



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



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"This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein".



Ajuntament de Barcelona  
Institut de Cultura

# *CREATIVE TOURISM NETWORK*

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## 1- PRESENTATION



The **creative tourists explore new destinations with the aim of living different creative experiences** – through educational activities, creation process or exhibition of their talent - that's why it looks relevant to **propose them destinations and activities that satisfy their special interest in experiencing a culture.**

Thus, the FUSIC Foundation (Fundació Societat i Cultura), ADC, EP and the Osservatorio, respectively from Barcelona, Roma, have created the International Creative Tourism Network, in order to structure this emerging sector and increase the mobility of creative tourists between towns and regions that highlight for their assets and capacity to welcome this new profile of visitors.

Our main objective is to **help creative tourists to find the proposals and destinations that better answer to their expectative** in matter of creative atmosphere, authenticity, friendliness and infrastructure, independently of their demographic importance or international influence.

Consequently another of our aims is to **identify and support "territories" that have a potential and the intention to open themselves to creative tourism, through consultancy and promotion.**

More generally, we want to **offer a platform in which demands and proposals of creative tourism fruitfully collaborate, be they theoretical or practical ones.**

All that leads us to the creation of a code of *Best Practices* within the creative tourism field.

### WHAT DO WE MEAN BY CREATIVE TOURISM?

First defined ten years ago as *“Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of their holiday destination where they are undertaken”*.(Richards and Raymond, 2000:18), creative tourism covers now a wide range of private and public programs in different part of the world.

Creative tourism is a sub-segment of cultural tourism based on cooperation between tourists and residents to develop creative and participative experiences.

It's considered a new generation of tourism, a more interactive one.

The creative tourists' profiles are declining through a wide range of travelers who all coincide on the importance given to the creative and artistic activity they will carry on in their destination holiday.

There are generally exclusive for those may concern the object of their travel but are used to explore new destinations.

#### **Among the great diversity of creative tourists, we can mention:**

- The choirs and orchestras who perform in each place they visit.
- The dance lovers (rock, salsa, lindy, tap, tango...), who make tourism guided by dance festivals or workshops.
- The artists who stay in an art-residency to be inspired by a creative environment.
- Families that take part in a cooking or pottery class in its holiday destination, to feel “less tourists”.



## CREATIVE TOURISM'S ASSETS:

- Cultural enrichment and positive effects upon the residents' self-confidence.
- Tangible and intangible heritage recovery.
- Diversification of tourism activity without previous investment
- Positive effects upon the profitability of the cultural infrastructures, thanks to this new demand.
- Attraction of a new pattern of tourism, endowed with a high added value and purchasing power.
- Authenticity and sustainability.
- Better distribution of the activity along the year.
- New funds of resources for the artistic sector and the companies of services.
- Possibility to highlight at international scale with a proposal based on quality and authenticity, regardless of the size of the territory.
- Talent attraction.
- Economic activity growth and possible jobs creation.

... As well as a long *etcetera* ...

### 3 - INTERNATIONAL CONFERENCE ON CREATIVE TOURISM:

The *International Conference on Creative Tourism* that was held in Barcelona on December 9 – 10th, 2010, gathered hundreds of professional people coming from 26 countries, eager to take part in the rapidly growing evolution of this innovative tourist trend, as well as to initiate cooperation projects.

Most of them are already launching projects with in the network.

To know further about the conference, please, visit:

[www.creativetourismnetwork.org/conferencia](http://www.creativetourismnetwork.org/conferencia)



## 4 - BECOME A MEMBER :

### WHO CAN BECOME A MEMBER?

We wish the network to reflect the different realities that constitute the sector of the creative tourism and to offer a frame of cooperation to initiatives involving entities and agents from diverse sectors.

That's why we propose four kinds of membership, representing:

- \* **The destinations** (public or semi-public bodies, etc.) that devote themselves to the development and promotion of their territory.
- \* **The sectorial operators** (associations and cultural networks, NGO, non-profit entities, etc), from the artistic, cultural or tourism sectors.
- \* **The private companies and providers.**
- \* **The investigators and the academic sector** more generally.



## **BENEFITS TO BECOME A MEMBER:**

### **1/ For the destinations:**

- **To launch a creative tourism program on your territory, in only few days, thanks to:**
  - the experience and assessment of the members of the network, for the conception and management of your creative tourism platform.
  - the immediate visibility and promotion of your destination / activity on the website of the network, that it is permanently
  - the promotion of your destination via presentations, participation in conferences, symposiums, trade fairs, etc, press campaign, mailing to a specific data base, and all the promotion tasks assumed by the secretary of the network and each one of the members.
  
- **To belong to a network whose common denominator is the excellence to promote a new kind of tourism based on quality and authenticity, independently of the size or previous international projection of your destination.**
  
- **To positively influence on the residents' self-esteem** by make them appreciate their environment, their tangible and intangible heritage and traditions.
  
- **To use the reference of *Creative Tourism Network*, symbol of quality, authenticity and sustainability within the creative tourism sector.**
  
- **To have the opportunity to develop a creative tourism program thanks to a tools kit provided to the members.**
  
- **To be associated to a pioneering program within the sector of tourism and to take profit of its experience and international renown.**
  
- **To have a network secretariat, permanent interlocutor that guarantee the running and promotion of the network.**
  
- **To network, and share information, contacts and experiences with other promoters.**
  
- **To take profit of synergies generated by each member's belonging to other networks and organizations.**
  
- **To get special conditions for the participation to meetings, conferences, and events organized by the network.**
  
- **To organize acts of the network on your territory.**



## 2/ The sectorial operators:

- To be associated to a pioneering program within the sector of tourism and to take profit of its experience and international renown.
- To have a network secretariat, permanent interlocutor that guarantee the running and promotion of the network.
- To network, and share information, contacts and experiences with other promoters.
- To take profit of synergies generated by each member's belonging to other networks and organizations.
- To get special conditions for the participation to meetings, conferences, and events organized by the network.

## 3/ The companies / providers:

- To promote your activities / services to a target audience.
- To network, and share information, contacts and experiences with other promoters.
- To take profit of synergies generated by each member's belonging to other networks and organizations.
- To get special conditions for the participation to meetings, conferences, and events organized by the network.

## 4/ The investigators and the academic sector more generally:

- To spread your work related to creative tourism.
- To have a network secretariat, permanent interlocutor that guarantee the running and promotion of the network.
- To network, and share information, contacts and experiences with other promoters.
- To take profit of synergies generated by each member's belonging to other networks and organizations.
- To get special conditions for the participation to meetings, conferences, and events organized by the network.



## 5 - HOW TO APPLY?

### - For the destinations / The sectorial operators:

1 - Fill the form from the website:

2 - Send it:

- By e.mail to : [info@creativetourismnetwork.org](mailto:info@creativetourismnetwork.org)

- By fax to: (+34) 93 215 79 32

- By post mail to :

Creative Tourism Network  
Fundació Societat i Cultura  
C/ Consell de Cent, 347 – s/a  
08007 Barcelona - Spain

3 –Project assessment by the scientific committee

4 - Acceptance or consultancy requirements

5 - Financial participation to cover concrete services

6- Member presentation, presence on the website and promotion.

### - For the companies or providers the investigators

*... please, contact us.*



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