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3rd CREATOUR International Conference and Creative Tourism Showcase

**“Creative tourism dynamics: connecting travellers,
communities, cultures and places”**

23, 24, and 25 October 2019

University of Algarve – Faro, Portugal

CALL FOR PAPERS

The third International Conference of the CREATOUR Project is devoted to **Creative Tourism Dynamics**, with a particular focus on communicating, engaging, and connecting travellers with local communities and place through creative tourism. The CREATOUR approach to Creative Tourism highlights four elements: active participation, the learning and creation process, creative self-expression, and a link to the local community and sense of place. Creative Tourism creates a privileged relationship between tourists and residents, which derives from the immersion of both in local culture through the active participation in creative learning experiences. In this context, it is important to better understand how to identify and reach travellers, how to involve communities in the design and production of creative experiences, and to learn from initiatives being developed internationally.

What is creative tourism?

The vision of creative tourism guiding CREATOUR's pilot activities is centred on active creative activity encouraging personal self-expression and interaction between visitors and local residents, inspired by local endogenous resources (place and people), and designed and implemented by local residents. A working definition of creative tourism has been established as sustainable small-scale tourism that provides a genuine visitor experience by combining an immersion in local culture with a learning and creative process. As such, four dimensions are key: active participation, creative self-expression, learning, and community engagement. The creative tourism approach allows the destination communities and regions to benefit from significant advantages, and enables artistic and other creative activities to play a driving role in broader socio-economic development.

FUNDERS



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RESEARCH CENTRES



Centro Interdisciplinar
de História, Cultura e Sociedades
da Universidade de Évora
010115-0005/2015



ORGANIZATION



We invite you to share your experience with us. This call is open to ongoing research, creative tourism projects, presentations of best practice cases, networks developed, etc. in the area of creative tourism that address the following:

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Creative travellers:

- Who are the creative travellers?
- Who participates in creative tourism activities and why?
- How can we best communicate about creative tourism experiences?
- How can we best market creative destinations?
- Can storytelling be a useful tool in creative tourism?

Creative tourism processes and products:

- What new products are being developed in the scope of creative tourism?
- How are traditions being used or/and reinvented in creative tourism experiences?
- How are they developed and evolve?
- What is distinct about creative tourism offers in small communities and rural areas?
- How are they contextualized (i.e., within festivals, village-destination contexts, stand-alone offers, other...)?
- How might cultural mapping and other innovative methodologies be used to improve tourism experiences?

Capacity building and sense of community:

- How can we build the capacities of creative tourism developers/agents/animators?
- What are the main challenges in developing creative tourism experiences? What are the skills, competencies, and abilities needed to address them?
- In what ways can residents and stakeholders be engaged in the design of creative tourism experiences?
- In what ways can the community be engaged in the delivery of creative tourism experiences?
- What partnerships, community linkages, and impacts are realized in the development of creative tourism?
- How are place-based knowledge and specificities being used in creative tourism?

Sustainability of creative tourism initiatives and destinations:

- How can creative tourism complement and extend cultural tourism?
- How can creative tourism initiatives be made more sustainable?
- How can creative tourism contribute to regional development?
- What public policies and programmes could most effectively support creative tourism development and its sustainability in the contexts of strengthening cultural, tourism, and regional development more generally?

Who is organizing?

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The conference is organized within the project CREATOUR: Creative Tourism Destination Development in Small Cities and Rural Areas (Desenvolver Destinos de Turismo Criativo em Cidades de Pequena Dimensão e em Áreas Rurais). The overall objective of CREATOUR is to develop and pilot an integrated approach and research agenda for creative tourism in small cities and rural areas in Portugal, developing strong links within and amongst regions. CREATOUR is a national three-year project (2016-2019) funded under the Joint Activities Programme of PORTUGAL 2020, by COMPETE2020, POR Lisboa, POR Algarve and Fundação para a Ciência e Tecnologia.

Building on a twofold approach, CREATOUR intertwines Theory and Experimentation, combining multidisciplinary theoretical and methodological frameworks, cultural mapping, and benchmarking exercises with the development of an array of Pilots, or creative tourism case studies. The project builds on three interlinking dimensions of recent cultural and creative industries development in Portugal: (1) the development of artistic and creative industry hubs (“arts centres” or “creative factories”) in repurposed former industrial buildings or in restored heritage sites in many small cities and rural areas; (2) growing attention to the (re)vitalization and valorization of tangible and intangible cultural traditions throughout the country; and (3) the growth and development – and heightened visibility – of culture- and design-related creative products in Portugal.

CREATOUR promotes the potential for the development of human-scaled, interactive, creative tourism featuring creativity- and culture-based experiential tourism experiences. Focusing on smaller cities and rural areas in which active cultural organizations and creative enterprises currently operate, the project aims to foster new or enhanced tourism offers building from local strengths, knowledge, skills, and traditions. The project aims to develop a sustainable creative tourism that is socially, culturally, environmentally, and economically rooted in specific places and is sensitive to these dimensions. It aims to give added value to cultural and creative traditions, skills, and knowledge as well as to emerging creative practices and pathways.

Organization:

The local conference organizer is CIEO (Centre for Spatial and Organizational Dynamics / Centro de Investigação sobre o Espaço e as Organizações), University of the Algarve.

The conference will be held at:

University of Algarve - Faro, PORTUGAL

Timeline:

- Deadline to submit proposals: 15 May 2019
- Responses from the Scientific Committee: 14 June 2019
- Registration: 15 June to 15 September 2019
- Conference in FARO: 23 to 25 October 2019

Abstract Submissions:

Proposals should be submitted in English until May 15 here:

https://www.cognitofrms.com/CIEO1/_3rdcreatourinternationalconferenceabstractsubmission

Required information in the form:

- Name of the author(s)
- Organization/Institution, city, country
- Brief bio of the author(s) (max. 150 words)
- Presentation title
- Abstract (max. 300 words)
- Email of the corresponding author
- Conference theme
- Keyword(s) of presentation/proposal (max. 3)

Languages:

Oral presentations are to be made in English

CREATOUR Pilot Projects:



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Contact:

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Conference website: <http://creatour.pt/events/conference-2019>

For further details, please contact: creatour@ualg.pt (Sónia Moreira Cabeça)

More information about CREATOUR is available at: www.creatour.pt