



CREATIVE TOURISM ACADEMY



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THE CREATIVE TOURISM

WHAT DO WE MEAN BY CREATIVE TOURISM?

**Creative Tourism
is considered
a new generation of tourism
that involves the tourists themselves
and the locals in the creation of the
tourist products (co-creation).**

*“...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



Painting in Tuscany, being a “silleteiro” for a day in Medellín, participating in a craft workshop in Loulé (South Portugal) or in the charming villages of the Empordanet (Catalonia), taking part in a photographic route in the French Provence or in Urla (Turkey), preparing your chocolate in Quito, carving sculpture on ice in Canada, learning traditional dances in Brazil, participating in a cooking classes in Thailand, mixing like a DJ in Ibiza or even performing your own concert in Barcelona...

... are just some examples of experiences that **the new generation of travelers** is looking for!



Creative Tourism also offers destinations of all types, the opportunity to create a value chain on their territory!



LET'S EXPERIENCE THE WORLD CREATIVELY!



POTTERY WORKSHOP



EMBROIDERY WORKSHOP



COOKING CLASSES



UPCYCLING WORKSHOP



PHOTOGRAPHIC ROUTE



CRAFT WORKSHOP



TRADITIONAL DANCE LESSON



HARVESTING & GARDENING



DESIGN WORKSHOP



MUSIC WORKSHOP



NATURAL COSMETIC WORKSHOP



WRITING & POETRY WORKSHOP



CRAFT WORKSHOP



FLORAL ART



PERFORMING TOURS



PAINTING CLASS



STREET ART INITIATION



PASTRIES CLASSES



SCULPTURE WORKSHOP



WINE MAKING & TASTING

THE CREATIVE TOURISM'S ASSETS (1/2)

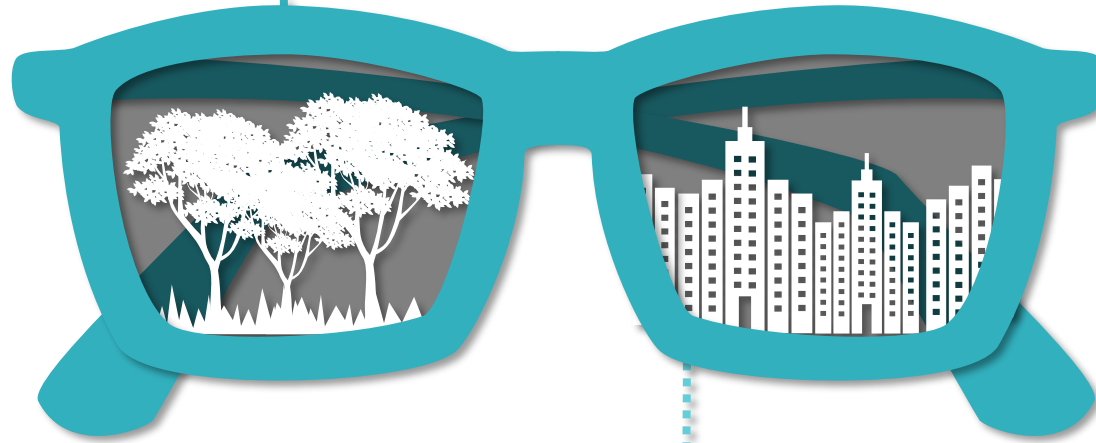
THE GROWING DEMAND FOR CREATIVE TOURISM AROUSES THE INTEREST OF THE DESTINATION MANAGERS AND LOCAL GOVERNMENTS, SEDUCED BY THE OPPORTUNITY TO ATTRACT A HIGH VALUE TOURISM BY SIMPLY FOSTERING THEIR INTANGIBLE HERITAGE, AS WELL AS TO CREATE A VALUE CHAIN FOR THE TERRITORY.

Among the many virtues of the creative tourism, we can mention the following ones:

- ✓ Adequacy to the new demand of the travelers eager to live unique experiences.
- ✓ Positive effects on the profitability of the cultural infrastructures thanks to this new demand.
- ✓ Diversification of the offers without any investment, just by optimizing existing intangible heritage.
- ✓ Unseasoned tourism which allows a better distribution of the activity along the year.



THE CREATIVE TOURISM'S ASSETS (2/2)



- ✓ Social cohesion through the co-creation of meaningful storytelling.
- ✓ Self-confidence of the locals thanks to this new interest for their culture and traditions.
- ✓ Geographical outsourcing: minor interest of the creative tourists for the “tourist hotspots”.
- ✓ Local communities’ empowerment and professionalization.

