. cinemas, museums and newspapers.

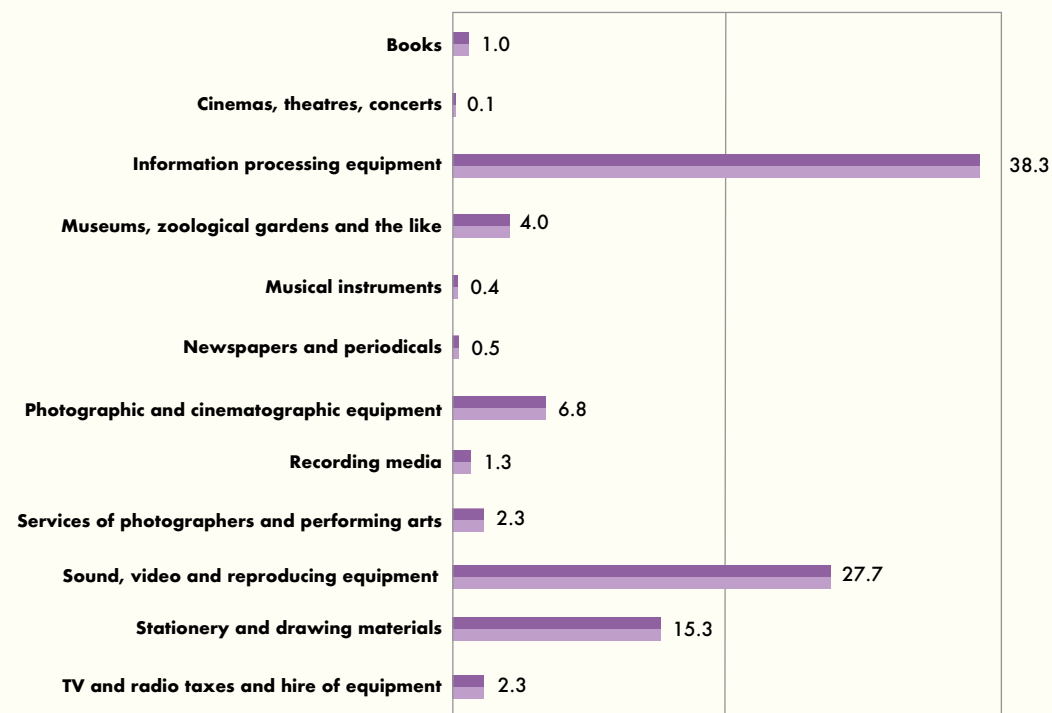
Abu Dhabi



Abu Dhabi



Al Ain



Al Ain

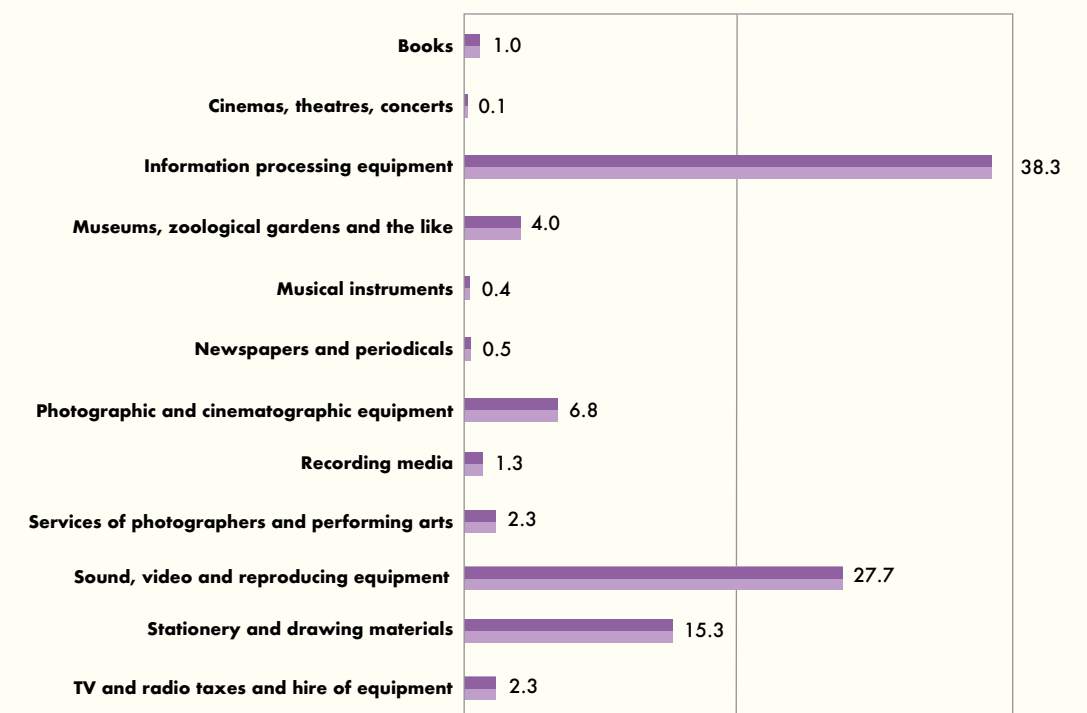


Figure 5 - Expenditure on culture by broad categories and regions (percentage of total expenditure on culture) in 2014

In 2019, the composition of spending on culture changed completely. Figure 4 indicates that stationery and drawing materials constituted the category in which households in the three regions spent the most. However, while households in Al Ain spent 63.1 per cent of their total cultural spending on this category, expenditure on stationery and drawing materials was only 36.5 per cent in the Al Dhafra region. Another stark difference in the behaviour of households can be observed in the cultural domain of museums and zoological gardens in Abu Dhabi. In 2014, it represented 7 per cent of total spending on culture, while in 2019, this dropped to just 0.3 per cent.

