



The **International Conference on Creative Tourism** that was held in Barcelona on December 9 – 10th, 2010, gathered hundreds of professional people coming from 24 countries, eager to know further about the rapidly growing evolution of this innovative tourist trend, as well as to initiate cooperation projects.

The challenge for this first act of the [Creative Tourism Network](#) (*) was, for professional people from so different sectors like the tourist', the cultural, the institutional and the academic one, to coincide with interests and expectations.

They all appreciated the relevance and diversity of the contents as well as the form of the conference, specially designed for the different sectors to be able to work all together. They highlighted the interesting combination of different scale projects.

The keynote lecture of Professor [Greg Richards](#), co-ordinator of the creative tourism concept, offered an extensive vision of this sector that was then completed by a session of success stories presenting concrete proposals of creative tourism:

- ✓ *Apotiki*, an art-residency in Paros, Greek Islands,
- ✓ *La Crète Autrement*, that offers the visitors the possibility to share creative activities with the residents of Crète,
- ✓ *Barcelona Photographer* that invites tourists to discover the photogenic side of Barcelona and Catalonia.
- ✓ *Atelier de la Salamandre* (Paris), that organizes travels in which the participants create travel journals,
- ✓ *Setba, Zona d'Art*, an exclusive flat in Barcelona changed into an art-gallery that also proposed creative workshops to discover the Catalan culture.
- ✓ *Barcelona Festival of Songs*®, a participative festival in Barcelona,

But creative tourism was also addressed from its effects to *territorial development* in a round table moderated by Dr. Patrick Bartos, an international senior researcher and consultant for the development of culture, tourism and the creative industries. The panel “presentation of

With the support of:

Collaborates:



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Ajuntament de Barcelona
Institut de Cultura





projects related to Creative Tourism” saw approaches to Creative Tourism from many perspectives: Some had more of a producers’ perspective, some more of a marketing perspective, and some a conceptual perspective. The following initiatives were exposed: ***Santa Fe Creative Tourism, Creative Canterbury, The creativity of the Q4 district of the City of Venlo, Creative Tourism Austria, Creativity, tourism and Jheronimus Bosch.***

A lively debate followed in which the diverse approaches to creative tourism development and the possibilities of application to other destinations were discussed. It concluded with the summary that creative tourism is not so much about definitions as about actively installing the right networks to enable the development, and simply making things work.

Considering the diversity of interests, there were then offered the opportunity to work within the following workshops and seminary:

- ✓ **How to work with the creative tourism sector?** Moderated by [Dr. Esther Binkhorst](#).
- ✓ **How to develop creative tourism in my city, region of country?** Moderated by [Dr. Patrick Bartos](#)
- ✓ **A research seminar** chaired by [Dr. Greg Richards](#) in collaboration with [Dr. Diana Dodd](#) and [Dr. Peter Kvistgaard](#) - in which investigators presented the latest findings related to creative tourism.

The participative attitude of the attendees was reflected into the workshops in which they worked on their own practical cases.

- The workshop moderated by Dr. Esther Binkhorst, gave professional people from cultural and tourist sectors, the opportunity to debate the initiatives’ adequacy with the creative tourism sectors. They worked from the initiative submitted by the participants, like:

La Galería del Tango (Argentina / Spain)

El Convent de Montcada (Spain)

Studiare Sviluppo, (Italy)

Kreative Leap (Sweden)

With the support of:

Collaborates:



"This project has been funded with support from the European Commission. The communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."



Ajuntament de Barcelona
Institut de Cultura





Esther Binkhorst presented the actions of [Co-meetings](#).

In some cases the project had a building (hardware) as a starting point, while in other cases, it was based on a network of creative people (software). It looked easier to launch the second kind of projects, which confirmed the importance of networks, like the *Creative Tourism Network*, to shape such a diverse sector as creative tourism.

- The workshop “How to develop creative tourism in my city, region of country?” was moderated by Dr. Patrick Bartos.

Using a systemic approach, the core question to be addressed was: what can destination management companies and associations do to stimulate local creative people to engage in creative tourism entrepreneurship at a destination. Questions of overall strategy, brand development, development of attractors, services and infrastructure, public and private funding possibilities and the limited marketing possibilities destination management companies themselves have in the creative tourism market as opposed to the creative tourism entrepreneurs and networks themselves were brought forward.

Four case examples from Lausanne in Switzerland, the Colonia Güell near Barcelona, Bitola in Macedonia and the region of Languedoc-Roussillon in the South of France were presented and inter-actively examined, showing that destinations need tailor-made approaches, depending on their current development status and perspectives, but learn from each other’s experiences. While a private-initiative-approach is a good option, the example of Canterbury shows how a council itself can instigate creative tourism networks at a destination.

- The research seminar showed the great diversity of creative tourism possible applications in a wide range of territories.

As we felt it would be beneficial to all conference participants to have an overview of the state of the art in creative tourism research, we invited the participants of the research seminar to make a short plenary presentation of their paper. This unusual proposal gave the participants as complete an overview as possible of the research stream.

The second day was dedicated to the presentation of initiatives aimed to promote creative tourism in destinations as different as New Zealand, Paris and Barcelona.

This was followed by the official presentation of the [Creative Tourism Network](#).

As a conclusion we can say that the objective to achieve a participative conference, in which the attendees have the opportunity to promote their projects and to exchange experiences and knowledge, has been reached.

With the support of:

Collaborates:



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Ajuntament de Barcelona
Institut de Cultura





Their participation to the [video-call](#) as well as the cooperation projects they have already launched, thanks to the conference, confirm it.

This energy will be reflected into the [Creative Tourism Network](#)

(*) The [Creative Tourism Network](#) is an initiative of the [Fundació Societat i Cultura](#) - FUSIC – (Barcelona) with ADC,EP (Paris) and Osservatorio (Roma), with the support of Culture Program 2007-2013 of the European Union.

Created in 2010, its aims are to give visibility to initiative of creative tourism and to help other projects launching. <http://www.creativetourismnetwork.org>

FUSIC created the pioneering program [Barcelona Creative Tourism](#), in 2006.

Contacto: info@creativetourismnetwork.org

With the support of:

Collaborates:



"This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein."



Ajuntament de Barcelona
Institut de Cultura

