

What do we mean by CREATIVE TOURISM?

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Interview opportunity with Caroline Couret, founder of the Creative Tourism Network®

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



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HASHTAGS:

#FITUR2020

#TurismoCreativo

#TurismoNaranja

#CreativeTourismNetwork

#CreativeTourismAwards



[www.facebook.com/CreativeTourismNetwork/
@CreativTourism](http://www.facebook.com/CreativeTourismNetwork/@CreativTourism)



<https://www.youtube.com/user/BcnCreativeTourism>



<https://www.instagram.com/creativetourism/>



<https://es.pinterest.com/creativtourism/>



<https://vimeo.com/creativetourismnetwork>

NEWS FITUR 2020

Delivery of the **CreativeTourismAward** as **Best Creative Experience** to the destination of Postira (Croatia) for the **World Championship in Olive Picking**

Wednesday, January 22nd at noon



Stand Croatian National Tourist Board - 4D12

See specific press release, also available at:
www.creativetourismnetwork.org/press-releases

PROGRAM

12.00: Opening speech, director of the Creative Tourism Network®, **Caroline Couret**

12.10: Receiving of the award, speech by the **director of the Postira Tourism Board, Ivana Jelinčič**

12.15: Short speeches by **M. Gari Capelli, Minister of Tourism of Croatia**, and **M. Kristjan Staničić**, Director of the Croatian National Tourist Board.

Degustation of olive oil and Croatian delicacies (cheese, prosciutto) and wine. 13.00: End of the program

Presentation of QUITO CREATIVE TOURISM:



Thursday, 23rd January at 15h (duration 1 hour)

Hall 3, Stand Ecuador – 3C07

See specific press release, also available at:
www.creativetourismnetwork.org/press-releases/

Ms. Caroline COURET, Director of the Creative Tourism Network®

will present the concept of Creative Tourism and its aspects in the world, highlighting the virtues of QUITO to seduce the new generations of creative travellers...

Ms. Maria Belén Pacheco Cuesta, Marketing Director, Quito Tourism

will present Quito Tourism's strategy to position itself in the growing sector of Creative Tourism and the Orange Economy, and will present the programme of experiences designed to implement this offer.



- **BARCELOS (Portugal)**, new *CREATIVEFRIENDLY* destination presents its CREATIVE TOURISM offer

FITUR – Hall 4, 4G03



The Portuguese city of **Barcelos**, which has just received the "*CreativeFriendlyDestination*" label from the Creative Tourism Network®, will present its creative tourism offers at FITUR 2020. Delegates from the Barcelos Tourist Office and the Creative Tourism Network® will meet in person at stand 4G03 to unveil the range of creative experiences that make Barcelos so special.

- ➡ Press points in the stand and painting sample of the "rooster of Barcelos".

See specific press release, also available at: www.creativetourismnetwork.org/press-releases/

ALSO:

See individual press releases, available at:

<http://www.creativetourismnetwork.org/press-releases>

➤ CREATIVE TOURISM AWARDS:

- Announcement of the **BEST CREATIVE DESTINATION**, on January 23rd (see web).
- Delivery of the CREATIVE TOURISM AWARDS: *Best Creative Travel Agency* (My Story Travel, Bulgaria), *Best Strategy for Creative Tourism Development* (DASTA, Thailand / SP Pratt Consulting, , USA), *Best Creative Residency* (Greatmore Studios, South Africa), Postira, World Championship in Olive Picking (Croatia) / La Méduse (Les îles de la Madeleine, Canada).

➤ VALPARAISO (Chile) new "CreativeFriendly" destination.

- **News, offers and stories of the destinations:** Loulé (Portugal), Recife (Brasil), Medellín (Colombia), Biot (Provenza-Francia), Ibiza, Gabrovo (Bulgaria), Îles de la Madeleine (Canada), Empordanet (Cataluña), Saint-Jean-Port-Joli (Canada), Barcelona, Quito, ETC.



The Creative Tourism...

➤ Definition:

Creative Tourism is a sector in full expansion that gathers more and more followers in the world eager to discover the culture of their destination by participating in artistic and creative activities with its inhabitants.