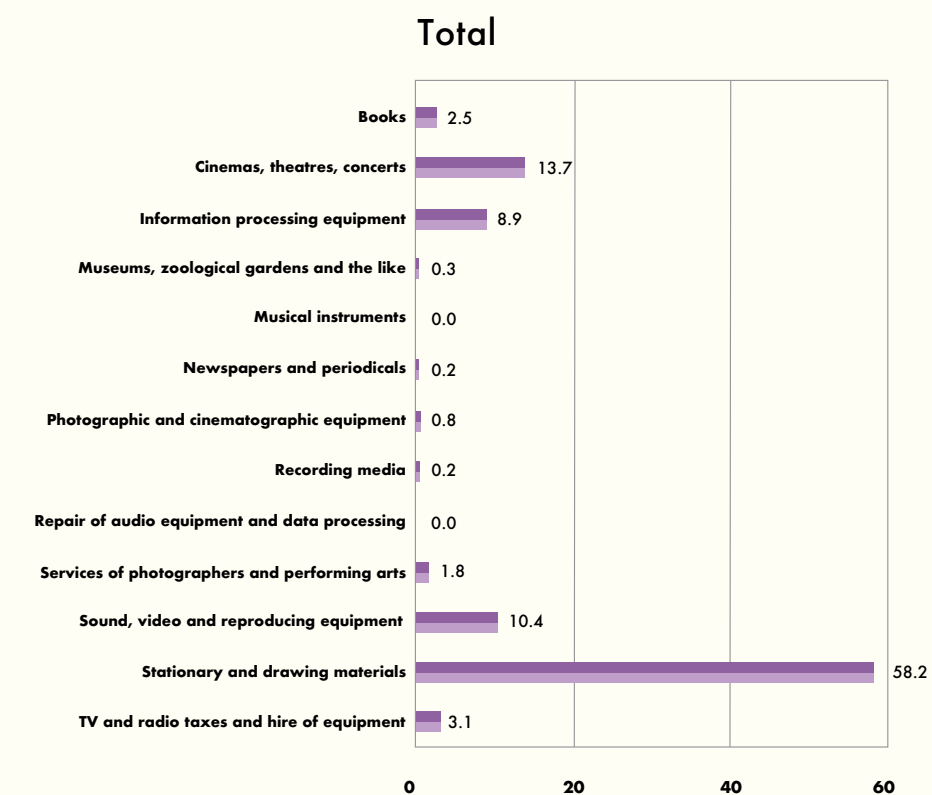
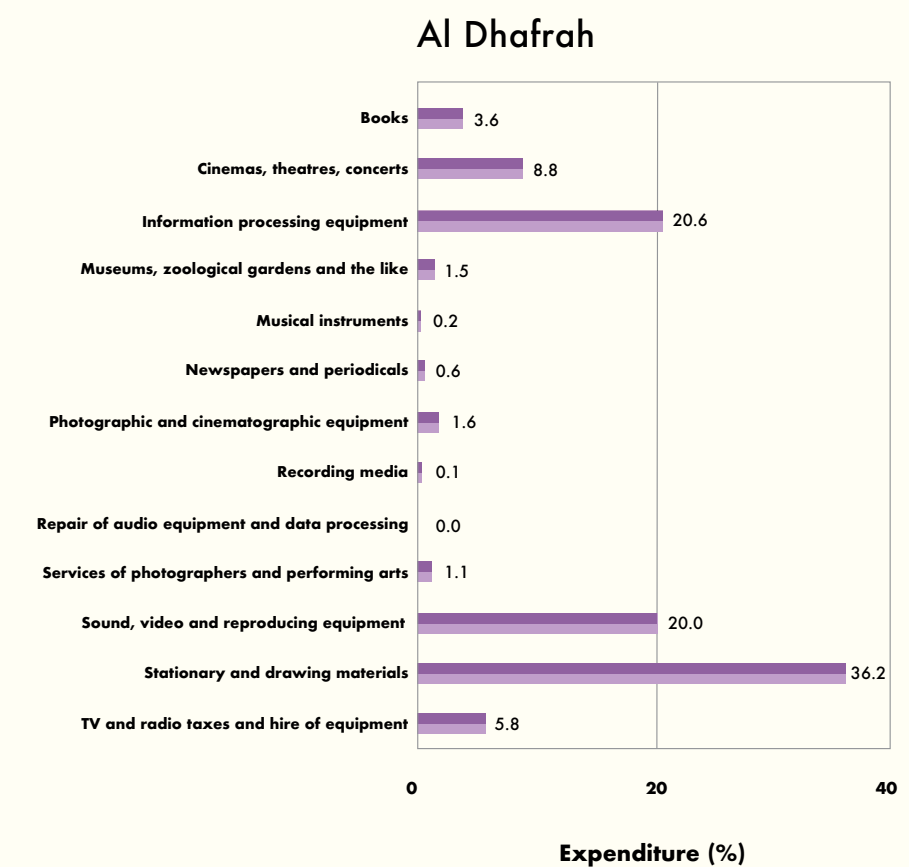
