



# Creative Tourism Network®

## Press release

**(\*) Thanks for mentioning the source: Creative Tourism Network®**

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**For INTERVIEWS or to apply for our CREATIVE PRESS TRIPS**

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# What do we mean by *Creative Tourism*?



The **Creative Tourism** is considered **a new generation of tourism** by involving the tourists themselves and the locals in the co-creation of the tourist experiences.



*“Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken.”*

Crispin Raymond and Greg Richards (2000).

The **Creative Tourism** concept appeared in the 2000’s, and defined as a:

The travels purposes have moved from “What” to “How” converting the tourists experiences in “WOW”!  
The Creative Travelers want to live new experiences by ...

... Painting in Tuscany, participating in a craft workshop in the Caribbean, being a “Silleteiro” in Medellin, blowing their own glass in the French Provence, weaving their own Panama hat in Ecuador, learning traditional Gaucha dances in Porto Alegre (Brazil), making in a cooking class in Bangkok or Tokyo, participating in a DJ workshop in Ibiza or even to perform their own concert in the Sagrada Familia in Barcelona, ... as well as a long etc ...



This new way of discovering a foreign culture by experiencing it, has been growing increasingly within the last decade. Nowadays, the tourists no longer conform themselves in attending a traditional sightseeing tour, they need to feel involved into the destination’s daily life. They don’t want to be considered as “tourists”, they are travelers, and better said, creative one!

# A new paradigm for the tourist industry:



The emancipation of “THE TOURIST”, from a mere holiday’s consumer to a proactive “TRAVELER”, raises new challenges for the tourism industry.

The tourist industry has to change its **top-down model** (imposing standard packages) into a **bottom-up** one, through which **the tourists are co-creators of their own experiences**.

This leads to the emergence of a new paradigm in which the tourist industry must **work hand-in-hand with new partners from diverse sectors like artists, craftsmen, farmers, or even citizens**, able to provide so singular and creative experiences to the new travelers.

In this way, the creative tourism can be defined as well as a “**creative management of the tourism**”, which implies for the destinations to innovate while relying on their cultural identity.

In this way, the creative tourism is a **new source of opportunities** as it **requires the destinations to reinvent themselves** and through this process, **to create a chain of value**, that benefit to the **local economy**, the **communities’s empowerment**, the **preservation and promotion of the intangible heritage**, among others.

## The creative tourism’s assets:

- **Diversification of the offers without any investment**, just by **proposing a new a storytelling**, **optimizing the intangible heritage** as well as **existing infrastructure, auditorium, etc..**
- **Emergence of new tourist destinations.**
- **Quality tourism** endowed with a **high added value and purchasing power.**
- **Deseasonalization**, as the creative tourists avoid the high season.
- The **geographical distribution**. The creative tourists prefer residential areas than tourist hotspots..
- **New governance tool.**
- **Sustainability** as it uses the creativity as the mean resource.
- **Positive effect on the locals’ self-confidence**, given to this new interest for their culture & traditions.
- **Intangible heritage recovery.**
- Travellers’ **involvement in the co-creation and promotion (prosumer) of their own experiences.**

**Etc ...**

*“Creative tourism is a projection of a new tourism in which natural, cultural and personal resources are not manipulated and exploited but valued and enriched (Jelencic and Zavela. 2012).*

## ○ Who are the CREATIVE TOURISTS?

**It is difficult to draw a portrait of those new tourists as they want to be “unique”.**

- They can be singles, couple, family or a group of travelers.
- They can plan their trip themselves or contract professional services.
- The nature of their creative activities can be educational (courses, workshops), can refer to the creation (art residency, co-creation with local artists) or the representation (performing concert, acting, exhibiting).

Among the great diversity of creative tourists... we could meet:

- A traveler who participates in a cooking class to meet locals or to share experiences with his peers.
  - Choirs who travels with the purpose of offering concerts in each place they visit.
  - Group of dancers, sketchers or photograph lovers, whose travel purpose is to practice their hobby.
  - Families that take part in a mosaic class during their stay, to experience the local traditions.
- As well as a long etc.

