

# Speaking

**Topic: What are the benefits of national culture provided to society? Describe.**

Culture is the lifeblood of a vibrant society, expressed in the many ways we tell our stories, celebrate, remember the past, entertain ourselves, and imagine the future. Our creative expression helps define who we are and helps us see the world through the eyes of others.

## **1. Contribution to job creation**

Economic opportunities created by culture have taken on greater importance as economies transition from the industrial model, and work based on physical labor, to a new model in which knowledge and creativity drive productivity and growth. Knowledge-based economies favor ideas to stimulate innovation, and they develop specialized services and highly customized products to create value.

## **2. Contribution to tourism**

Culture significantly contributes to Ontario's tourism industry, further supporting job creation and encouraging infrastructure development. In 2010, cultural tourism generated \$3.7 billion in GDP, resulting in 67,700 jobs for Ontarians.

## **3. Higher Quality and Targeted Marketing**

Cross-cultural understanding, along with local market knowledge, lends itself to the production of more effective marketing strategies and materials. For example, high-quality and culturally sensitive translations of websites, brochures, and other assets are essential. But these can be overlooked without the input of a native speaker.