

What do we mean by CREATIVE TOURISM?

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HASHTAGS:

#FITUR2020
#TurismoCreativo
#TurismoNaranja
#CreativeTourismNetwork
#CreativeTourismAwards

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Full press kit available in 6 languages in our web (Press) or via mail.



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Creative Tourism...

➤ **Definition:**

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).

... ... *Painting in Tuscany, participating in a craft workshop in the Caribbean, being a “Silletero” 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), 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 many more...* **are some of the many activities sought by this new generation of travellers and promoted by the Creative Tourism Network®.**

This concept appeared in the 2000s, as a result of the research work of Professors Greg Richards and Crispin Raymond, who defined it as:

‘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).



➤ **Creative Tourism's assets:**

The growing demand for Creative Tourism arouses the interest of destination managers and local Governments, seduced by the opportunity to attract high value tourism by simply fostering their intangible heritage, as well as to create a value chain for the territory.

- **Diversification of the offers without any investment**, just by putting the human and intangible heritage at the core of the tourism model.
- **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.
- **Intangible heritage recovery**: preservation and promotion
- **The emergence of new tourist destinations.**
- **Diversification of the offer without any investment**, just by optimizing existing intangible heritage.
- **Quality tourism** endowed with a high added value and purchasing power.
- **Unseasoned tourism** which allows a better distribution of the activity along the year..
- **The geographical balance** (vs. overtourism) as creative tourists avoid tourist hotspots.
- **Communities' empowerment** and positive effect on the locals' self-confidence, given to this new interest for their culture & traditions.
- **New governance and resilience tools.**
- **Sustainability** uses creativity as the mean resource.

- **Synergies** between tourism and Cultural & Creative Industries
- Social cohesion through the co-creation of meaningful storytelling.

➤ A solution to reactivate post-COVID-19 tourism: *Creative Tourism*.

- It has demonstrated **its adaptability to COVID sanitary protocols** (small groups, distances, masks, etc).
- Far from being a marketing gimmick, creative tourism reflects irreversible social as a **sustainable consciousness**.
- The crisis has raised interest in **Km0 culture and staycation**, which means **to convert intangible heritage into unique experiences** able to attract the most diverse targets (singles, seniors, kids friendly, etc.).
- The period of lockdown has aroused people's **interest in DIY activities and socialization in small groups**.
- Creative tourism' sustainability is based on **its circular economy model** that consists of (co-)creating unique experiences, from existing resources, such as **know-how**.
- Its **cross-sectoral model**, creative tourism helps to mitigate the crisis effects while **creating an ecosystem**.
- It stimulates **off-season tourism**, which perfectly fits with staycation.
- Creative tourism stimulates **off-season tourism**, which perfectly fits with a staycation.
- Creative tourism contributes **to recreate the territory's DNA by converting citizens into ambassadors**.
- Creative tourists are appreciated for their **empathy with the locals**.
- Creative tourism allows destinations of all kinds, **to position themselves through their own DNA**.



➤ Let's experience the World creatively!



➤ Who are the creative tourists?

Creative Tourists want to be “unique” within a hyper-segmented market.

- They can be singles, couples, families, or a group of travellers.
- 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 a concert, acting, exhibiting).

We could thus present an infinite number of examples, such as a married couple who go to Tuscany to paint its incredible landscapes, a traveller who approaches the indigenous Mayan culture by participating in a weaving workshop in Guatemala, or a North American university orchestra that rents a prestigious auditorium in Barcelona to give a concert and invite the Barcelona public. ... And so on and so forth

Common points of 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 fulfilment of these experiences.
- They combine different types of tourism, during the same trip.
- They are exclusive regarding the way they travel: once experienced creative tourism, they no longer want to come back to a conventional circuit.



Examples of Creative Friendly® Destination:



More in details in “Members” <http://www.creativetourismnetwork.org>
And also, in our online CATALOGS



Medellín Turismo Creativo (Colombia)

Between tradition and innovation, Medellín offers an infinite number of experiences: **from becoming a "silletero" for a day at a farm in St. Elena, to participating in artistic recycling workshops in La Moravia, coffee in Laureles, music and dance in Comuna 8, or drawing the statues of Botero, among many others!**



Quito Turismo Creativo (Ecuador)

The creative traveller who travels to Quito lives authentic experiences, participating in **a hat-making workshop, a course in creating marzipan figures, a heritage cooking class, a wood inlay workshop, an outdoor painting session, a chocolate tasting, or a photographic route**, among a great variety of authentic and quality proposals.