### **Common points of the Creative Tourists:**

- They share the same **values** based on ethical principles, authenticity, intangibles, know-how, permanent training, experiences and DIY trends.
- They want to experience the local culture by **participating actively** in artistic and creative activities
- They want to live experiences whereby they can feel themselves **“like a local”**.
- They spend a **substantial part of the budget** for the fulfillment of these experiences.
- They combine different types of tourism, during the same trip.
- They are **exclusive regarding the way they travel**: once experienced the creative tourism, they no longer want to come back to a conventional circuit.



(Detailed at [www.creativetourismnetwork.org](http://www.creativetourismnetwork.org))

## **Medellin Creative Tourism (Colombia)**

Experience the cultural richness of Medellin, between tradition and innovation! Convert yourself into a *silletero* for a day by participating in this traditional parade covered with flowers, deepen your knowledge in photography in a photowalk off the beaten track, discover the culinary culture in a cooking class, enjoy the Colombian rhythms in music and dance workshop, as well as a long etc .



## **Creative Tourism Ibiza**

Ibiza has always been a paradise for artists and creators. This program invites the travelers and art lovers to share its inspirational atmosphere.

**Lean how to make your own hippy sandals, participate in a sailing photography workshop, be a DJ mixing yourself in Ibiza, customize cars from the 80's, let your inspiration flow in a typical Ibizan house, learn how to use aromatic herbs in a local farm, participate in traditional dance festivals, make your underwater video, create jewelleries in Adlib Ibizian Fashion style, as well as a long etc .**



## **Creative Tourism Tuscany**

Tuscany, the land of universal geniuses, the model for the budding artists during “the Grand Tour” and a haven for contemporary artists, is now as well a Creative Friendly Destination for the new generation of tourists, eager to discover the local culture by participating in authentic and **creative activities: Leather workshops, jewelry seminars, wine tasting, cooking classes, open-air painting classes, music master classes, photographic routes, ...**



## **Quito Creative Tourism**

The City of Quito is the-place-to-be for travelers willing to experience the traditional and contemporary aspects of the equatorial culture. Its people’s friendliness and creativity are an invitation to participate in a typical hat workshop, in a wood-carving, cacao o coffee training, in a traditional dance class, to cook your first “locro de papa” or to paint your own mural in the hype neighborhood of La Floresta.



## **Saint-Jean-Port-Joli (Québec, Canada)**

Saint-Jean-Port-Joli is a very charming town situated in Quebec, on the banks of the majestic St. Lawrence River. Named **Best Creative Destination 2015**, Saint-Jean-Port-Joli shows uncommon citizens’ involvement as well as art dynamism thanks to its many artists and artisans from various artistic fields including **woodcarving, sculpture on snow, stained glass, contemporary dance, fishermen music and singing workshop,...**



## **Barcelone Creative Tourism**

Created in 2005, **Barcelona Creative Tourism is the world’s first creative tourism platform.** It aims to offer the visitors the opportunity to discover the city of Barcelona in a creative way, to interact with the locals as well as to feel like locals themselves. **Workshop of "Gaudi-style" mosaic, cooking classes, wine tasting, sketching and photographic routes, Catalan rumba course, possibility to perform yourself a concert in singular venues, etc.**





**LOULÉ  
CRIATIVO**

### **Loulé Criativo (Portugal)**

This charming Portuguese town is ideally situated in the Algarve, between ocean and mountains. In addition to its awesome landscapes and warm climate, it owns a rich intangible heritage and authentic experiences to be shared with those new travelers. Also known as **the land of the crafts**, Loulé and its precious surroundings, have a strong tradition in **printing, pottery, shoemaking, metalwork, basketry**, among others. Many local actors, including artists, artisans, shops, companies, cultural institutions, among others, are actively involved in this initiative that contributes to revitalize traditions and know-how.



