

Best practices of Cultural and Creative Tourism based on Cultural and Creative Industries

State of the Art

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Tourism is, in its essence, Creative

in that it inevitably involves the identification, appreciation and promotion of symbolic values, or of a materiality imbued with symbolic values

It is also, in its essence, Cultural

in that it inevitably involves the identification, appreciation and promotion of symbolic values, or of a materiality imbued with symbolic values, their development and re-presentation in forms heretofore unavailable.

As an economic sector, tourism is inevitably a
Cultural Creative Industry.



Creative Tourism definition

- Creative Tourism concept is defined as:
 - *“Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses, cultural and learning experiences, which are characteristic of their holiday destination”*
- CCIs offer many experiences the cultural and creative tourists are eager to live when they travel
- This new way of discovering another culture by experiencing it has been growing increasingly during the last decade and has great future potential



Cultural & Creative Industries

‘Cultural and Creative Industries’ (CCIs) refer to:

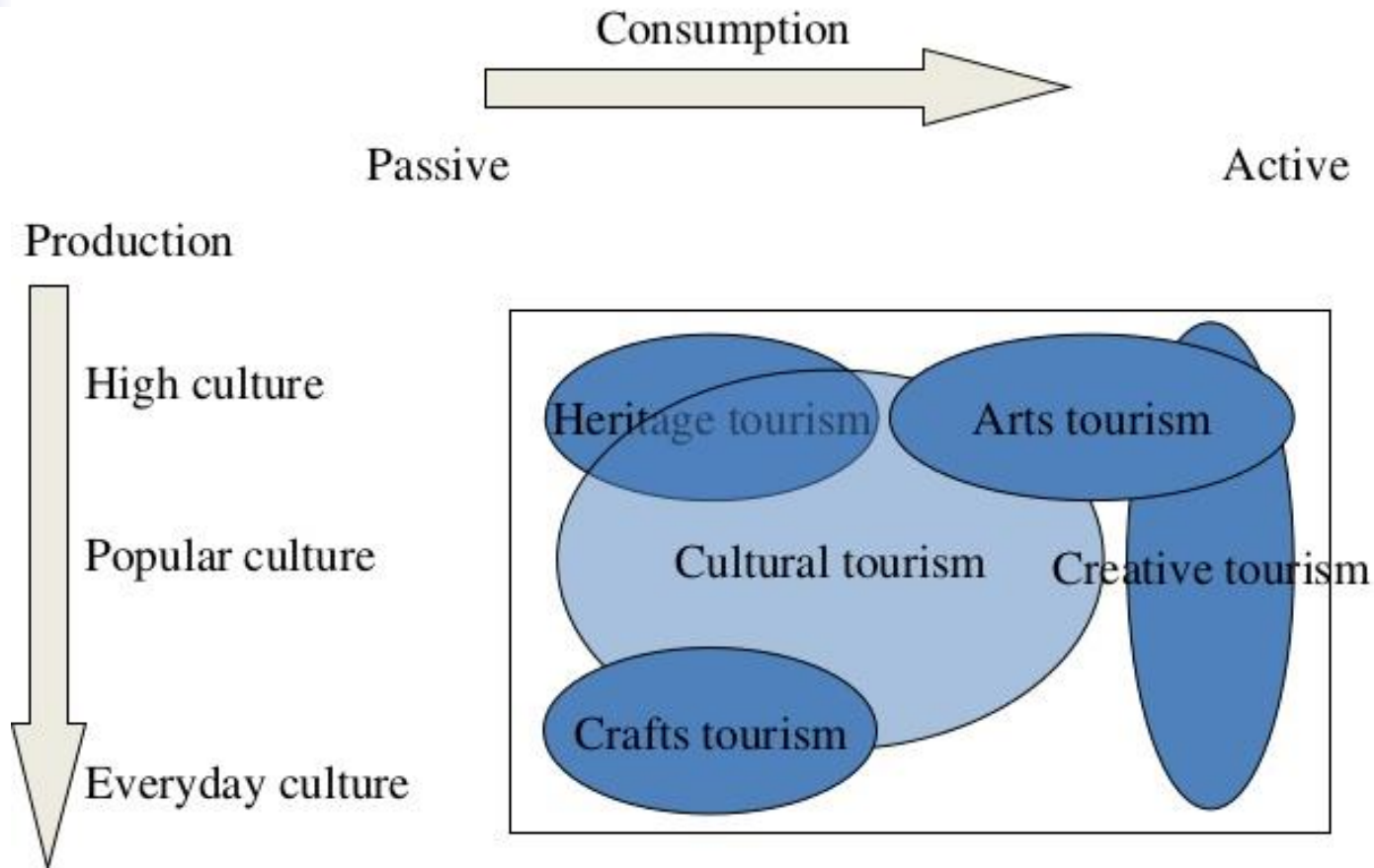
- **cultural heritage**
- **design**
- **crafts**
- **digital products**
- **performing and visual arts**
- **film, video, music, TV and radio (mass media)**
- **festivals**
- **advertising**
- **architecture**
- **fashion**
- **archives and libraries**
- **audio-visual, multimedia, publishing**
- **museums and galleries**
- **R&D, software, toys & games, video games, VR/AR**