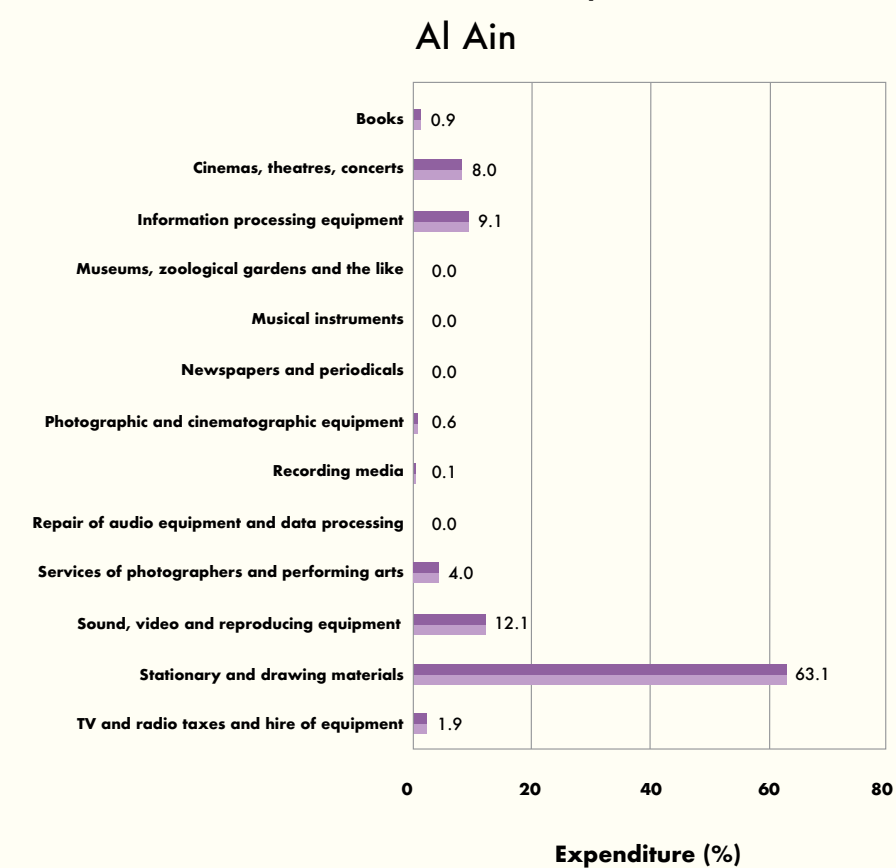
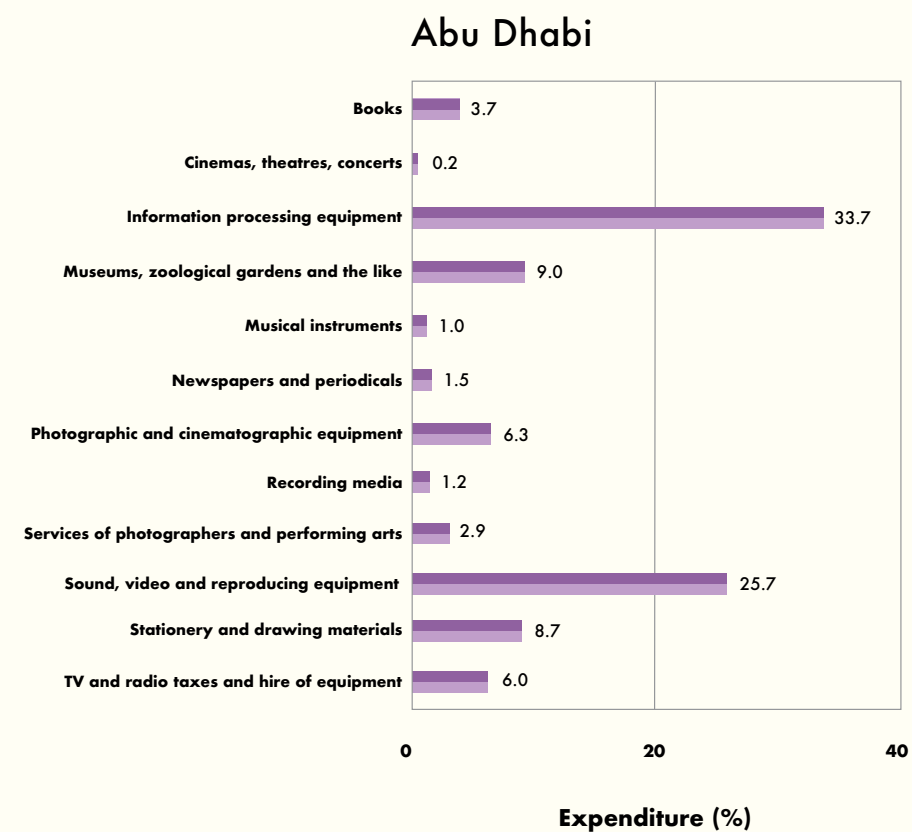