### **The Magdalen Islands (Îles de la Madeleine),**

The Magdalen Islands (Îles de la Madeleine), located in the heart of the Gulf of St. Lawrence, Canada, are an archipelago of a dozen islands lined with blond sand and red cliffs that attracts like a magnet. The high presence of artists and artisans and the friendliness on the inhabitants invite the tourists to participate in creative activities like natural soap, art glass blowing or honey workshops, a ceramic or cooking class, a sand castel content or land art performance, among other.



### **The Empordanet (Catalonia)**

The Empordanet is located in the province of Girona, in Costa Brava – Catalonia.

The creative tourist **can make his own ceramic object, decorated tiles, a piece of silver jewellery inspired in nature and chocolate lollipops with local products, follow an Empordà-style decoration course, create textile pieces to enjoy traditional Catalan festivals in a sewing workshop, learn about bonsai art or having fun walking through weekly markets and local festivals!**



### **Gabrovo (Bulgaria)**

The city of Gabrovo is a treasure for lovers of craftsmanship. Surrounded by **villages inhabited exclusively by artisans**, Gabrovo offers a wide range of painting, ceramics, broaching, cooking, **Bulgarian yogurt, rose-based cosmetics**, photography, traditional dances, etc.



### **Urla (Turkey)**

Urla is a charming town on the coast of Izmir that showcases its rich traditions of art and craftsmanship. A paradise for creative tourists who want to feel inspired and create their own ceramics, textiles, jewelry, cook local dishes and even participate in the scarecrow contest!



### **Douro Wellcome (Northern Portugal and Galicia)**

Inspired by the concept of Creative Tourism, *Douro-Wellcome* provides visitors from Northern Portugal and Galicia with a set of experiences that allows them to discover the local culture, participating in activities such as a bread making workshop, becoming a pastor or a smuggler for a day, create typical Carnival masks, taste wines, participate in a photographic route, learn to cook local recipes, etc.



### **Madagascar Explorer, Madagascar Island.**

is an inbound tour operator founded in 1988. Proud of their presence for over 25 years, they offer outstanding tour packages and tailor-made holidays that meet the needs and preferences of all visitors.. Among the creative activities they propose, we highly recommend: **The Zafimaniry Art workshop, a woodcarving workshop using ancestral techniques with the local artisan (a UNESCO Intangible Cultural Heritage), a workshop to create your own fashionable silk scarf, from turning wild silk cocoons into fashionable scarf, or even to learn the historic production of the Antemoro paper. A paper that is made from the fibers of the plant called “avoaha”, and then decorated by flowers of different kinds.**



# About the Creative Tourism Network®, International Network for the Promotion of Creative Tourism



The Creative Tourism Network® is an international network whose mission is the development and promotion of creative tourism.

Created in 2010 in Barcelona, it gathers destinations, which, inspite of their disparities, are recognized by the network as "Creative Friendly Destinations©", for their commitment to sustainable tourism and the values it conveys.

**Among its missions, we can mention:**

- ✓ **The promotion of the destinations that have a potential to welcome the creative tourists**, through a wide array of services:
  - Consultancy for the creation and management of their program of creative tourism.
  - Tailored communication and press services
  - Promotion in fairs, congresses, conferences, seminars, etc.
  - Partnerships with tourism and transports companies, cultural associations, media, etc.
  - Recognition as **"Creative Friendly Destinations®"**
  - Organization of the Creative Tourism Network®'s events in their destination
- ✓ **The identification of the creative tourists and their specific demands** in order to propose them the best creative experiences and destinations.
- ✓ **The academic and professional training** through the organization of tailored seminars, study tours and workshops on creative tourism, by our group of experts headed by the Professor Greg Richards, originator of the Creative Tourism concept.
- ✓ **The research on the Best Practices of the Creative Tourism.**
- ✓ The recognition of the **Best Practices** by the **Creative Tourism Awards**.