CCIs: High End Products

High-end products which rely on a strong cultural and creative input such as:

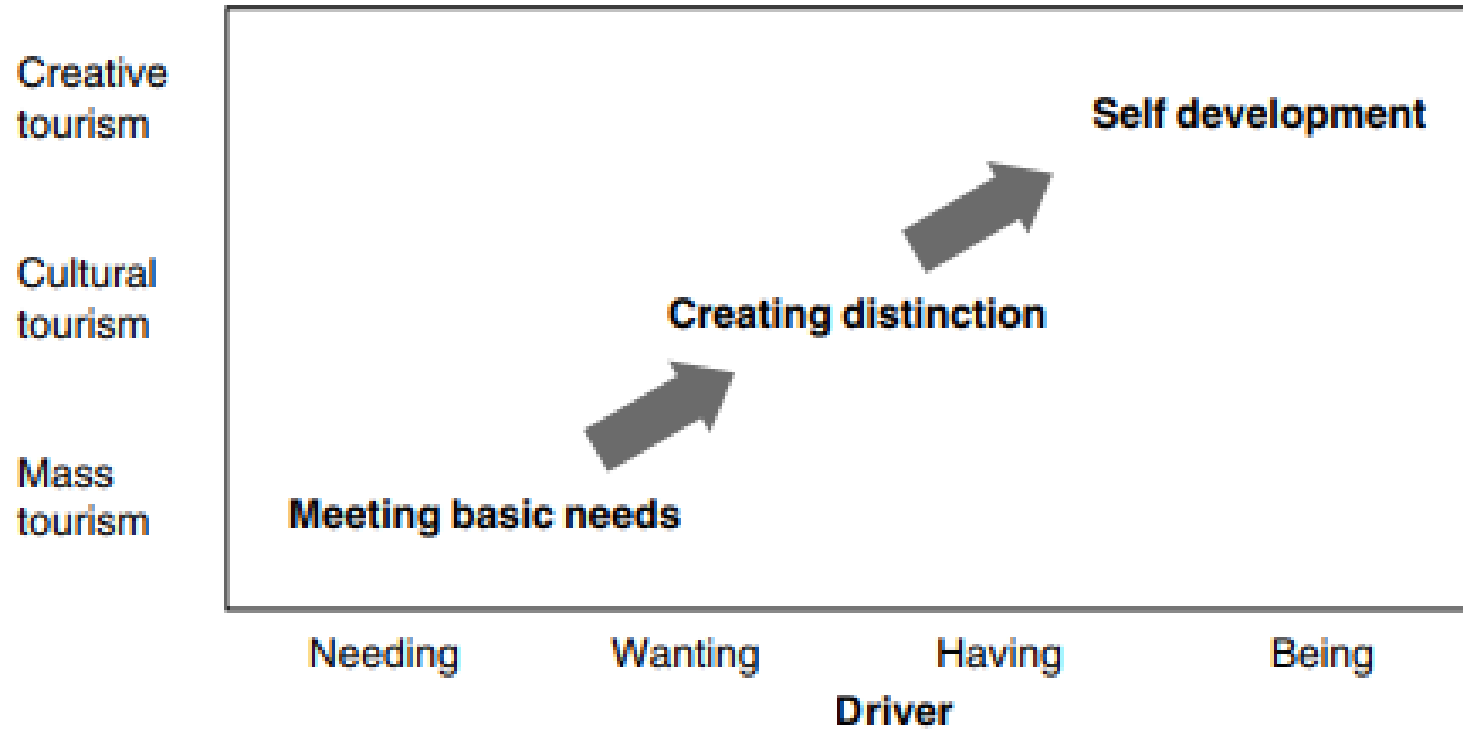
- design and manufacturing of fashion materials and goods and their distribution
- in particular high-end fashion
- jewellery and watches
- accessories
- leather goods
- perfumes and cosmetics
- furniture and household appliances
- cars
- boats
- gastronomy
- hotels and leisure



Greg Richards, in *Creative tourism: Developments, trends and opportunities*, presented at the Innovation & Tourism International Seminar, Mallorca, 2011

Shift from culture to creativity

Tourism style



Greg Richards, in *Creative tourism: Developments, trends and opportunities*, presented at the Innovation & Tourism International Seminar, Mallorca, 2011

Figure 1.3 Changes in the drivers of tourism over time.



