

Webinar: Cultural initiatives as levers for social cohesion

24th October 2023

*Creative Tourism :
the “virtuous software”
for sustainable territories*



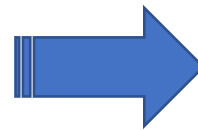
Caroline COURET dir@creativetourismnetwork.org

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CREATIVE TERRITORIES =

HARDWARE +

***SOFTWARE +
ORGWARE***



First of all ...



*What do we mean by
“creative tourism”?*

Creative Tourism

“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.”

Greg Richards and Crispin Raymond, 2000

Why should we be interested in creative tourism?



A SOCIETAL CHANGE

FORDIST ECONOMY / TOURISM

EXPERIENCE
ECO

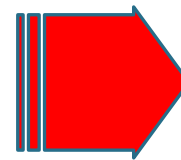
CIRCULAR
ECO

CREATIVE ECO

SHARING ECO

New values: ethic, ecological, meaningful

“Vacational
tourism”

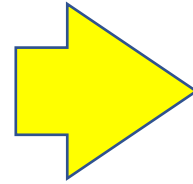


“Vocational
Tourism”

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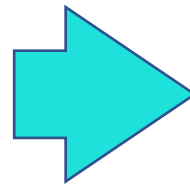
*Vocational Tourism generates
an infinity of new opportunities*

DESTINATION



What to see?
What to do?

What do I like to
DO?



CreativeFriendly
DESTINATION

Because it generates an infinity of new opportunities

The official travel company for the Emmy-nominated show "Destination Craft!"

crafttours
travel your passion™

HOME TOURS TESTIMONIALS INFORMATION

Where does your passion take you?

ADVENTURE	KNITTING
BAKING	PAINTING
CAKE DECORATING	PAPER CRAFTING
CROCHETING	PHOTOGRAPHY
CULINARY	QUILTING
DRAWING	SEWING
EMBROIDERY	SPINNING & WEAVING
FITNESS	WELLNESS
GARDENING	WOODWORKING
JEWELRY MAKING	WRITING

Discovering the
POR
APRIL

CRUISE
REBATE

CELEBRATING OVER 25 YEARS!

THE LARGEST TRAVEL COMPANY

TESTIMONIALS

- ALL TOURS
- JIM WEST SIGNATURE TRIPS
- AUTOGRAPH TOURS
- CHRISTMAS TOURS
- NEW TOURS
- ARTS & CRAFTS EXPERIENCES
- COCOONS
- CRAFTSY TOURS
- TENTMAKERS OF CAIRO TOURS
- WORLD TOUR
- DESTINATION CRAFT WITH JIM WEST
- ESPAÑOL

NICHE PASSIONS

- ADVENTURE
- BAKING
- CAKE DECORATING
- CROCHETING
- CULINARY
- DRAWING
- EMBROIDERY
- FITNESS
- GARDENING
- JEWELRY MAKING
- KNITTING
- PAINTING
- PAPER CRAFTING
- PHOTOGRAPHY
- QUILTING
- SEWING
- SPINNING & WEAVING
- WELLNESS
- WOODWORKING
- WRITING

DESTINATIONS

- AUSTRALIA
- AUSTRIA
- BALI
- CHINA
- COSTA RICA
- CZECH REPUBLIC
- EGYPT
- ENGLAND
- ESTONIA
- GERMANY
- GREECE
- GUATEMALA
- HUNGARY
- INDIA
- ICELAND
- IRELAND
- ITALY
- JAPAN
- KENYA
- LATVIA
- MEXICO
- MOROCCO
- NEPAL
- NETHERLANDS
- NEW ZEALAND
- NORWAY
- PERU
- POLAND
- PORTUGAL
- ROMANIA
- RUSSIA
- SCOTLAND
- SOUTH AFRICA

2022 TOURS

2023 TOURS

2024 TOURS



Paesindanza Protagonisti Eventi Musica e Danze Popolari Viaggi a Tema TurismoPiù Scuole Musica e parole Video

SCARICA L'APP GRATUITA E METTITI SUBITO IN VIAGGIO CON RADI DANZA

VIAGGI A TEMA



Hurry! Registration ends June 29, 2018 for this trip of a lifetime!

9-DAY *Stitching in IRELAND*

CROSS-STITCH TOUR WITH ANNIE'S

Only a few spaces left!