Figure 6 - Expenditure on culture by broad categories and regions (percentage of total expenditure on culture) in 2019

DISTRIBUTION OF HOUSEHOLD EXPENDITURE ON CULTURAL GOODS AND SERVICES

Table 2 illustrates the distribution of household expenditure on cultural goods and services, by expenditure purpose (AED). From 2014 to 2019, per capita expenditure on culture increased slightly. Similarly, per household expenditure increased more than AED 200 during the same period.

| Category | Total expenditure (AED) | Per capita (AED) | Per household (AED) | % of total expenditure |
|---|-------------------------|------------------|---------------------|------------------------|
| 2014 | | | | |
| Books | 29,131,823.32 | 14.52 | 73.18 | 2.67 |
| Cinemas, theatres and concerts | 76,697,909.02 | 38.22 | 192.66 | 7.04 |
| Information processing equipment | 392,238,193.37 | 195.46 | 985.27 | 36.01 |
| Museums, zoological gardens and the like | 27,666,377.90 | 13.79 | 69.50 | 2.54 |
| Musical instruments | 9,564,047.05 | 4.77 | 24.02 | 0.88 |
| Newspapers and periodicals | 12,425,065.65 | 6.19 | 31.21 | 1.14 |
| Photographic and cinematographic equipment | 72,119,592.02 | 35.94 | 181.16 | 6.62 |
| Recording media | 12,980,616.43 | 6.47 | 32.61 | 1.19 |
| Services of photographers and performing arts | 2,655,900.85 | 1.32 | 6.67 | 0.24 |
| Sound, video and reproducing equipment | 289,796,716.92 | 144.41 | 727.95 | 26.61 |
| Stationery and drawing materials | 113,283,204.59 | 56.45 | 284.56 | 10.40 |
| TV and radio taxes and hire of equipment | 50,562,142.39 | 25.20 | 127.01 | 4.64 |
| TOTAL | 1,089,121,589.52 | 542.72 | 2,735.79 | 100.00 |