## Conferences, seminars & workshops on Creative Tourism:

The *Creative Tourism Network*® regularly organizes and participates in conferences, seminars and workshops on creative tourism, that can take different forms and focus.



- o 2010 – International Conference on Creative Tourism – Barcelona
- o 2012 – International Forum on Creative Tourism – Bangkok
- o 2012 – Conférence autour du Tourisme Créatif – Paris
- o 2013 – Séminaire International Tourisme et Patimoine – IPAC – Québec
- o 2013 – Barcelona Expert Meeting – Barcelona
- o 2013 – I Brazilian Conference on Creative Tourism, Porto Alegre, Brazil
- o 2014 – Semana do Turismo do Sistema Fecomércio MG, Belo Horizonte, Minas Gerais, Brazil.
- o 2014- World Travel Market, Conference on Creative Tourism, London.
- o 2014 – Smartravel14, Northeast Portugal.
- o 2015 – UNWTO Panel on Community Empowerment through Creative Industries and Tourism, ITB Berlin.
- o 2015 – Vê Portugal, 2º International Forum of Tourism – Aveiro, Portugal.
- o 2015- SOTIC Conference – Caribbean Tourism Organization – Curaçao.
- o 2015 – Seminar on Creative Tourism– World Travel Market, London.
- o 2015 – Workshop on Creative Tourism within the Buy Tourism Online, Firenze, Italy.
- o 2016 – BTL – Lisboa Tourist Trade – Seminar on Creative Tourism, Lisboa
- o 2016 – Pro-Finland: Seminar on creative tourism – Helsinki.
- o 2016 – I International Forum on Tourism Ingeenering – Rabat, Morocco.
- o 2016 – International Seminar on Consumer Trends & Tourism, Viena.
- o 2016 – UNWTO Conference on “Marketing trends for digital tourists”, Cordoba, Argentina
- o 2016 – UNWTO International Congress on World Civilizations and Creative Tourism, Sofia, Bulgaria.
- o 2016 – Fórum Internacional do Turismo Criativo, Cuiabà, Brazil.
- o 2017 – Seminario sobre turismo creativo, FITUR, Madrid.
- o 2017 – Creating and Managing Experiences in Cultural Tourism – Šibenik, Croatia
- o 2017 – Forum España Creativa, Melilla
- o 2017 – UNWTO Conference Tourism in MENA Cities: “Competitiveness Sustainable Growth” – Amman, Jordan.
- o 2017 – 2d International Forum on Creative City: “Creative Tourism in Creative City”, Jinju (South Korea),
- o 2017 -UNWTO – World Bank Global Conference on Inclusive Growth: Sustainable Tourism, MBay (Jamaica)
- o 2018 – Forum on Creative Tourism, Gabrovo, Bulgaria.
- o 2018 – European Cities Marketing -ECM Spring Meeting, Reykjavik, Iceland
- o 2018 - UNWTO Forum on Cultural Route – ITB Berlin
- o 2018 – Les Entretiens de Vixouze, France.
- o 2018 – Conferencia en comunicacion y márquetin turístico – Quito, Equator
- o 2018 – Workd Day of Tourism – Medellín
- o 2018 - NECStouR – European Conference, Bruxelles

... ETC



## Creative Tourism Academy

With the growing international demand for training in creative tourism management, the Creative Tourism Network® has created the **International Institute of Creative Tourism** - a pioneering program which aims to develop training adapted to this emerging sector.

... Whether you are a University, Business school  
(future) entrepreneur, DMO - tourist board,  
private company or public body,  
interested in the creative tourism management...  
Find the courses, workshops, capacity building, lectures,  
seminars, master classes, training sessions or consultancy  
services on CREATIVE TOURISM that fit your needs.

### ABOUT CONTENTS:

Possible issues (based on real cases)

What do we mean by “creative tourism”?