- ✓ Sustainability relying on authenticity and creativity as mean resource.
- ✓ Quality tourism endowed with a high added value and purchasing power.
- ✓ Intangible heritage recovery.
- ✓ Governance tool.



WHY

should I develop the creative
tourism in my destination ?

0:10 / 1:30



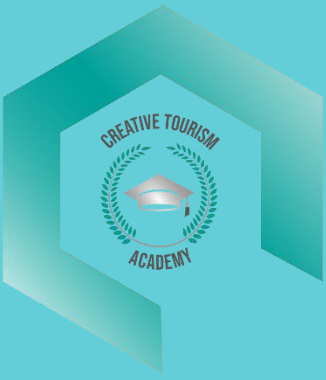
Why should I develop the Creative Tourism ?

Please,
press [HERE](#)
to watch the
video (1.30')





CREATIVE TOURISM ACADEMY



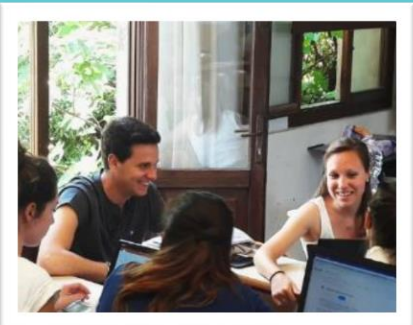
CREATIVE TOURISM ACADEMY

Due to its complexity and versatility, the creative tourism sector requires a **specific management model and tools**.

That's why the Creative Tourism Network® created the **Creative Tourism Academy**, which aims to design and conduct tailor-made training workshops for all types of organizations.

These courses, which can last **from 2 hours to several days**, combine **theory and practice**, inviting participants to **work on their own project**, thanks to the guidance of renowned international experts.

In addition to the training provided in the academic context, **the professional seminars and workshops** aim to bring together a representative panel of local actors (farmers, craftsmen, cultural managers, tourism entrepreneurs, etc.) in order to "inspire" them on the basis of international examples, support them in the co-creation of experience and create in situ a creative tourism program for the destination.



CREATIVE TOURISM ACADEMY

ABOUT THE CONTENTS - TOPICS COVERED



- 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 incomes from the creative tourism?
- Creative tourism & branding: how to create a creative tourism destination?
- How to create a value chain for the territory/destination from public – private partnership?
- How to differentiate my destination through the creative tourism?
- Who are the creative tourists? How can I reach them?
- Communication tools and marketing strategies adapted to the creative tourism.
- Co-creation of a storytelling for the destination.
- Networking / strategic partnerships.



CREATIVE TOURISM ACADEMY

Bring your ideas, shape your project!

FROM A 2-HOURS COURSES...TO A 3-DAYS-PROGRAM...THROUGH A 6-HOURS WORKSHOP

DIFFERENT
FORMATS
AVAILABLE

- Courses (2 hours)
- Participatory Workshops
- Study tour
- Certification, Conference

Languages : English, French, Spanish, Catalan, Italian.

Others, please contact us.



CREATIVE TOURISM ACADEMY

WHO ARE THESE WORKSHOP FOR?

Universities and business schools ...

... local public bodies and official DMO's (City Council, Tourist Boards)

... chambers of commerce,

... private entrepreneurs,

... art, culture and traditional associations

... artists, craftsmen and creative industries

... art & crafts schools, ... music and dance academies

... cultural equipment's and heritage managers

... festival organizers

...eco-tourism sector

... hospitality industry

... tour operators and inbound agencies

As well as a long list of stakeholders!



CREATIVE TOURISM ACADEMY

ACADEMIC TRAINING : We propose you tailored courses, lectures, seminars, workshop, trainings and capacity building that fit your needs.



