

# Tourism, Culture and Creativity

Greg Richards

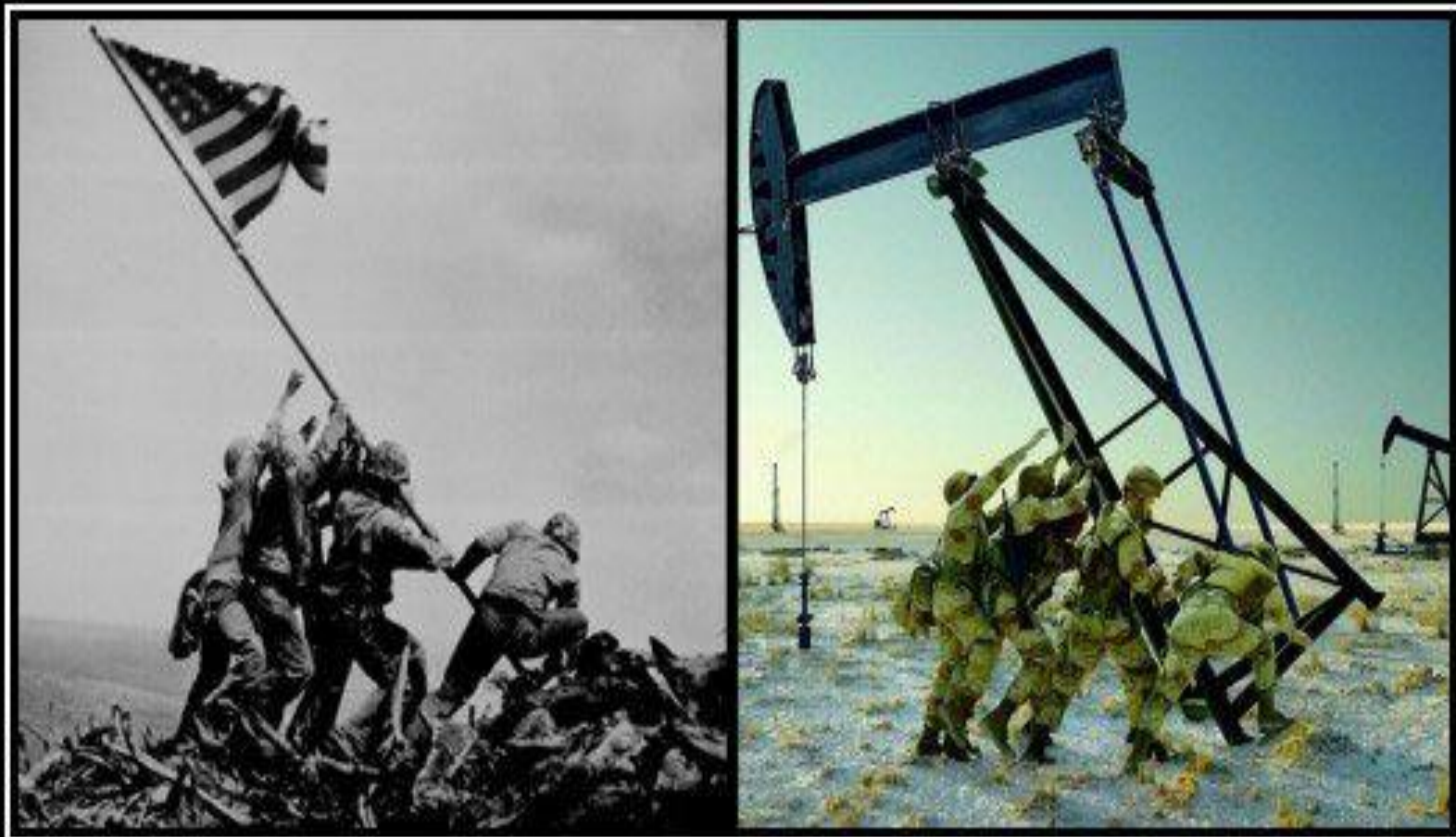
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# Summary

- The growing role of culture and creativity
- Changes in tourism demand and supply
- The attention economy
- Creating attention for (creative) tourism

authentic  
painting  
everyday  
photography  
folk  
tradition  
trinidad  
food  
hot  
people  
media  
local  
carnival  
tobago  
cooking  
dance  
heritage  
caribbean  
craft  
art  
creativity  
cool  
film  
real