- About its evolution and current features.
- Case studies of creative tourism managed by private and public entities.
- How can I launch my own creative tourism project or include this modality in my existing business?
- Design and production of creative tourism experiences.
- How to generate income from creative tourism?
- Creative tourism & branding: how to create a creative tourism destination?
- How to create a value chain for the territory from public – private partnership?
- How to differentiate my destination through creative tourism?
- Who are the creative tourists? How can I reach them?
- Communication tools and marketing strategies adapted to creative tourism.
- Networking / strategic partnerships.



### ABOUT THE FORM:

- o Previous study of the destination / project potential (in situ & at distance).
- o Conference on the creative tourism general concept.
- o Practical workshops with local entities (hotels, inbound agencies, craftspeople, artists, cultural associations, festivals managers, etc.).
- o Monitoring.
- o Study tour in order to meet entrepreneurs and stakeholders of the creative tourism.
- o Networking.
- o Certification.
- o Press conference.
- o Advantages of the Creative Tourism Network®'s membership.
- o Languages: English, French, Spanish, Catalan. Others, please contact us.



# Creative Tourism Awards

Created by the **Creative Tourism Network®**, the **Creative Tourism Awards** reward companies, projects and destinations worldwide that foster this new generation of tourism, characterized by the active participation of the tourists in artistic and creative activities.

Internationally recognized for its action in favor of a more innovative and sustainable tourism, the **Creative Tourism Network®** works with a panel of prestigious experts headed by the Professor Greg Richards, co-inventor of the creative tourism concept, in order to determine and guarantee respect of the Best **Practices of the Creative Tourism**.

Thus, the international jury of the **Creative Tourism Awards** selects every year five winners among hundreds of initiatives and destinations that highlight for their commitment to this emerging sector.

Are particularly appreciated the authenticity and creativity of the proposals, as well as the promoters' interest in involving locals and tourists in the co-creation of their experiences.

Besides the recognition, the winners are offered tools and services in terms of promotion.

## WINNERS 4th Edition – 2017

- Best Strategy for Creative Tourism Development : **Patchwork Methodology (Brazil)**
- Best Creative Residency : **New Hermopolis (Egypt)**
- Best Creative Travel Agency: **TLVstyle (Israel)**
- Best Creative Destination: (Ex-aequo): **Hull 2017 (UK) / Aegean Islands (Greece)**
- Best Creative Experiences: **Local Moods (Greece)**

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## WINNERS 3rd Edition – 2016

- Best Strategy for Creative Tourism Development: **Visit Estonia**
- Best Creative Destination: **Pafos Region – Cyprus**
- Best Creative Travel Agency: **Human Connections (Mexico)**
- Best Creative Residency: **La Tavola Marche (Italy)**
- Best Creative Experiences: **The Place (Cyprus)**

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## WINNERS 2d Edition– 2015

- Best Strategy for Creative Tourism Development: **Les Iles de la Madeleine (Canada)**
- Best Creative Destination: **Saint-Jean-Port-Joli (Canada)**
- Best Creative Experiences (Ex-aequo): **Creative Iceland (Iceland) - Responsible Photography Holidays (UK)**
- Best Creative Travel Agency (Ex-aequo): **Studiainitalia (Italy) - Easyfrascati.com (Italy)**

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## WINNERS 1ST Edition – 2014

- Best Strategy for Creative Tourism Development:– **Ministère du Tourisme du Maroc.**
- Best Creative Destination: **Crikvenica (Croatia)**
- Best Creative Experiences (Ex-aequo): **5Bogota (Colombia) - Istra Inspirit (Croatia)**
- Best Creative Residency: **Cerdeira Village Art&Crtsafts (Portugal)**

Further details at: <http://www.creativetourismnetwork.org/awards>

## Interview of Caroline Couret, founder & director of the Creative Tourism Network®.

Have you ever heard of “creative tourism”? It deals with an increasing trend in which tourists travel around the world to discover little known aspects of a destination or culture, by participating in creative activities with the locals. This concept emerged in the early 2000s, from the research work of Professors Greg Richards and Crispin Raymond and is now adapted in a very wide array of contexts. In order to know further about this new generation of tourism, we met Caroline Couret, founder of the Creative Tourism Network®.