CISSET, VENISE

Master's degree in economy and tourism



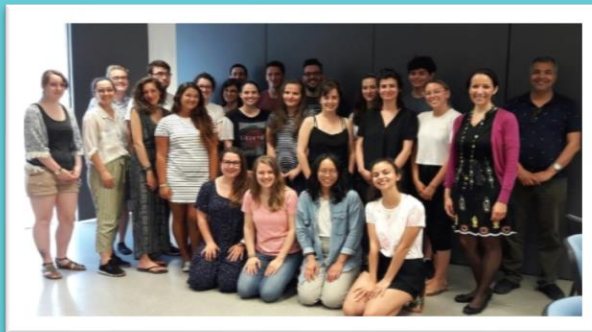
TOULOUSE BUSINESS SCHOOL

Master's in management



UNIVERSITY OF BARCELONE - TURIN

Master's in world heritage and cultural projects
for development



IPAC, CANADA

Master's degree, University Laval



LA ROCHELLE TOURISM AND HOSPITALITY SCHOOL

Bachelor's in tourism and hospitality

CREATIVE TOURISM ACADEMY

EXAMPLES OF PROFESSIONAL TRAININGS (DESTINATIONS)



AMMAN, JORDAN

Workshop on Creative Tourism Cities :
Applications and Best Practices



JINJU, KOREA

Forum 'Creative City'



TUSCANY, ITALY

Workshop on creative tourism



CORDOBA, ARGENTINA

International Course of OMT



RECIFE, BRASIL

Seminar on creative tourism



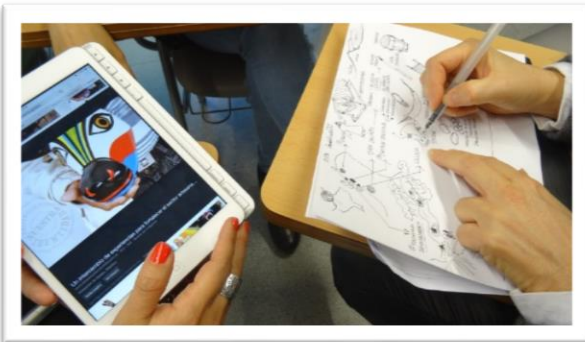
PARTICIPATION TO THE MOOC

OF THE FRENCH MINISTRY OF CULTURE
Theme : 'Tourism is Cultural'



THE BENEFITS OF TRAINING

- ✓ Training given by experts from the Creative Tourism Network®, international organization of creative tourism
- ✓ Tailor-made training according to your criteria and in different formats
- ✓ Theoretical and Practical approach
- ✓ Designing personal or DMO projects as part of the training
- ✓ Personalized distance service and help
- ✓ Certification
- ✓ Training available in several languages
- ✓ Promotion of your organization
- ✓ Networking
- ✓ Technical visits
- ✓ Implementation of projects





ABOUT THE CREATIVE TOURISM NETWORK®

Our Missions



The **CREATIVE TOURISM NETWORK®** is the international organism for the creative tourism development. It was founded in 2010 as a non-profit organization to **promote destinations** of all kinds that bet on the creative tourism as a differential element to **attract the new generations** of travelers as well as to **create a value chain for the territory**.

Such destinations include rural areas, islands, medium cities and metropolis from around the world, that benefit from the CTN's assessment and promotion and are officially labelled "**CREATIVE FRIENDLY DESTINATIONS®**" by the *Creative Tourism Network®*.

Identification & promotion of destinations that deserve the label **CREATIVE FRIENDLY DESTINATIONS®**

Identification of creative tourists segments and the design of **MARKETING STRATEGIES**.



The **CREATIVE TOURISM ACADEMY** : a program of tourism engineering, including the academic research and the organization of tailored trainings.



CREATIVE TOURISM AWARDS to foster the *Best Practices of the Creative Tourism*.



THE LABEL "CREATIVE FRIENDLY DESTINATION"

This label granted by the *Creative Tourism Network*® aims to distinguish the destinations that are committed to creative tourism, while respecting its good practices and creating a value chain through the process of implementation management and promotion.

The attribution of the label supposes, for the *Creative Friendly Destination* and the CTN:

- ✓ To maintain a proactive professional relationship in favor of the promotion of Tourism, Creativity, Arts and Gastronomy in the destination.
- ✓ To exchange information of interest, maintaining confidentiality protocols at all times.
- ✓ To establish communication channels in order to give more visibility to the destination's creativity.
- ✓ To disseminate the project activities.
- ✓ To consult and share matters of common interest.

PRINCIPLES AND GOOD PRACTICES:

Each member entity is invited to suggest actions and projects to the *Creative Tourism Network*®.

It is advisable to inform the *Creative Tourism Network*® if the proposal presented for membership is modified.



EXAMPLES OF CREATIVE FRIENDLY DESTINATIONS®

QUITO, ECUADOR



Chocolate workshop in Quito



Beekeeping workshop in Quito

TUSCANY, ITALY



Shoemaking



Tuscany is gastronomy !



