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## Conference

# Creative tourism dynamics: connecting travellers, communities, cultures and places

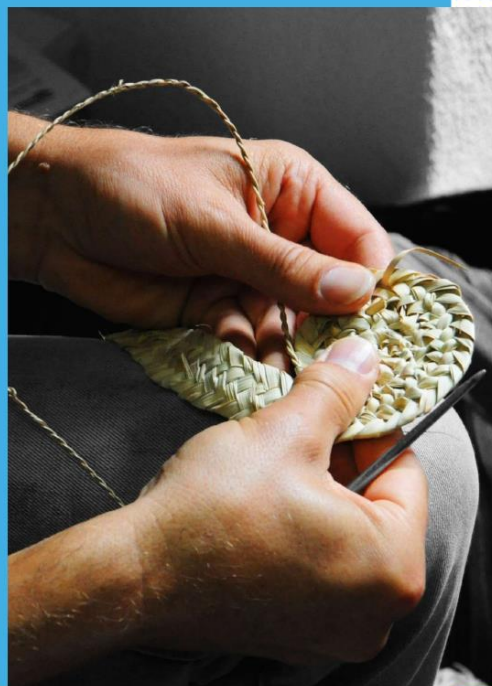
**University of Algarve,  
Penha Campus, Faro**

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TECHNICAL INFORMATION

BOOK OF ABSTRACTS of the

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Creative Tourism Dynamics: Connecting Travellers, Communities, Cultures, and Places**

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## ABSTRACT

Creative tourism is a relative new field of research (Duxbury & Richards, 2019) and attention has been directed mainly to the development of creative tourism activities in large cities, with less research on sustainable models for creative tourism operational and development strategies in extra-metropolitan contexts. This presentation addresses CREATOUR's scientific objective of 'understanding the processes (under different conditions and situations) through which creative tourism activities can be effectively developed, implemented, and made sustainable'. Recent research (Duxbury et.al., 2018), provided preliminary national-scale analysis of approaches developed by the project's participant organizations to strategically offer their creative tourism initiatives. Building on this research and the observations and experiences of 30 researchers in CREATOUR's four regions, creative tourism activities were clustered in two ways in order to critically analyze and better understand the strategic development of creative tourism offers. First, the projects were sorted into the main organizational structures providing creative tourism activities: accommodations+; municipalities; regional development associations; entrepreneur-mediators; small-scale festivals; other cultural and local development associations; and museum partnerships. The second level of analysis examined the main strategic contexts in which creative tourism activities are being developed, positioned, and 'packaged', classified as: stand-alone offers, repeated; series of related events and workshops; localized networks; creative activities within small-scale festivals; activities offered in conjunction with tourist accommodations; and frameworks for inclusive community development. Bringing these analyses together, this research provides important insights into entrepreneurial strategic decision-making and capacities in different contexts, as well as the challenges of providing creative tourism activities in rural and small cities.

Keywords: organization; strategies; tourism offers

## PAST, PRESENT AND FUTURE OF THE CREATIVE TOURISM IN PORTUGAL: ANALYSING ACTORS AND CONNECTIONS DYNAMICS

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## ABSTRACT

Creative tourism aroused as a new model of cultural tourism able to leverage some economic, social and cultural dynamics in territories. It is a form of tourism built from the opposition to the mainstream forms of tourism (e.g. mass tourism), further from the main touristic routes and focused in very specific experiences and products, based in the endogenous place and community amenities available. As such, creative tourism has a sustainable ground, intending to promote and value the local identity and resources of places and communities, representing a form of additional income to them, and at the same time, being

able to open these territories to the world, respecting the environmental, social, cultural and economic pillars of sustainability.

The CREATOUR project – an incubator and multidisciplinary collaborative research initiative have been aiming to develop a network of creative tourism initiatives in four Portuguese regions – has been promoting the implementation of 40 creative tourism pilot initiatives, in small cities and rural areas of Portugal, since 2016.

This communication intends to contextualize the creative tourism activities in Portugal before, during and after the CREATOUR project implementation, from an actor/network perspective. Thus, the analysis presented results from a Social Network Analysis combined with Actors Strategic Analysis, based on the content analysis of 100 interviews made to the 40 CREATOUR pilot initiatives promoters, between 2017 and 2019.

The results of the analysis undertaken are crucial to identify possible future pathways for the development of a formal creative tourism network in Portugal, by pinpointing actors' centrality, its connections dynamics, and common goals and challenges they face towards this objective.

Keywords: Creative Tourism; Social Network Analysis; Actors Strategic Analysis

#### Parallel session 5.2 - New products in Creative Tourism

### INNOVATION LABS IN THE CREATIVE TOURISM CONTEXT: A FRAMEWORK PROPOSAL

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#### ABSTRACT

According to CREATOUR.PT Project, the Creative Tourism (CT) can be defined and practiced as sustainable small-scale tourism that provides a genuine visitor experience by combining immersion in local culture with a learning and creative process. To be applied is necessary that the stakeholders, especially developers and agents, have tools and support to draw and to implement programs combining tourism and creative activities. Furthermore, the State becomes a community partner for tourism development whenever Creative Tourism (CT) activities are related to the usage of public wealth as areas and finance support. In this context, which institutional arrangement could be useful to build capacities aimed at the CT Programs development? During the latest decades, international organizations held support to Innovation Labs in the Public Sector (ILPS). It is institutional arrangements that involve many agents from the community, public, and private sector aiming to promote innovation, linking creativity and experimentation to solve complex issues of society. Considering the diversity of ILPS models presented in