### - **How did the Creative Tourism Network® start?**

I could say that it was **part of our Company's DNA** (as well as mine!) – and was developed naturally, powered by the desire **to go back to the essence of the tourism**, which was to meet people from different cultures and share with them simple moments of their daily life, their knowledges, or a passion...A peer-to-peer and authentic experience! **The meeting with Professor Greg Richards, co-inventor of the creative tourism concept was decisive** and confirmed the need to fit appropriately this new demand. We created the *Barcelona Creative Tourism* platform in 2005, the first of its kind worldwide, to invite the tourists to “live the city.” We realized that besides Barcelona's success, there was a global interest for this new way of traveling and we decided to create the network to work with other destinations worldwide interested in sharing this new offer. Thus, the Creative Tourism Network® was born in Barcelona in 2011.

### - **What are the missions of the Creative Tourism Network®?**

We wish above all to offer visibility, assessment and advocacy for this sector in general and for each entrepreneur, organization or destination eager to bet on this new generation of tourism.

When we organized the First International Conference on Creative Tourism in 2010 in Barcelona, it appeared as an emergency! Indeed, while it already existed plethora of initiatives worldwide, conceptually very close to the creative tourism, it was difficult to identify them as they were scattered geographically and “terminologically”! Whereas the demand for this new kind of experience was growing increasingly. That's why our first mission is to provide a meeting-point between demands and offers well as a wide array of services that contribute to the fulfillment of the Best Practices of the Creative Tourism. This means the organization of trainings, the development of strategic partnerships, the promotion of the values generated by the creative tourism, etc.

### - **How do you identify a creative tourism offer?**

I could give you countless examples, among cooking classes, ceramic workshops, dance lessons, etc, but beyond the content, subjective criteria are the essential one to design a creative tourism experience. Among them, the *aut-then-ti-ci-ty!* It is imprescindible not to copy an existing offer or program, first because the asset of the creative tourism is to highlight the specificities of the local heritage and territory's DNA, and because it appeals to the creativity of the persons involved in it. And I stress the word “persons” as, professional and rigorous expertise should not supplant the emotion generated by the transmission of knowledge or co-creation between local and travelers. The experience is made of originality and empathy! The top-down model that forged the tourism sector in recent decades, enclosing the providers and tourists in a strictly commercial relationship, has given way to a bottom-up one in which the human relationships orient the specific demand of these new travelers.

### - **Could you give some examples of creative tourism experiences you personally like?**

All and the most diverse! You know, the first time you participate in activities of this kind, you let you guide by your interest or passion for a field, like the music, the photography, the crafts, etc. But very quickly the creative tourism turns into a way of traveling which makes emerging a new world map!

When choosing, I personally try to get closer to what one we could call “km0” that is to say, “local community-based activities”. Indeed, participating in a sushi-class in France could be part of the daily life but of course would not enable to discover the local culture! Instead, how about a creative retreat in Provence, Tuscany or Portugal, in which you can indulge in ceramics, craft or bakery? Or to be part of the “Silleteros” strolling in traditional parade in Medellin? Or becoming a DJ and mixing in Ibiza? Or even to sculpt on snow in Québec? ...

- **Is the creative tourism a common denominator to a very wide array of destinations?**

Yes, definitely! And it was also our objective, to gather destinations which could partner and create synergies in spite of their so diverse profiles. By the way, the creative tourists enjoy this diversity as soon as they can experience it. They are exclusive regarding the way they travel but are really opened to our suggestions, which makes them discover new territories, be they metropolis, rural areas, coasts, etc. And for what it concerns the destinations, it is fascinating to observe how, far from competing, they take benefits of networking and exchange advices and good practices, in addition to the promotion we offer them.