GWF Hegel
(1770-1831)

In *The Phenomenology of Mind* (1807),
distinction between

the *in itself* (in sich)

the *for itself* (für sich)

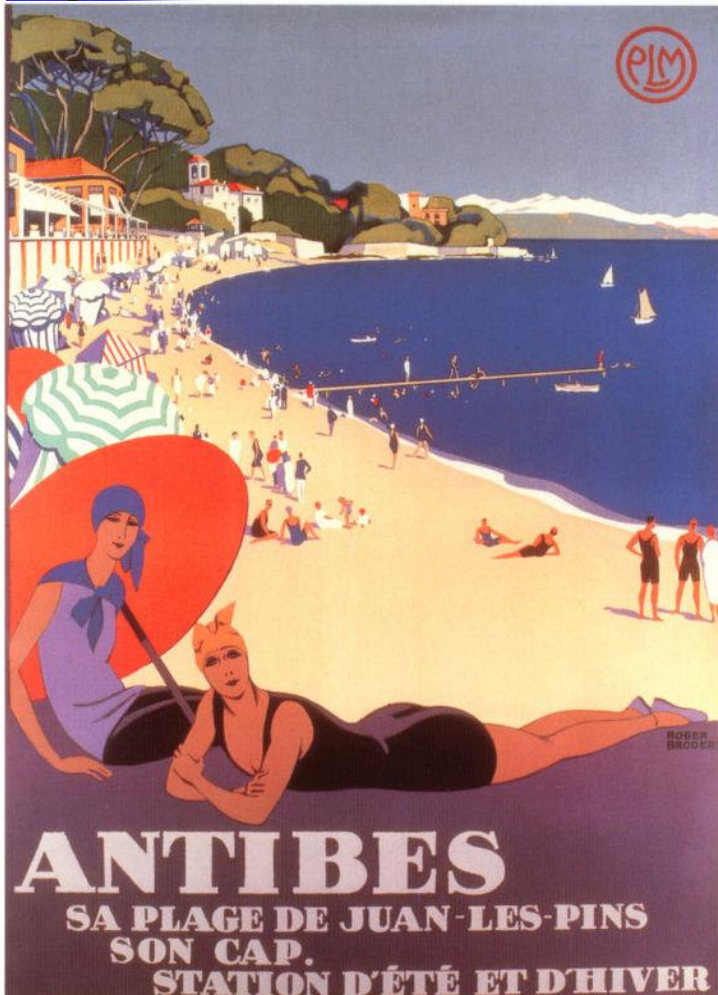
Tourism is, **in itself**, a cultural creative industry, imbued in symbolic values, passively inhering in the cultural and creative.

And yet, tourism may, **for itself**, actively seek cultural and creative industries in an effort to broaden its remit, to extend its experiential appeal, expand the spatial and temporal domains of its manifestation.

The symbiotic relationship between tourism and cultural creative industries is here apparent.

It needs to be cherished and encouraged through locally relevant institutional forms and policy changes. Consultation and close cooperation between stakeholders from the two sides can only be to mutual advantage.

Examples of tourism seeking cultural creative industries to broaden its impact, and of cultural creative industries developing their output / product to address a tourism market, abound.



from tourism posters

(tourism drawing on graphic design)



