

Turismo creativo:

Oportunidades y desafíos para el destino



FITUR - Madrid

19 de Enero de 2017

Fiturtech 
ITH
INSTITUTO TECNOLÓGICO DE HUELVA

#tech **Y** destino



¿Qué entendemos por
turismo creativo?

Erase una vez ...

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).



Turismo creativo: Oportunidades y desafíos para el destino



www.creativetourismnetwork.org



Sr. Vicent Torrer Ferrer, Director general de Turismo del Consejo de Ibiza.



Sra. Carita Santos, Directora del Programa Loulé Criativo de la Câmara Municipal de Loulé – Algarve.



Sr. Manuel Lara Cantizani, Consejal de Turismo, Cultura e Inovación, Excmo Ayuntamiento de Lucena.



Sra. Caroline Couret, Directora del Creative Tourism Network®



¿Porqué apostar por
el turismo creativo?

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C.
IBIZA *creativa*





C:
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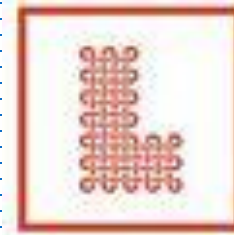


ENE
31

SALIDA FOTOGRAFICA 31 ENERO SUNSET ES VEDRA

C.
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**LOULÉ
CRIATIVO**

<http://loulecriativo.pt/>




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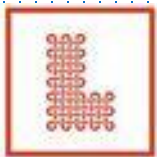
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LOULÉ
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**LOULÉ
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TURISMO





lucena
con luz propia







¿Cómo se crea y se gestiona n programa de turismo creativo?

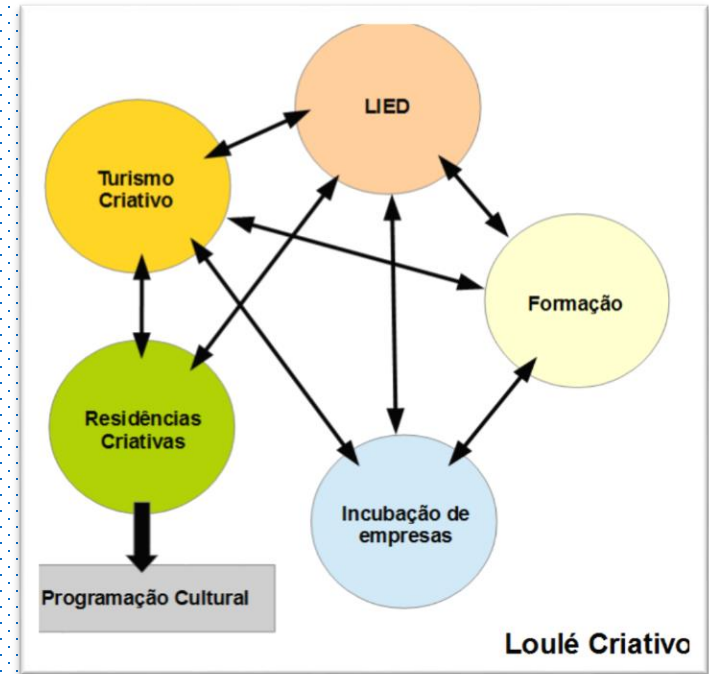
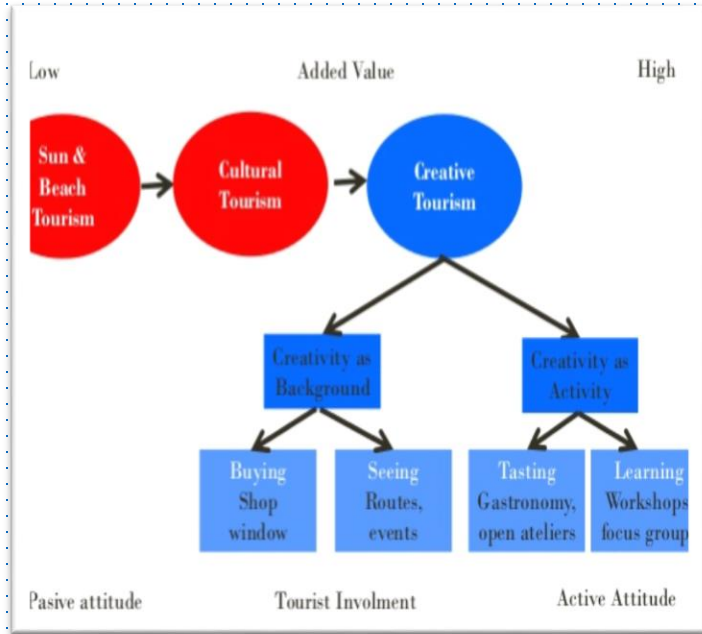
¿Por dónde empezamos?

¿Con quién contamos?




IBIZA creativa





Source: *Tourism, Culture and Creativity*, Greg Richards
 Antonio Carlos Ruiz Soria e Justina Molendowska-Ruiz, 2015



LUCENA crea_turismo en RED

PLAN INTEGRAL DE TURISMO

●●●● HORIZONTE 2019



SEFARDÍ | BARROCA | ANCESTRAL | TRADICIONAL | NATURAL Y ECUESTRE
 LEGENDARIA | CITY OF MUSIC - CREATIVE TOURISM NETWORK | COMERCIAL Y DE COMPRAS
 GASTRONÓMICA | CONGRESUAL Y DE REUNIONES



¿Quiénes son los TURISTAS CREATIVOS?