Tuscany for performing tours !

MEDELLÍN, COLOMBIA



Street Food Tours in Medellín



Salsa and Tango tours in Medellín



Silleteras Farms in Medellín

EXAMPLES OF CREATIVE FRIENDLY DESTINATIONS®

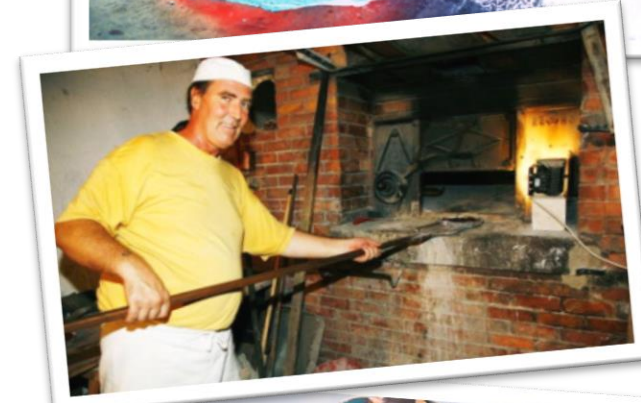
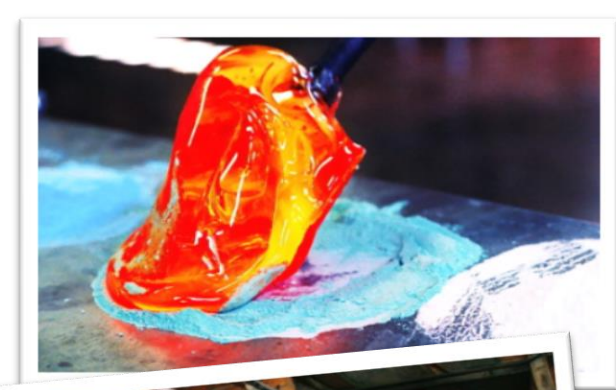
SAINT-JEAN-PORT-JOLI, QUEBEC



LOULÉ, PORTUGAL



BIOT, FRANCE RIVIERA



CONFERENCES



LOUVRE-LENS - FRANCE



JINJU – SOUTH KOREA



AMMAN - JORDAN



CURAÇAO - CARIBBEAN



BANGKOK - THAILAND



PORTO ALEGRE – BRAZIL



BARCELONA - SPAIN



BELO HORIZONTE – BRAZIL



LONDON - UK



MONTEGO BAY - JAMAICA



RECIFE - BRAZIL

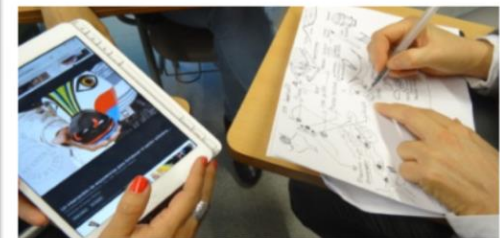
FIND
THE COMPLETE
LIST [HERE](#)

REFERENCES

UNWTO, UNESCO, European Union, Caribbean Tourism Organization, WolrdBank, Ministère Français de le Culture, Ministère du Tourisme du Maroc, Alcadia de Medellin, Prefeitura de Recife (Brazil), Secretaria do Turismo do Porto Alegre (Brazil), Secretaria de Estado de Turismo e Esportes do Minas Gerais, SENAC, Fécomercio (Brazil), City of Santa Fé (US), Turismo Centro Portugal, Câmara Municipal do Loulé (Algarve - Portugal), Consejo Insulario de Ibiza, Mission Louvre-Lens, Office de Tourisme de Biot (Provence, France), Conseil Général Loire-Atlantique (France), Croatian Chamber of Economy (Zagreb),

World Travel Market, ITB Berlin, Fitur-Madrid, BTL-Lisboa, Smartravel (Portugal), INTO Congress Mallorca, Creative Tourism Forum Bangkok, etc.

Université de La Sorbonne (Paris, France), University of Monash (Melbourne, Australia), IPAC – Université de Laval (Québec), Ca'Foscari University (Venice), Université de Barcelona, ESADE Business School (Barcelona), Torino International Training Center (Italy), Toulouse Business School, Groupe Excelia La Rochelle, International University of Catalonia, UOC.



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Thank you

We look forward to collaborating creatively!