| Category | Total expenditure (AED) | Per capita (AED) | Per household (AED) | % of total expenditure |
|---|-------------------------|------------------|---------------------|------------------------|
| 2019 | | | | |
| Books | 28,400,982.00 | 13.86 | 75.63 | 2.55 |
| Cinemas, theatres and concerts | 152,463,159.44 | 74.41 | 405.99 | 13.67 |
| Information processing equipment | 98,935,369.07 | 48.29 | 263.45 | 8.87 |
| Museums, zoological gardens and the like | 3,181,948.80 | 1.55 | 8.47 | 0.29 |
| Musical instruments | 371,439.40 | 0.18 | 0.99 | 0.03 |
| Newspapers and periodicals | 1,830,799.56 | 0.89 | 4.88 | 0.16 |
| Photographic and cinematographic equipment | 9,321,331.32 | 4.55 | 24.82 | 0.84 |
| Recording media | 1,848,314.86 | 0.90 | 4.92 | 0.17 |
| Repair of audio and video equipment and imaging and data processing | 175,559.21 | 0.09 | 0.47 | 0.02 |
| Services of photographers and performing arts | 20,350,737.02 | 9.93 | 54.19 | 1.82 |
| Sound, video and reproducing equipment | 115,491,671.85 | 56.37 | 307.54 | 10.35 |
| Stationery and drawing materials | 648,777,525.41 | 316.65 | 1,727.60 | 58.17 |
| TV and radio taxes and hire of equipment | 34,198,490.11 | 16.69 | 91.07 | 3.07 |
| TOTAL | 1,115,347,328.05 | 544.36 | 2,970.01 | 100.00 |

Table 2 - Distribution of household expenditure on cultural goods and services, by expenditure purpose (in AED)

ANALYSING THE HARMONISED INDICES OF CONSUMER PRICES

Harmonised Indices of Consumer Prices (HICP) measure changes over time in the price of consumer goods and services. These indices provide a measure of inflation within the emirate of Abu Dhabi. Note that, unlike the HIES data, the HICP data is not available by region; rather, it provides an aggregate measure of prices across all regions of the emirate.

Figure 7 shows the consumer price index (CPI) for all the cultural goods and services from 2014 to 2021. Here, 2014 was used as the base year (that is, 2014 takes a value of 100). In general, Figure 7 illustrates that the prices of cultural activities and services are quite volatile and respond to external shocks and policies, such as the COVID-19 pandemic and the introduction of VAT.

