

INVITATION CREATIVE TOURISM AWARDS GIVING CEREMONY

WORLD OLIVE PICKING CHAMPIONSHIP AWARDED *BEST CREATIVE EXPERIENCE 2019*

WHEN: Wednesday, January 22d at 12:00

WHERE: FITUR - Stand nr. 4D12, Croatian National Tourist Board

The **Creative Tourism Network**® will be honoured to deliver the certificate to the Municipality of POSTIRA (Croatia) awarded as **WORLD BEST CREATIVE EXPERIENCE 2019** for the **World Championship in Olive Picking**.



PROGRAM

- 12.00:** Opening speech by **Mrs. Caroline Couret**, director of Creative Tourism Network®.
- 12.10:** Receiving of the award and speech by **Mrs. Ivana Jelinčić**, director of Postira Tourist Board.
- 12.15:** Speeches of **Mr. Gari Capelli**, Minister of Croatian Ministry of Tourism, and **Mr. Kristjan Stanic**, director of Croatian National Board Head office
- Degustation of olive oil, and Croatian delicatessens (cheese, prosciutto) and wine**
- 13.00:** End of the program

Confirmation / contacts:

CreativeTourismNetwork®
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➤ About THE Award:

This year, the international members of the jury had the difficult task to select the awardees representing four categories, **among 160 applications**, all accrediting a high level of creativity, authenticity and sustainability.

The Jury of the Creative Tourism Awards highlighted **the innovative approach of the *World Olive Picking Championship* for being the first event of this kind in the world, as well as its creative way of preserving a centennial tradition by sharing it with locals and international visitors, using gamification.**

The Jury also underlined the way the *World Olive Picking Championship* enables to produce linkage between a wide array of local stakeholders as well as a value-chain for the territory, achieving a balance between the 1.500 inhabitants and the hundreds of international participants. The panel also appreciated the fact that the Championship is completed by activities characteristic of the local culture, that generate differential tourism experiences for the travelers and empowerment opportunities for the local communities.

➤ About the *Creative Tourism Awards*:

Created by the **Creative Tourism Network®**, the International Network for the Promotion of Creative Tourism, the CREATIVE TOURISM AWARDS are designed to reward organizations, initiatives and destinations around the world that demonstrate a true commitment to creative tourism, which invites visitors to discover the local culture by participating in artistic and creative activities co-created with the natives.

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 in order to determine and guarantee respect of the ***Ethic Code and Best Practices of the Creative Tourism*** while meeting the criteria of quality, originality, innovation and sustainability.

The initiatives are presented into the five following categories:

Best Strategy for Creative Tourism Development
Best Creative Experience
Best Creative Residency
Best Creative Travel Agency
Best Creative Destination

In the last editions, hundreds of projects and destinations have applied for the Creative Tourism Awards on the different continents. Please, find the Winners of the last editions at <http://www.creativetourismnetwork.org/awards/>



➤ **About World Olive Picking Championship**

The third edition of **the World Olive Picking Championship** was organised by Postira Tourist Board and the Postira Agricultural Cooperative. This event took place from 10 to 13 October 2019 in Postira, on the island of Brač, with the aim of promoting olive growing and everything linked to it. Participants were Mediterranean countries with a tradition in olive oil production but also others which have no olive trees.

In 2018, Postira **hosted teams from eleven countries** – Slovenia, Hungary, Montenegro, The Netherlands, France, USA, Great Britain, Sweden, Bosnia and Herzegovina, Spain and domestic Croatia (Postira and Dol inhabitants). The absolute winner of the 2nd World Olive Picking Championship was the Croatian National Team with 67 kg of olives picked. The second place was taken by the Montenegrin Team whilst the third place was the Slovenian Team. At the festive evening of proclamation of winners, the winners stone medals were awarded by the Mayor of Postira, Mr Siniša Marović as the envoy of the Prime Minister of the Republic of Croatia, Mr Andrej Plenković.

In 2019, the national teams of participant countries also counted four members; two women and two men members. Besides the competition part, workshops are organised, as well as tastings, tours and entertaining evenings in order to experience Postira, the eco-ethno village Dol but also the island of Brač itself.

More info: www.postira.hr and Croatia.

➤ **Interview with Ivana Jelinči, director of Postira Tourist Board**

- **What does your creative tourism offer consist of?**

This is an event with the aim of promoting olive growing and everything linked to it. Mediterranean countries having a tradition of producing olive oil will participate in this competition.

The teams representing the participating countries consist of four members (two women and two men) and the categories in which they test their strength are traditional hand picking technique. Besides the competition part, educational workshops, tastings, tours and entertaining evenings are organised throughout the duration of the championship, so that visitors can experience Postira, the eco-ethno village of Dol and also the island of Brač itself, in the best possible way. It is a way of enriching the postseason.

This event's objective is to promote Postira as an olive destination where is produced a completely natural, healthy and high-quality olive oil, in accordance with centennial tradition and high quality standards, thus providing the visitor with an authentic experience and a healthy and pleasant life for the locals.



- **In which way do your project benefit to the locals?**

In our destination we are trying to represent our way of life, our everyday life. We think that tourism really has to be sustainable, and regarding this we don't want our destination to be a massive tourism destination. There are around 1.500 people living in Postira (and Dol eco-ethno village) and there are around 1.800 tourist beds. We want to improve the quality of services, offer, and quality of destination. During tourist season, and even in pre-season and post-season, we live our traditional life and all the tourists are welcome to experience it.