SEPT. 29 - OCT. 7, 2018

Package Includes:

- Round-trip international airfare from New York to Dublin.
- All taxes and round-trip transfers in Ireland.
- Private deluxe motor coach and driver.
- Mid-class hotel accommodations in Galway, Killybegs and Dublin.
- Daily breakfast and some dinners.
- Breakfasting nights and great shopping.
- A visit to the famous Cliffs of Moher.
- An optional tour to Connemara Region including Kylemore Abbey & Gardens, Celtic Crystal Factory and Connemara Marble Shop.
- A visit to the award-winning village of Adare.
- A visit to Ross Castle.
- A tour of the Bingle Peninsula and shopping in the town of Bingle.
- A visit to a family owned weaving mill in Aveva.
- Historic tour of Galway and Dublin.
- Optional Irish cooking class.
- A visit to the Blarney Castle and Wexford Mills.
- A professional tour guide the entire time.
- A professional Craftours escort the entire time.
- Stitching workshops with Karen Bateman.
- Craftours lanyard, luggage tag and commemorative gift.
- And much more!

Travel with **needle work expert LOANNA BATEMAN**

Exclusive trip project!

Join us for a **Knitting Tour in Umbria**

11-day Quilting & Stitching in GERMANY & AUSTRIA
NOVEMBER 28 - DECEMBER 8, 2020

CLAUDIA PFEIL TENTMAKERS OF CAIRO
PAM HOLLAND

craftours COCOON

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Flamenco travel + Bienal de Flamenco (Seville, Spain)
Thematic travel: CULTURE, DANCE, MUSIC
1 Country @ 4 Activities

Reggae Travel - Montego Bay, Jamaica
Thematic travel: CULTURE, DANCE, MUSIC
1 Country @ 5 Activities

travel dance Próximos viajes Cómo Reservar Conócenos Últimos viajes Blog Contacto Español

CUBA - SEMANA SANTA 2019
SEMANA SANTA A RITMO CARIBEÑO

TENERIFE
DESFILANDO EN EL CARNAVAL

7-DAY ARTS & CRAFTS OF MEXICO
A CREATIVE JOURNEY OF INSPIRATION

March 7-13, 2015

PACKAGE INCLUDES: Four-star hotel accommodations, breakfast, air, and dinner, visiting the town of San Miguel de Allende, Oaxaca, Mexico & Guadalupe, "artisan" authentic hands-on cooking classes with local women and master workshops. The tour is personally escorted by author, lecturer and author, PAM HOLLAND and Craftours representative MARY ELLEN FRANCIS.

The ENTIRE cost of the program is **\$1298.00**

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Crochet Holidays

*Because... it is
“quality” tourism*



BECAUSE THEY ARE THE TOURISTS WE



- Greater interest in the **INTANGIBLE.**
- Valuing meetings with local populations. **#HUMAN VALUES.**
- Prioritizing **QUALITY**, more than price. **#HIGH BUDGET**
- **LONG STAYS... OUT OF SEASON**, throughout the **TERRITORY.**
 - **#AMBASSADORS** of destination.
- They respond to **VARIOUS PROFILES** (local, national, international).



*Because it
(re)creates an
ecosystem for the
territory!*

Creative Tourism meets all Sustainable Development Goals



Resilience

Creative Economy

Unseasonality

Ecosystem

Governance

Social Economy

**ADN / Identity / Territorial
Attractiveness**

Circular Economy

Sustainable development

Training / Capacity Building

Job creation

Solidarity

Inclusiveness

Social cohesion

Intangible Heritage recovery and promotion



*Because it allows to
(re)create an ecosystem for the territory!*



Who are the "DREAM MAKERS"?

Artists, artisans, farmers, fishermen, merchants,
festival directors, cultural managers,
representatives of associations, etc...

... who CREATE AN ECOSYSTEM.