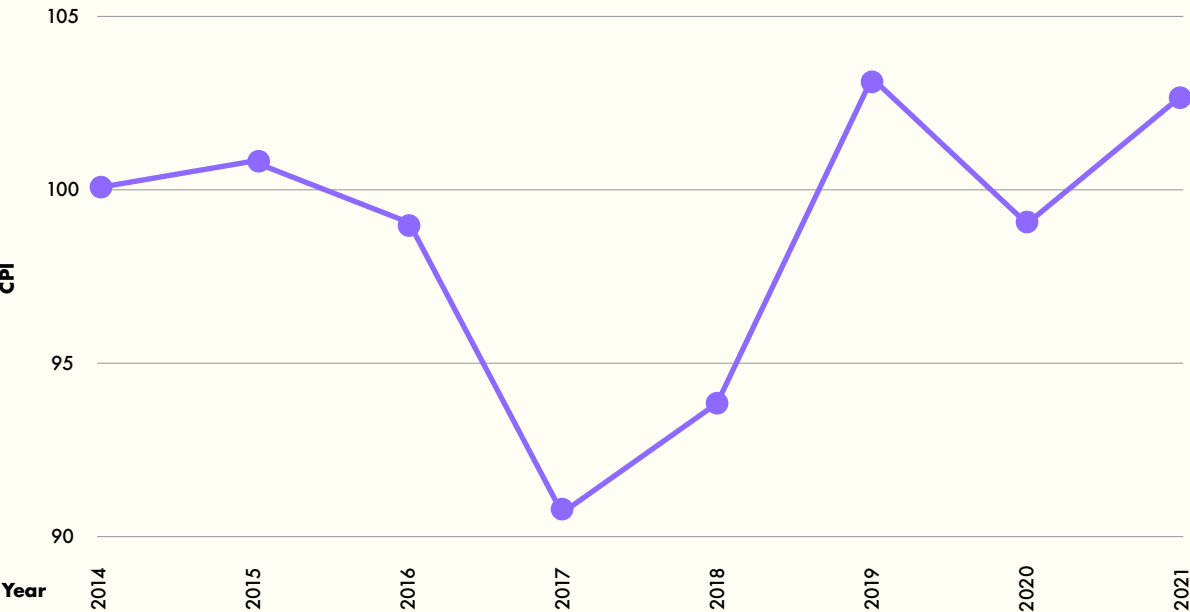


Figure 7 - Evolution of the CPI for cultural goods and services, 2014=100 (2014 is the base year)

From 2014 to 2017, the prices of cultural goods and services fell dramatically. Compared with prices in 2014, prices in 2017 were approximately 9.5 per cent lower. However, after 2017, there was an upwards trend, with prices rising approximately 3.4 per cent in 2018 compared with 2017, and approximately 9.7 per cent from 2018 to 2019. This sudden jump in prices can be attributed to the introduction of VAT by the United Arab Emirates on 1 January 2018. As such, the CPI fell dramatically between 2019 and 2020. In 2021 (through June), prices began to rise as the economy recovered from the pandemic.

Figures 8a and 8b offer an overview of the formation of prices over time for the various sub-categories of cultural goods and services.

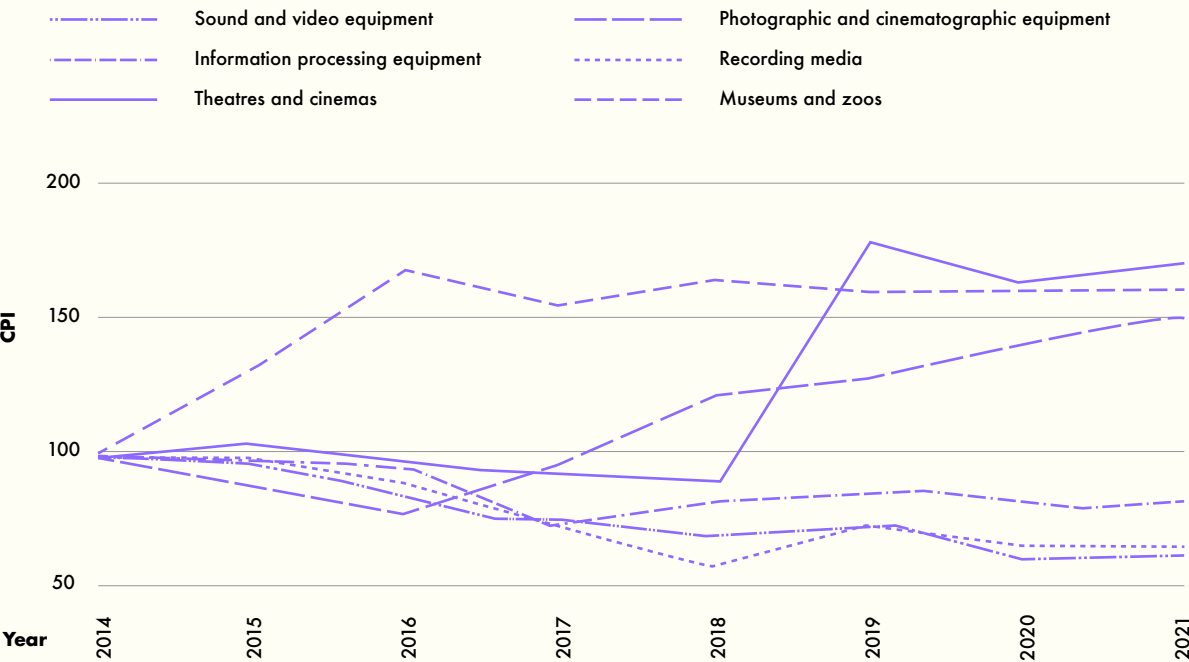


Figure 8a - Consumer Price Index by broad expenditure purpose for cultural goods and services