Creative Tourism in Ibiza



Ibiza has always been a paradise for artists and creators. This program invites travellers and art lovers to share its inspirational atmosphere. **Learn how to make your own hippy sandals, participate in a sailing photography workshop, be a DJ mixing yourself in Ibiza, customize cars from the '80s, 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 jewellery in Adlib Ibizian Fashion style, as well as many more.**



Valparaíso Turismo Creativo

One of the oldest cities in Chile has unrepeatable characteristics and a unique identity that are reflected in the diversity of artistic, cultural, traditional and social expressions. Its geography makes the city a natural amphitheatre also echoing its diversity that delivers unique experiences, from the colourful art on its walls, crafts, music, dance, circus, cinema and meeting spaces to explore creativity. We invite you to immerse yourself in the cultural capital of Chile; a source of inspiration for artists and travellers for its colourful hills, its mysterious passages, its historic centre that was recognized as a World Heritage Site by UNESCO and, above all, its friendly people.



Saint Jean Port Joli (Quebec)

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...**



Recife Turismo Creativo (Brasil)

Under the boiling sun, people created the Frevo and the timeless ritual of the Maracatu. From the delicious bolo de rolo to the countless dances and festivals, Recife's cultural heritage is rich and unique. In Recife, you will find a world of creation and creativity: from the best museums in Latin America to the richest gastronomic heritage in the region, we hold a wide cultural heritage that we treasure and love. Between dancing workshops, carnivals, instruments playing workshops and cooking classes, everyone will find beauty in the local culture and its artistic neighbourhoods.



Loulé Criativo (Algarve, Portugal)

This charming Portuguese town is ideally situated in the Algarve, between the 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 travellers. 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.



Îles de la Madeleine, Quebec

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 attract like a magnet. The high presence of artists and artisans and the friendliness of the inhabitants invite the tourists to participate in creative activities like crafting natural soap, art class for glass blowing or honey workshops, a ceramic or cooking class, a sandcastle or land art performance, among others.



Barcelos Creative Tourism

The city of Barcelos, built around the tradition of crafts and folk arts, owns an undeniable history and cultural heritage of great social value. This is well reflected in the craftsmanship work in various arts, such as **clay, embroidery, weaving, timber, iron, leather, wicker and the contemporary arts**. Barcelos creates a **strong bond between the local residents and the crafts community**, paving the way for a sustainable creative sector. Barcelos is known for being **the cradle of the Rooster of Barcelos (Galo de Barcelos), symbols of Portugal**. Barcelos bets on the creative interactions, through hands-on workshops, where tourists and visitors can have the opportunity to learn an art and became creators.



Biot Turismo Creativo (Provenza, Francia)

Many important 20th century artists have found inspiration in Biot. But enjoying the Provence's lifestyle is no longer a luxury! **Twenty artists open their workshop doors, to allow the discovery of their world in Biot's unique creative experience! For an hour, or a day, or a week, to learn their craft, share their daily lives, and why not take home a unique piece of their own creation, blow a vase, a glass or a sculpture, transform outdated jewellery, illustrate a children's story, sculpt metal, trim a bonsai tree...**



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 yoghurt, rose-based cosmetics, photography, traditional dances, among many others. The Carnival period is also a non-to-be-missed period to enjoy Gabrovo's creativity!!**



4. Visit Empordanet (Catalunia)

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!



Barcelona 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, the possibility to perform a concert in singular venues, etc.**



Toscana Turismo Creativo (Italia)

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, jewellery seminars, wine tasting, cooking classes, painting classes, music masterclasses, photographic routes, ...**

The label “Creative Friendly Destination”

This label, officially and exclusively granted by the **CreativeTourismNetwork®** aims to distinguish those destinations that demonstrate a real commitment to creative tourism, respecting the **Code of Ethics and Good Practice for Creative Tourism** created by the CreativeTourismNetwork® and generating a chain of value for the territories.

#EMPOWERMENT

#SOCIALCOHESION

#SUSTAINABILITY

#RESILIENCE

#GOVERNANCE

#AUTENTICITY

#IMMATERIALHERITAGE

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.

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

- ✓ To maintain a proactive professional relationship in favour of the promotion of Tourism, Creativity, and Sustainable Development in the destination.
- ✓ To exchange information of interest, and good practices.
- ✓ To establish communication channels to give more visibility to the destination’s creativity.
- ✓ To disseminate the project activities.
- ✓ To respect the Good Practices and Code of Ethics.





The Creative Tourism Network®, The International Network for the Promotion of Creative Tourism.

Founded in Barcelona in 2011, the **Creative Tourism Network®** is the international reference organization for the creative tourism sector.

This non-profit organisation accompanies and promotes destinations all over the world that are committed to creative tourism as a new tourist offer, as well as a model of sustainable development. The member destinations receive the exclusive CREATIVE FRIENDLY DESTINATIONS® label.