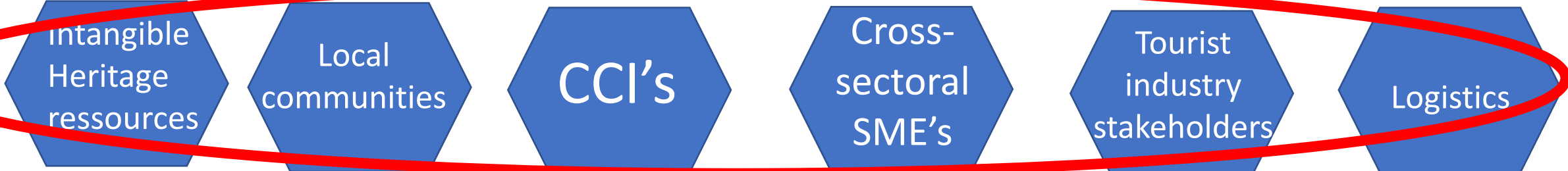


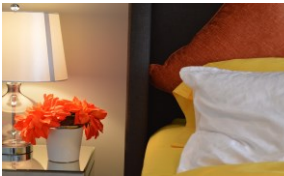
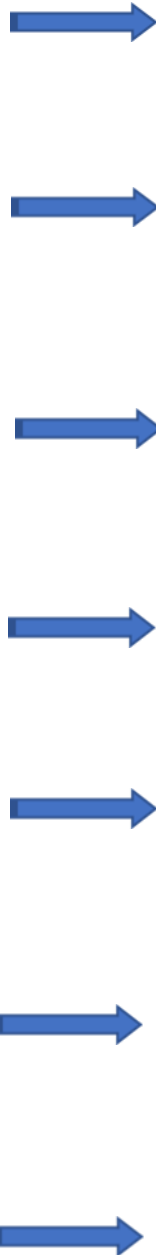
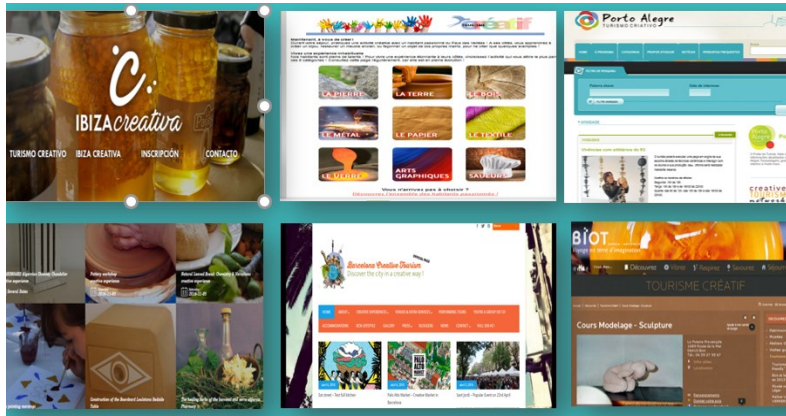
DESTINATION 'S DNA – IDENTITY – NARRATIVE - STORYTELLING

EXPERIENCES



NATURAL/ CULTURAL / CREATIVE & HUMAN RESSOURCES





The travelers...

The “Dream Makers”

The services

The hospitality industry ..

B2B, OTAs ...

Ministries, DMOs, local administration

Networks

NEW CO-CREATORS

“CreativeFriendlyDestination”



Label awarded to destinations that:

- develop an integral and inclusive strategy around creative tourism.
- design and promote creative tourism experiences in accordance with the Code of Ethics and Best Practices for Creative Tourism.
- create a value chain throughout the territory.



*Success
Stories!*







Digital music and DJ courses

Digital music training for professionals and amateurs.



Taller de queso de cabra

Descubre una finca ecológica tradicional ibicenca en activo.



Farmhouse bread workshop

Discover a traditional working eco-farm in Ibiza.



Taller de creación Atrapasueños

Quédate sólo con tus mejores sueños.



Salida fotográfica en barco

Taller y excursión fotográfica en barco.



Taller fotográfico: Dalt Vila

Taller y excursión fotográfica a es Vedrà y Cala d'Hort.



Taller de Flaó

Descubre una finca ecológica tradicional ibicenca en activo



Cerveza: el proceso productivo

Descubre el funcionamiento de un obrador de cerveza artesana.



Beer brewing workshop

Learn how to brew beer at home.



Fotografía: "Sunset" en es Vedrà

Taller y excursión fotográfica puesta de sol.



Taller: Tu fuerza es tu voz

Encuentra tu verdadera voz y aumenta tu autoestima.



Taller de cultura popular

Descubre la cultura popular de la isla en familia.