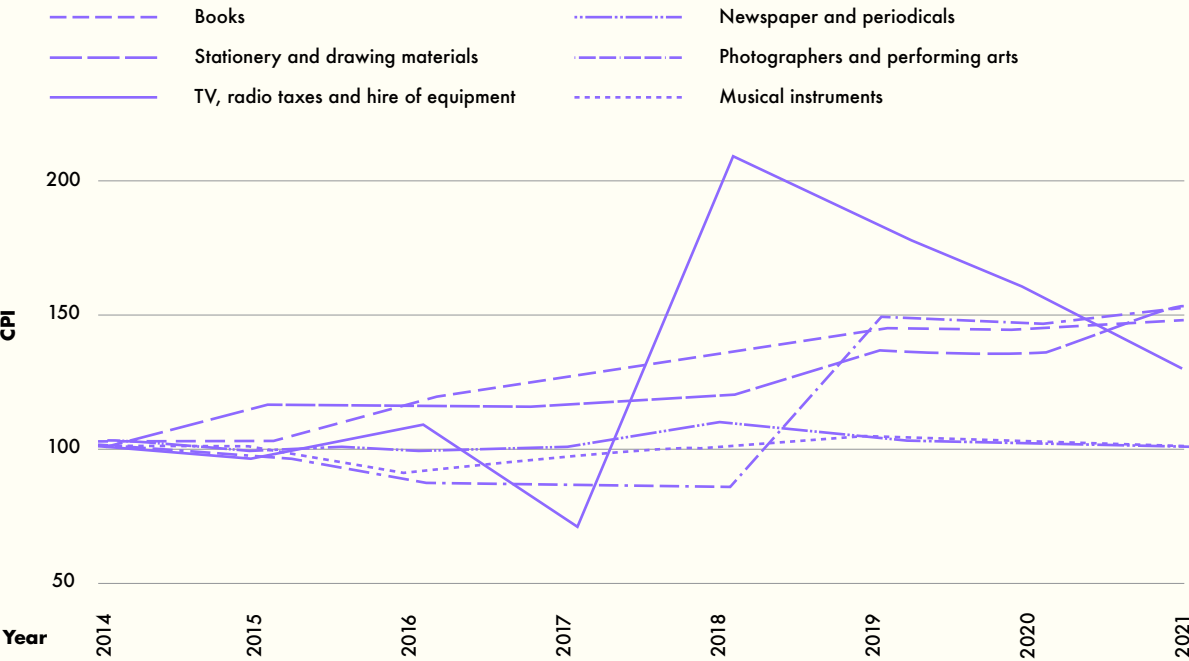
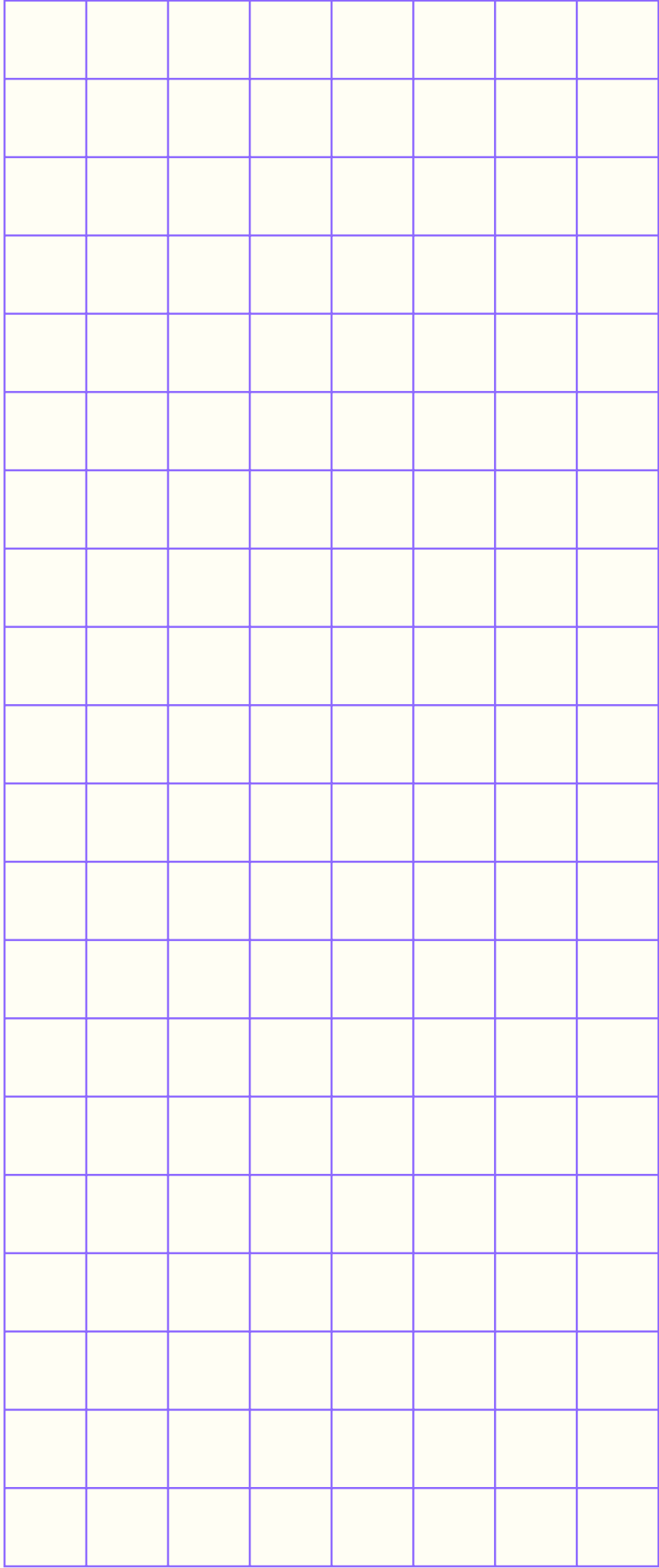


