

Creative Tourism Practices

Organised by

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There has been an understanding about creative tourism as a new form of cultural tourism in which visitor-resident interaction transforms into collaborative place-making. Creative tourists not only visit places, they also make them by actively engaging their skills and knowledge to enrich the local experience of a particular destination (Richards, 2011). One of the main issues of creative tourism is the authenticity of the experience (Chhabra, Healy and Sills, 2003; Prentice, 2001; Steiner and Reisinger, 2006), which is strongly linked to the place it stems from. To put it simply, “one can learn to dance salsa from world-class dancers in many countries but only Cuba provides the atmosphere that attaches the symbol of authenticity to the salsa classes experience” (Ohridska-Olson and Ivanov, 2010, 3). On the other hand, while cultural tourism is based on tangible cultural resources, creative tourism relies equally on tangible and intangible resources. Thus creative tourism is less place-bound than cultural tourism, because the creative experience is not staged but being produced “on the go” together with the visitors using intangible cultural resources, such as dances, singing, crafts, festivals and painting (Prentice and Andersen, 2003). The main challenge of creative tourism is, therefore, not only to attract visitors to the place but also to involve them in the co-creation of the authentic experience based on tangible and intangible resources. Furthermore, authentic experiences are often segregated, hidden in isolated places far from urban areas or popular tourist attractions or destinations. This session aims to address these challenges of creative tourism, from the residents’, the visitors’ and the service providers’ perspective.

TOPICS OF INTEREST

Topics of interest include, but are not limited to, the following:

- Creative practices in different forms of tourism (Cultural, religious, rural, eco, sustainable, etc.)
- Co-creation of the authentic experience;
- Forms of collaborative place-making;
- Factors influencing the creative experience;
- The role of ICT in creative tourism;
- Technology-driven creative experience;
- Stakeholder perspectives on creative tourism;
- The challenges of creative tourism;
- Visitor-residents interactions in creative tourism;
- The role of events in creative tourism;
- E-learning in creative tourism

SUBMISSION OF PAPERS

Abstracts of no more than 350 words should be submitted electronically by April 30th, 2019 to Emese Panyik (epanyik@braga.ucp.pt) or Vítor Sá ([vitor.sa@braga.ucp.pt](mailto: ritor.sa@braga.ucp.pt)).

For further enquiries regarding conference fees and program, recommended accommodation and registration form, please visit the following website:

<https://iatour.org/icot2019/>