IBIZA *creativa*



COWORK IBIZA



Enlaces profesionales con encanto

Arquitectos, cocineros, deportistas, fotógrafos, decoradores, expertos en moda, etc. ¿Te gustaría visitar un país extranjero y contactar con colegas profesionales que te mostrasen su modo de trabajar y su manera de vivir? Hazlo tú! Conviértete en enlace y contacta con profesionales de otros lugares y países! Seguro que tienes una ruta personal que puedes compartir.

STAYCATION ...



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Criatividade e partilha fizeram parte do menu da Makers Meal

POR HUGO RODRIGUES • 26 DE OUTUBRO DE 2015 - 10:26

Maria de Jesus declina ser a contadora de histórias do grupo, baixando o olhar num gesto de timidez.

Mas, depois de um dedo de conversa de roda de um tacho, facilmente se percebe que é, não só, naturalmente dotada para contar histórias, como também é uma autêntica guardiã de conhecimento acumulado ao longo de gerações sobre as tradições do Algarve.

No fundo, é isso que são todos os que participaram na residência artística Makers Meal: contadores de histórias, através das suas criações, e guardiães de conhecimento que, em alguns casos, corre um sério risco de se perder para sempre.

Nuno Sacramento (coordenador/facilitador), Sofia Oliveira (cerâmica), Beth Bidwell (cerâmica), Gavin Smith (madeira), que pertencem à Scottish Sculpture Workshop (SSW), entidade que dinamizou a residência, e os algarvios Marco Cristovam (ferreiro)





TURISMO

TODOS SON TURISTAS CREATIVOS



Singles tourism



Performing tours



Linguistic tourism



Culinary tourism



Sketch Tourism



School travels



MICE Tourism



TURISMO SENIORS



Sun & Beach tourism



MILLENIALS ARE CREATIVE

2030 : 78 millones de viajeros



BLEISURE IS CREATIVE



LOVERS are creative tourists

Food Lovers



Dance Lovers



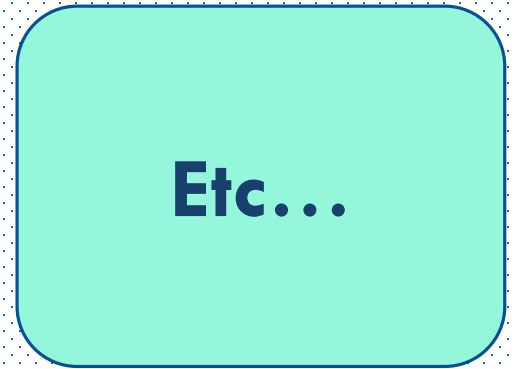
Music Lovers



Photography Lovers



Knitting Lovers





¿Cómo atraer a los TURISTAS CREATIVOS?



Identificación Conversación



REACHING THE COMMUNITIES!

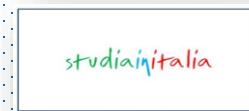




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easyfrascati.com





Da la bienvenida a la tarjeta de crédito Groupon

...them. They can the... appreciate their... That was the case of Patricia... in a series of our... Portugal folk dance... participations in tradi-... tional dance dance... in each stage she visits over the world, as a good way to understand the culture, its roots and to meet the autochthones.

... More and more travellers move with the aim of discovering diverse traditional dances and to learn how to dance them. They can this way, perceive their specificities as well as appreciating their similarities. That was the case of Patricia, an Italian girl we met in a lesson of traditional Portuguese folk dance, who participates in traditional dance classes in each place she visits over the world, as a good way to understand the culture, its roots and to meet the autochthones.

... But that doesn't mean that the creative tourism can be a way of slowing. Like Patricia, who also spends time on the beach in the islands of Azores, Gravel, Sernax, Sines, she also discovers the creative tourism as a way of going back to her roots, to a not new. All the creative tourism participants in Confucius quotes:

"Let me and I will forget, show me and I will remember, involve me and I will understand" - but it is considered to be a great change in the plans of values.

... Depend on page: back to main page. More articles and news are being prepared for the creative tourism in Europe.





SMALL IS BEAUTIFUL





DO IT

YOURSELF



#Storytelling





VIRTUDES DEL TURISMO CREATIVO: CRÉACIÓN DE UNA CADENA DE VALOR

- **Optimización del uso de los equipamientos** y recursos existentes.
- **Desestacionalización.**
- **Valorización** del patrimonio material e **inmaterial** del territorio.
- **Diversificación** de la oferta, potenciando los recursos disponibles.
- Empoderamiento personal y profesional de los ciudadanos.
- Enriquecimiento cultural y **efectos positivos sobre la autoestima de los residentes.**
- Turismo dotado **con importante valor añadido y notable poder adquisitivo.**
- **Sostenibilidad**, siendo la creatividad y los valores humanos sus recursos esenciales.
- Consolidación de la identidad cultural del destino
- Atracción de talentos



ETC ...

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

MAYA ANGELOU

To be continued...



¡Gracias!

Caroline COURET

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www.creativetourismnetwork.org