... ... 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), 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 travelers and promoted by the Creative Tourism Network®.**

This concept appeared in the 2000's, 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).



➤ The Creative Tourism's assets:

Beyond a simple tourist offer, creative tourism has become **a tool for territorial development**. It contributes to create a CHAIN OF VALUE and so:

- **Diversification of the offers without any investment**, just by putting the human and intangible heritage at the core of the tourism model.
- Intangible **heritage recovery**: preservation and promotion
- Emergence of new tourist destinations.
- **Quality tourism** endowed with a high added value and purchasing power.
- **Unseasonality**, as the creative tourists avoid the high season.
- 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** as it uses the creativity as the mean resource.
- Promote **social cohesion** among local people and in their relationship with tourists

➤ Who are the creative tourists?

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

- ✦ They can be singles, couples, families 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).

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 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.





Examples of Creative Friendly® Destination:



More en 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 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 jewelry 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 amphitheater also echoing its diversity that delivers unique experiences, from the colorful 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; source of inspiration for artists and travelers for its colorful hills, its mysterious passages, its historic center 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 which 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 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.



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 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 crafting natural soap, art class for glass blowing or honey workshops, a ceramic or cooking class, a sand castle or land art performance, among others.



Barcelos Creative Tourism

The city of Barcelos, built around the tradition in 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 in 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 yogurt, rose-based cosmetics, photography, traditional dances, among many others**. Carnival period is also a non-to-be-missed period to enjoy Gabrovo's creativity!!



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, 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, jewelry seminars, wine tasting, cooking classes, painting classes, music master classes, 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

#CIRCULARECONOMY



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

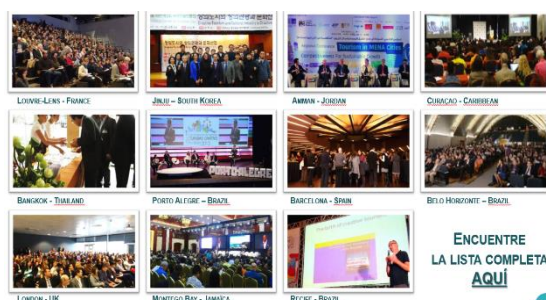
Among its missions, we can mention:

- 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.
- 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



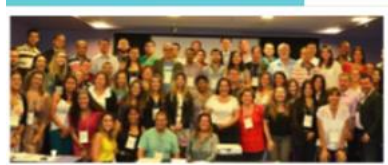
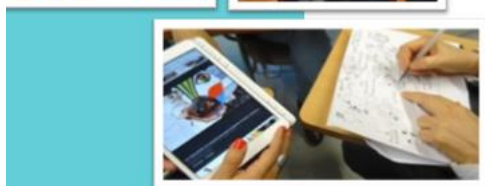
Conferences about the Creative Tourism

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 ...



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 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.





Los **CREATIVE TOURISM AWARDS**



Created by the **Creative Tourism Network®**, the Creative Tourism Awards aim to 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.

Based on the criteria of quality, originality, innovation and sustainability, the international jury awards these prizes each year to initiatives that demonstrate their commitment to this emerging sector

The creation of the **Creative Tourism Awards** is part of the missions developed by the **Creative Tourism Network®** with respect to **Best Practices and the Code of Ethics for Creative Tourism**.

The following awards will be awarded within the framework of FITUR2020. All the information will be available on 23rd January on the website <http://www.creativetourismnetwork.org/awards> and on the social networks.

- Best Strategy for Creative Tourism Development
- Best Creative Destination
- Best Creative Travel Agency / Tour Operators
- Best Creative Residency
- Best Creative Experiences

➤ Winners of the previous editions:

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)

WINNERS 5th Edition – 2018

Best Creative Travel Agency: B-Holidays (France)

Best Creative Residency: Habiba Organic Farm (Egypt)

Best Creative Experiences: DouroWellcome (Portugal)

Best Creative Destination: Creative Switzerland (Switzerland)

Best Strategy for C T Development: Recria (Brazil)

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)

WINNERS 2 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)

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&Crafts (Portugal)



➤ **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, Fécomercio (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), Universiti Ca' Foscari of Venecia, International University of Catalonia, etc...