

***Towards
Excellence in
Cultural Tourism***



With the support of the Europe for Citizens
Programme of the European Union

Trends in the European Cultural Tourism Market

From Cultural Tourism to Creative Tourism



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From Cultural Tourism to Creative Tourism

- Emphasis shifts from tangible to intangible culture;
- The basic experience consists of an exchange of knowledge and skills between host and guest;
- Produces a more locally driven, equitable and more “authentic” form of cultural tourism;
- Beneficial, as for local economy, as well as knitting communities together and revitalizing local culture.





From Cultural Tourism to Creative tourism: Drivers

- Developing distinctiveness on the basis of intangible culture - establishing a link in the mind of the visitor between particular manifestations of culture and creativity, and specific locations;
- Social and economic trends, such as the shift towards more individualised production and consumption, the desire for experiences, skill development and/or creative challenges;
- Further involvement of local communities;
- Demand for new experiences, skills and knowledge.



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Creative Tourism Challenges in Europe

- Problems in creative tourism development lie not in the supply of creative attractions but in the articulation between attractions providers and the tourist market: promotion, packaging, management and human resources;
- Underestimated importance of community-based planning of creative tourism;
- Increasing popularity of cultural tourism leads to widespread use of similar "cultural economy" strategies posing problems of serial reproduction effects or the copying of culture;
- The cultural tourism market based on "sites and monuments" is exhausted, therefore 'traditional' tangible cultural resources need to be complemented with intangible features of culture, such as lifestyle and atmosphere.





Creative Tourism

Turning challenges into growth

- *The involvement of a wider range of actors and cultural resources requires new models of management and marketing: networking and clusters on local, regional, national and European level;*
- *Active involvement of local communities into all stages of creative tourism development;*
- *Opening the market to stakeholders outside the tourism sector for development of platforms for co-operative marketing, utilizing the resources of all;*
- *Development of creative spectacles, creative spaces, creative tourism attractions based of local/regional culture.*



Creative Tourism Business Model