Among its missions, we can mention:

- **Identification and promotion** of the destinations **labelled CREATIVE FRIENDLY DESTINATIONS® by the CTN.**
 - **Advice and consultancy** for the implementation of such projects.
 - **Training** of their communities and local administrations in the management of creative tourism
 - **Identification and "attraction"** of tourists interested in this new offer, worldwide.
 - **Organization** of this growing sector.
 - Development of **strategic partnerships.**
 - The organisation of **seminars, meetings and conferences.**
 - **Teaching at universities and business schools** through the **CREATIVE TOURISM ACADEMY.**
 - **Research** with international teams working on the impacts of creative tourism.
 - Definition and fulfilment of the **"BEST PRACTICES OF CREATIVE TOURISM".**
 - Annual organization of the **CREATIVE TOURISM AWARDS**
-



The advantages

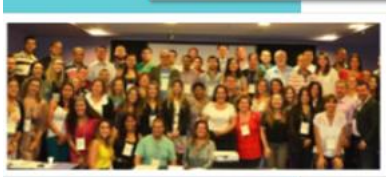
- Attribution of the creative friendly destination brand and use of the corresponding logo
- Personalized attention and guidance in Creative Tourism Network® team projects.
- Conference of Creative Tourism Network® representatives (travel expenses not included).
- Discounts on training costs of the Creative Tourism Academy.
- Possibility of organizing a Creative Tourism Network® event at the destination.
- Promotion of trade fairs, congresses and conferences.
- Strategic alliances with tour operators, companies, international organizations, media, etc.
- Visibility and rapid positioning of the destination in the international creative tourism market (B2B and B2C), thanks to our personalized communication and promotion services.

Among these services it includes:

- Creation and updating of a section dedicated to each destination on our website, in 6 languages.
- Community management and digital marketing adapted to the specificities and objectives of each member.

- Monthly bulletins sent to 10,000 specific international contacts: journalists, specialized travel agencies, cultural organizations, communities (foodies, Skechers, music lovers, knitters, etc.).
- International press campaigns.

The **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

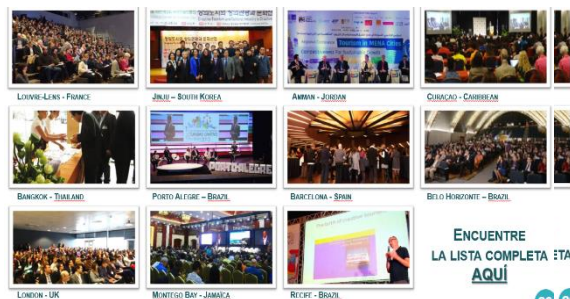
WHO ARE THESE WORKSHOP FOR?

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!



Conferences about the CreativeTourism

The Creative Tourism Network® organizes and takes part in conferences all over the world:



Barcelona / Santa Fe, New Mexico, USA / Istanbul, Turkey / Bangkok, Thailand / Paris, France / Saint-Jean-Port-Joli, Québec / Porto Alegre, Brazil / Belo Horizonte, Minas Gerais, Brazil / London, R.U. / Bragança, Northeast Portugal / UNWTO ITB Berlin / Aveiro, Portugal / Curaçao / Firenze, Italy / Lisboa, Portugal / Helsinki, Finland / Rabat, Morocco / Viena, Austria / Cordoba, Argentina / Sofia, Bulgaria / Cuiabá, Brazil / FITUR, Madrid / Šibenik, Croatia / Cuiabá, Brasil /

Melilla / UNWTO Amman, Jordan / Jinju, South Korea / UNWTO – Montego Bay, Jamaica / Reykjavik, Islandia / Gabrovo, Bulgaria / ITB Berlin / Vixouze, France / Quito, Ecuador / Medellín, Colombia / Bruxelles, Belgium / Les îles de la Madeleine, Québec / Recife, Brasil / Porto do Galinhas, Brasil / Dundee, Scotland / Venice, Italy / Valparaíso, Chile / Frutillar, Chile / Montevideo, Uruguay / Buenos Aires, Argentina / Caldas da Rainha, Portugal / Zagreb, Croatia / Laurentides, Quebec / La Rochelle, France / Popayán, Colombia ...

➤ *Interview with Caroline Couret, founder 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®.

**Entrevista disponible en
www.creativetourismnetwork.org**



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Les expertes <https://expertesfrancophones.org/expertes/67548-caroline-couret>



➤ References:

We work with and for the following entities and institutions:

UNWTO, UNESCO, European Union, World Bank, Caribbean Tourism Organization, Ministère de Culture – France, Ministère du Tourisme du Maroc, Ministry of Tourism of Jordan, Municipality of Jinju (South Korea), Secretaria do Turismo do Porto Alegre (Brazil), Secretaria de Estado de Turismo do Minas Gerais, SENAC, Fecomercio (Brazil), SEBRAE Mato Grosso (Brazil), City of Santa Fé (US), Ministry of Tourism and Antiquities of Jordan, Korean Tourist Board, Jamaican Ministry of Tourism, Ministry of Tourism of Bulgaria, South Aegean Tourism, Consejo Insular 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, BTL Lisboa, Fitur Madrid, Smartravel (Portugal), INTO Congress Mallorca, Creative Tourism Forum Bangkok, IREST – Université de La Sorbonne (Paris, France), University of Monash (Melbourne, Australia), IPAC – Université de Laval (Québec), Université de Barcelona, ESADE Business School (Barcelona), Torino International Training Center (Italy), University Ca' Foscari of Venice, International University of Catalonia, etc...

MANY THANKS

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