Figure 8b - Consumer Price Index by broad expenditure purpose for cultural goods and services

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This image shows a full page of blank graph paper. The background is white, and it is covered by a uniform grid of thin, light blue horizontal and vertical lines. These lines intersect to form a series of small, identical squares across the entire surface of the page. There are no margins, text, or other markings present.

CONCLUSIONS

The aim of this document was to create a primary analysis of the private expenditure on culture in Abu Dhabi. The data derived from the Household and Income Expenditure Survey (HIES) implemented by the Statistics Centre Abu Dhabi (SCAD) in 2014 and 2015, and the Abu Dhabi Consumer Price Index (CPI) data, allowed production of the first statistical overview adjusted according to a leading international benchmark (the ESS-Net Culture framework).

Analysis of the Abu Dhabi HIES data for 2014 and 2019 reveals that the total household expenditure on culture (as a percentage of total household expenditure) in the emirate decreased from 1.2 per cent in 2014 to 1.03 per cent in 2019. This indicator is considerably lower compared with the EU, which has a 2.9 per cent average on cultural spending.

Abu Dhabi cultural spending patterns have changed over time. In 2014, the equipment category accounted for 63.8 per cent of spending on culture in the emirate, but this percentage fell to 19.4 per cent in 2019. In contrast, artistic expression items accounted for 60.9 per cent in 2019, while in 2014, the expenditure was 20.5 per cent of total cultural spending. Similarly, the expenditure on going out and entertainment almost doubled in 2019 compared with 2014, increasing from 7.2 per cent in 2014 to 14 per cent in 2019. In the EU, these categories have a more homogeneous distribution than in Abu Dhabi.

Between 2014 and 2021, the prices of cultural goods and services were the lowest in 2017. In 2018, prices went up 3.4 per cent approximately, and 9.7 per cent approximately from 2018 to 2019. This sudden increase in prices can be attributed to the introduction of VAT by the United Arab Emirates on 1 January 2018.

As such, the Consumer Price Index (CPI) fell dramatically between 2019 and 2020. In 2021 (through June), prices slowly rose as the economy recovered from the COVID-19 pandemic. Prices in three categories constantly increased over time: museums and zoos; books; and stationery and drawing materials. Prices of recording media, as well as audio and video equipment experienced a continued decline.

Compared with the EU, prices of cultural goods in Abu Dhabi are inconsistent, with dramatic changes between 2010 and 2018. One possible explanation for these rapid fluctuations in prices is the introduction of VAT in the United Arab Emirates in 2018, resulting in considerable inflation in the following period.

LIMITATIONS

This report is not exhaustive and is limited by: (1) the data granularity, and (2) the mainly quantitative character of the data. The precision of the analysis could be further enhanced if a more granular culture-related data collection process was implemented. Qualitative research is also recommended to contextualise the statistical findings.

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