- **Is the creative tourism an example of sustainable tourism?**

Definitely yes! The UNWTO definition attributed to sustainable tourism, namely, “management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining the integrity cultural, essential ecological processes, biological diversity and life support systems”, could perfectly refer to the creative tourism.

The creative tourist is an eco-friendly traveler and a humanist whose interest relies on peer-to-peer relationships. His gratitude towards the locals is increased tenfold, leading to a virtuous circle that feeds on the transmission of human values, expertise, talent ... In this virtuous circle, the local are no longer the intermediary between the tourists and the heritage, they are the heritage. Besides the sustainability of creative tourist's experience, the process of implementation of a program is the most important as it enables to create a chain of value for the territory that benefit on the local economy growth, the communities' empowerment, the governance, among others.

- **What are the current projects and future of Creative Tourism Network®?**

It would be long to mention them all. We implement numerous collaborations with strategic sectors that can benefit our members (media, transport, tour operators, etc.). Moreover, we have created a training program to meet the needs of public bodies, companies, universities, etc, in terms of management of the creative tourism. These seminars help the stakeholders to develop their own project within two or three days. More and more DMO's are particularly interested as they are aware they have to update their missions and skills.



About Caroline Couret

Expert in creative tourism, she founded and manages the *Creative Tourism Network*® and the *Barcelona Creative Tourism* program. She is regularly invited to speak in conferences as well as to teach in universities around the world.

She organized the I International Conference on Creative Tourism (Barcelona 2010).

She publishes articles about creative tourism in different languages. Caroline is an external expert for the European Union and collaborates with the UNWTO.

Since 2001 she has been in charge of the international area of the Society & Culture Foundation in Barcelona, from which she has been managing a wide range of projects, including the coordination of European funds projects and the organization of festivals for the Barcelona City Council.

She lived and worked in different countries: La Casa de Velázquez (Madrid), Festival de Cannes (France), as well as various projects in Louisiana, Mexico and Morocco.

She was born in France where she graduated in Management of Culture and Postgraduate in Cultural Policies.

She speaks French, English, Spanish, Catalan, Italian and basic Portuguese.

<https://es.linkedin.com/in/carolinecouret>

<http://expertes.eu/expertes/caroline-couret/>

# References:



## We have worked with and for the following organizations:

- UNWTO, UNESCO, European Union, World Bank Group, Caribbean Tourism Organization, IRMO Research Center, IGCAT...
- World Travel Market London, ITB Berlin, BTL Lisboa, Fitur Madrid, Top Resa Paris, BIT Firenze, Fiera di Turismo Rimini, Smartravel (Portugal), INTO Congress Mallorca, Creative Tourism Forum Bangkok, B-Travel Barcelona, ...
- Secretaria do Turismo do Porto Alegre (Brazil), Secretaria de Estado de Turismo do Minas Gerais, SENAC, Fécomercio (Brazil), SEBRAE Mato Grosso (Brazil), Alcaldía de Medellín (Colombia), Prefectura de Azuay (Equator), City of Santa Fé (US), Ministère du Tourisme du Maroc, Ministry of Tourism of Bulgaria, South Aegean Tourism, Regione Toscana, Consejo Insular de Ibiza, Mission Louvre-Lens, Office de Tourisme de Biot (Provence, France), Conseil Général Loire-Atlantique (France), Croatian Chamber of Economy (Zagreb),...
- IREST – Université de La Sorbonne (Paris, France), University of Monash (Melbourne, Australia), IPAC – Université de Laval (Québec), Themis Foundation, University of Barcelona, ESADE Business School (Barcelona), Toulouse Business School, Torino International Training Center (Italy), Ciset - Universiti Ca' Foscari of Venecia, Saint-Pol Tourism Institute, International University of Catalonia, Universitat Oberta de Catalunya, etc ...

**... among many others ...**



## Contact:

**Many thanks for your interest and kind attention!!**

**Please, feel free to contact us for any question, material or interview**

**It will be our pleasure to attend you personally!**

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