ALL

AUTOUR
DU
LOUVRE
LENS



Loulé

(Algarve, Portugal)





LOULÉ CRIATIVO

Creative tourism





LOULÉ CRIATIVO



From Creative Tourism to Creative Economy

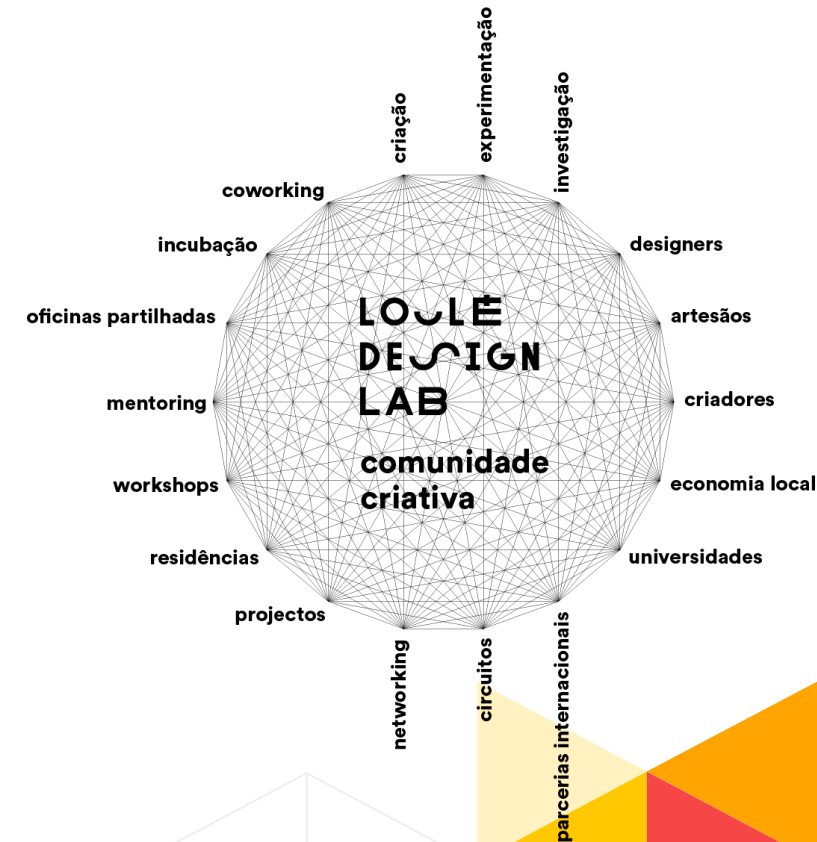
Loulé Criativo

Creative
Tourism

Experiences
Local network

“ECOА”:
Spaces for
Knowledge,
Crafts and
Arts
Creative
residences
Training
Offices

Loulé Design Lab
Incubator for
designers and artists



Impact on the artistic and cultural sector.

Direct creation of new jobs:

- Pottery workshop: **3** potters
- Coppersmith workshop: **3** coppersmiths
- Basketry workshop: **12** craftsmen
- String instruments workshop: **1** luthier
- Watchmaking workshop: **1** watchmaker
- Loulé Design Lab: **3** technicians for space management
- Design and communication for projects: **2** technicians

Indirect support for job and micro-enterprises creation:

Organization of fairs and festivals with sale of local products:

- Thematic markets: **122** local artisans and artists
- Loulé Folk Fair: **80** artisans and producers
- Festival Med (handicrafts area): **77** craftsmen
- Festival Med (agri-food area): **33** producers
- Quarteira Fair: **119** participants in several areas



TOTAL: 25



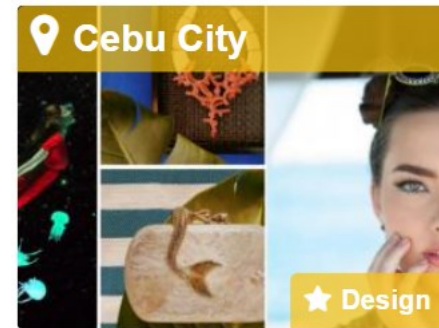
TOTAL: 431

CANNES

—
CONVENTION &
VISITORS BUREAU



From UNESCO CREATIVE CITIES to CreativeFriendlyDestination®



Why betting on THE CREATIVE TOURISM ?

- **Adaptability to many kinds of destinations.**
- **Diversification of the offer without investments.**
- **Optimization of existing creative resources**
- **SME's Competitiveness**
- **DNA's recovery.**
- **Balanced activity along the year and through the territory.**
- **Communities' empowerment.**
- **Cultural enrichment between tourists & residents.**
- **Unique option during the pandemic.**
- **And so on ...**



LET'S CO-CREATE !!



YOU CAN'T USE UP
CREATIVITY
THE MORE YOU USE,
THE MORE YOU HAVE.

MAYA ANGELOU

Thanks!

dir@creativetourismnetwork.org
www.creativetourismnetwork.org

