

PREFERENCES OF CREATIVE TOURISTS IN THE SELECTION OF THE TOURIST ACCOMMODATION - A CASE STUDY OF SLOVAKIA

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ABSTRACT

As Ababneh (2017) mentions, creative tourism can be considered as one of the development tools in tourism and more specifically mass tourism. Creative tourism consists of a number of creative practices including place, production and consumption. For this reason, the research focuses on place, specifically the preferences of creative tourists and their interest in a particular type of accommodation in terms of the creative supply, presented by the place the creative activity is offered. The main goal of the research was to find out the link between the choice of accommodation and the place of the creative offer as well. The results showed that creative tourists prefer hotel accommodation which provide or recommend creative tourism activities nearby. The partial goal of the research was to determine selected factors of the demand of creative tourists favoring the type of accommodation hotel such as who are creative travelers who participate in creative tourism activities and why. Finally, the paper describes recommendations in relation to the link between the place of accommodation and the place of creative activity.

Keywords: Creative Tourist; Creative Supply; Tourist Accommodation

REINVENTING A MUNICIPALITY BY CREATING A FESTIVAL OF LIGHT. CASE STUDY, LOULÉ

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ABSTRACT

Festivals of light are beginning to stand out, in the Portuguese scenario, as the new formula capable of responding to the needs of territorial reactivation, cultural and tourism promotion and internationalization. The artistic-cultural festivalization of the territory, outside the large nuclei, has specific characteristics to be reviewed in this study.

In 2017 appears in Loulé the festival of light Luza. This cultural program is born with a multiple intention: on the one hand, to contribute to the internationalization of the council; introduce the municipality within cultural tourism circuits, with special interest in the low tourism season (winter); fight against the (pre) concept of the Algarve as a destination of sun and beach; strengthen the night economy; favor local artistic creation, and become a springboard for novice artists who intend to enter to the light art market. This project was supported by Algarve 365 and the Loulé City Council, corresponding to the main lines of intervention proposed by these entities: territory, identity, culture and tourism. In this case study, we will

deepen the conditions that allowed for the development of this festival, reviewing the different public policies that participated in its implementation and the final design of the event. We will present the results of the ethnographic work developed with the different actors involved, as well as a study on the reception of Luza by visitors and residents of the city.

Keywords: Festival of Light; Loulé; Algarve 365; Cultural Policyming; Tourism of Portugal; Night Economy

CULTURE, CREATIVITY, COMMUNITIES AND NATURE: A REFLECTION ON CREATIVE TOURISM IN UGANDA

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ABSTRACT

The concept of creative tourism has had different interpretations since it was coined in 2000 by Richards and Raymond. In particular, in recent years, different studies have shown the range of conceptual interpretations and practices in creative tourism (e.g. Richards, 2011; Duxbury and Richards, 2019).

This variety of uses and practices of creative tourism also asks for a questioning of the potential uses in different context. In many so-called developing countries, creative practices seem to occur, often in an organic way (Rogerson & Visser, 2011; Marques, 2012; Booyens & Rogerson, 2015). When these tourism experiences are organised, they are often intertwined or somehow incorporated into other forms of tourism, such as community-based tourism. Besides, in many African countries, nature plays a big role, and the concern with communities seems to be growing.

In this framework, developing tourism in a sustainable and meaningful way is important not only to improve the quality of life of local communities, but also to contribute to the overall development and poverty alleviation.

This paper seeks to provide new insights into creative tourism interpretations by analysing the intersection of culture, creativity, communities and nature in Uganda. Drawing on desk research, participatory observation, informal talks and interviews, the paper aims to provide new paths of understanding and research for value creation within creative tourism.

Keywords: creativity; communities; Uganda

Parallel session 2.1 - Linking Creative Tourism and Heritage

CONTEXTS FOR CREATIVE TOURISM: "KOLO" AS INTANGIBLE CULTURAL HERITAGE OF SERBIA

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