If you are asking how we involve the local community in the World championship in olive picking, the answer is that during this event everybody in Postira knows it is on. It is also a season when everyone who has olives (almost every family in Postira and Dol) is picking them, so they come and watch our participants while the contest is on. They cheer, they meet in local pubs and mingle. Local people also come when there is a weighing of picked olives in our local Agro-cooperative (in the same time locals are also processing their own olives). We give official t-shirts of WCOP to locals, who wear it during the event on their regular jobs, so participants can feel they are really welcome. Also, locals can participate in the Award ceremony dinner if they want.

- **What is the added-value of your project in terms of innovation and authenticity ?**

Our World championship in olive picking is unique because nowhere else in Croatia and in the world is happening something like this, or even similar. That makes us really proud to be the first in the whole world to invent something like this, thanks to Ivo and Eti Ljubetić Šteka. Very quickly the news about this championship has spread all around the world and everybody have positive feelings about this, because at the same time it is fun, enjoyable, educational and unique.

- **Who are your participants?**

In the beginning our targets were countries that had tradition in producing olive oil, but very soon other countries wanted to participate, even though some of the participants never picked olives before or even had not seen an olive tree before. We think it is a great opportunity to promote olive oil, olive oil from the island Brač which is the biggest olive region in Croatia with more than 1 million olive trees. Those "non olives" countries can include olive oil in their cuisine, their meals, which is – what we all know – very healthy, like all Mediterranean cuisine. Through this event, we promote olive oil tradition through tourism, and tourism through olive oil tradition. In Postira, it goes hand in hand.

- **What is your definition of creative tourism?**

I would say that creative tourism is emotion. Positive emotion and positive impact on people who take that home with them. That is the best souvenir. Everything they experience during their stay, what they taste, see, try, together with locals, it is creative tourism. And the most important thing – it is not only how tourists feel, it is also how locals feel. Because only if both of them feel satisfied, then we can say that something is valuable and worthy.



➤ **About 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.

The Creative Tourism concept appeared in the 2000's, and was defined as a: *“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 “sillettero” for a day in Medellín, participating in a craft workshop in Loulé (South Portugal) or in the charming villages of the French Provence, taking part in a photographic at the Magdalen Islands (Quebec), preparing your chocolate in Quito, carving sculpture on ice, 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 the endless list of experiences that the new generation of travelers is looking for!

This requires to manage the tourism sector in a more creative way, which implies to overcome these new challenges by converting them into new opportunities and **creating a value chain for the territories.**

– The Creative Tourism's assets:

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

- **Adequacy to the new demand** of the travelers, who are eager to live unique experiences.
- **Diversification of the offers** without any investment, just **by optimizing the intangible heritage.**
- Positive effects on **the profitability of the cultural infrastructures** thanks to this new demand.
- Quality tourism endowed with a **high added value** and purchasing power.
- **Unseasonality** of tourism, which allows a better distribution of the activities along the year.
- **Geographical outsourcing:** minor interest from creative tourists in the “tourist hotspots”.
- **Self-confidence of the locals** thanks to this new interest for their culture and traditions.
- **Community empowerment** and professionalization.
- **Social cohesion** through the co-creation of meaningful storytelling.
- **Sustainability** relying on authenticity and creativity as main resource.
- **Intangible heritage recovery.**
- **Governance tool.**



➤ **About the Creative Tourism Network®**

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®.

ITS MISSIONS

- Identification & promotion of destinations that deserve the label **CreativeFriendly** destinations®.
- Identification of creative tourism 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.

Contacts

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- **Extract of the interview to Caroline Couret, director of the Creative Tourism Network®, published on PoslovniTurizam.com on 25/09/19**
- **[Read the full interview \(also available at www.creativetourismnetwork.org\)](http://www.creativetourismnetwork.org)**

What is creative tourism and what are the potentials of Croatia for creative tourism offer that can stimulate year-round tourism, find out in an interview with expert Caroline Couret.

“Croatia has huge potential for the development of creative tourism”

Do you think that Croatia has the potential for a creative tourist offer that will be attractive throughout the year and in what areas?

Croatia has huge potential for the development of creative tourism. Among its benefits I would mention the warm climate throughout the year, which is attractive to non-seasonal tourists, a very rich intangible heritage and a strong identity, a combination of tradition and modern, kind and creative people, excellent location and proportions and good tourist infrastructure. New generations of tourists are looking for authenticity and a relatively unknown culture, and Croatia is very "exotic" and at the same time simple and secure, and this is increasingly being sought.

What would you personally advise Croatian experts in destination marketing and tourism in general on which aspects should you rely most on in terms of supply creativity?

First of all, I would remind them that creative tourism can be combined with the offer of "sun and sea", since they do not cover the same periods of the year. Creative tourism can guarantee tourism activity during the low season, without major investment in new infrastructure, but only by optimizing cultural and human resources through creativity. To achieve this, it is important to think about experiences that you would like to experience in other countries yourself. In most cases, value comes from simplicity and empathy. This is the path to follow. Of course, the offer has to be marketed, but the creative tourist will place on the market a suitable psychological price or the value it gives to such experience, which is often a much more significant value. So marketing tricks should not be used. Creative tourism is very demanding in terms of authenticity and any false placement would not pass. My other tip is to work at the destination level to (re) create a local identity as well as networking destinations instead of competing with one another. Croatian cities and villages are so charming that tourists should appreciate these creative activities as new reasons to stay longer.