

# The Effect of Tourism Funding on Arts Festivals in Ireland

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**Abstract.** This research study aims to address the question regarding the effects of tourism funding on arts festivals in Ireland. Furthermore, it examines the importance of arts tourism, specifically arts festivals, within the wider sphere of cultural tourism. Following on from this, the effects of funding on the core creativity and authenticity of arts festivals will be examined. Given the need to capitalise on the growing and developing industry that is tourism and cognisant of the critical role tourism can play in the economic recovery of Ireland, it is worthwhile to note the World Tourism Organisation (WTO, 2009) forecasts for the industry. The WTO state that the world travelling population will continue to grow to 2020, with international arrivals expected to reach more than €1.56 billion by 2020. It is predicted that Europe will attract in excess of €717 million of these visitor numbers. The research study employed will give a better understanding of the underlying purpose of funding arts festivals and work closely with the Arts Council of Ireland to determine the effects of such funding on the core creativity of the arts within the festivals.