to London and

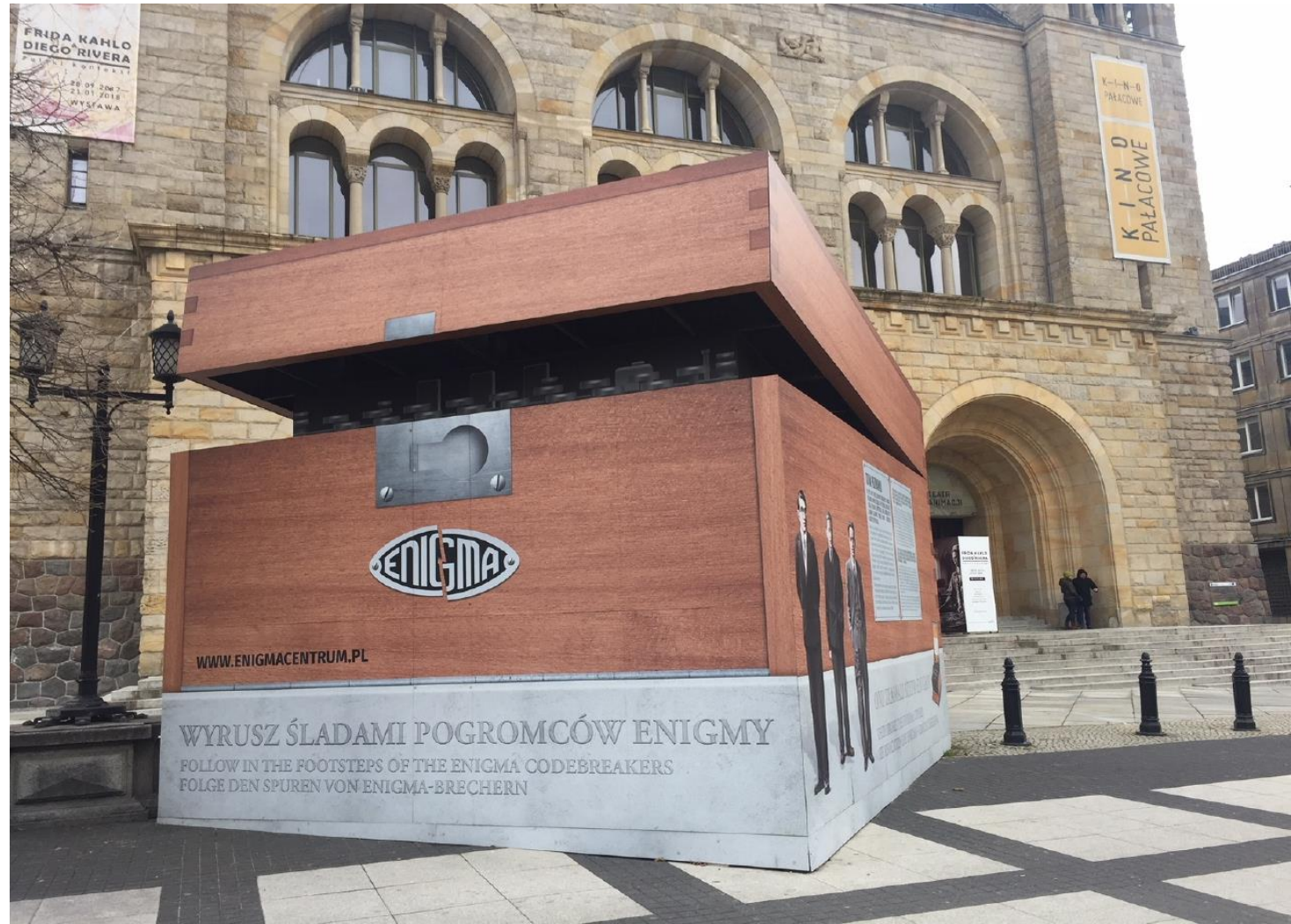


New York musicals
(the creative industry
of the performing
arts depending on
tourism flows)

Two fascinating examples of cultural creative tourism based on cultural creative industries from Poznan (Poland):

The Enigma Museum and Education Centre, due to open in 2021

[https://www.cryptomuseum.com/
links/poznan/index.htmwo](https://www.cryptomuseum.com/links/poznan/index.htmwo)



The Porta Posnania
ICHOT -
Interactive Center
for the History of
Ostrów Tumski
(opened in 2014)



'Porta Posnania tells the story of the beginnings of the Polish state and the Cathedral Island. There are no museum exhibits here. We present our history in a modern way, with multimedia and light.'



DO NOT TOUCH

VIRTUAL AND
AUGMENTED REALITY
AT WORK





'European Capital of Smart Tourism' initiative recognises outstanding achievements by European cities as tourism destinations, including Culture and Creativity

The European Capital of Smart Tourism initiative aims to:

- promote the rich tourism offer of European countries and increase citizens' sentiment of sharing local tourism-related values
- strengthen tourism-generated innovative development in cities, their surroundings and their regions
- increase the attractiveness of European cities that are awarded the title and strengthen economic growth and job creation
- establish a framework for the exchange of best practices between cities participating in the contest and create opportunities for cooperation and new partnerships.

THANK YOU FOR YOUR ATTENTION