# DEJA VU

USUALLY CAUSED BY A GLITCH IN THE MATRIX

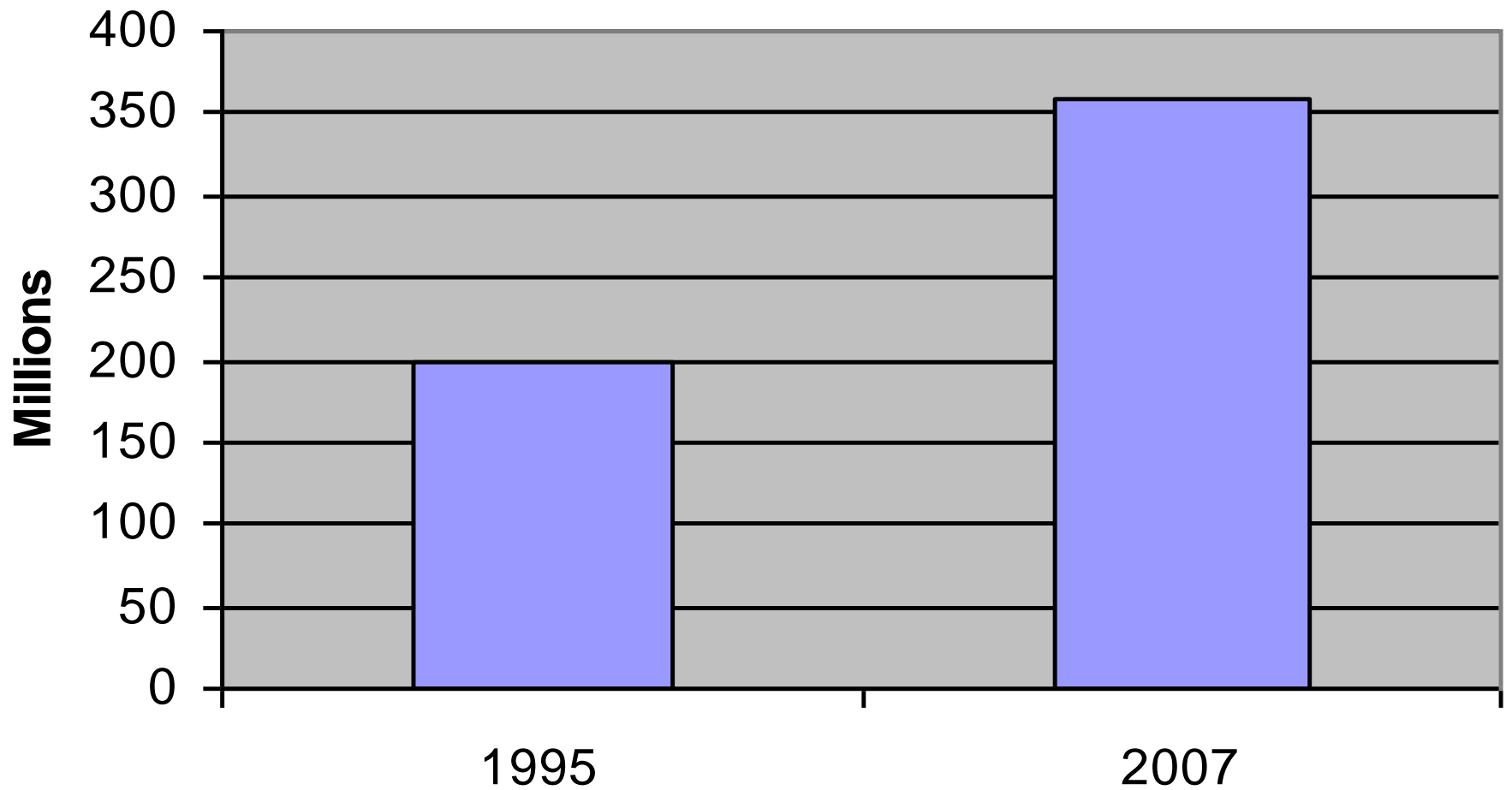
# 1980s – The Cultural Turn

Culture is everything – everything is culture



# Cultural tourism: a major growth industry?

International cultural tourists 1995 – 2007 (OECD)



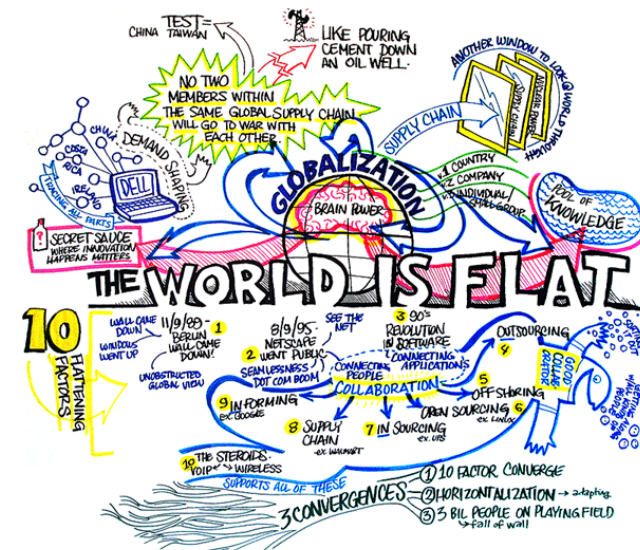


# Changing basis of 'culture'

Did cultural tourism grow because there was more interest in culture among tourists, or because more places had more 'culture'?

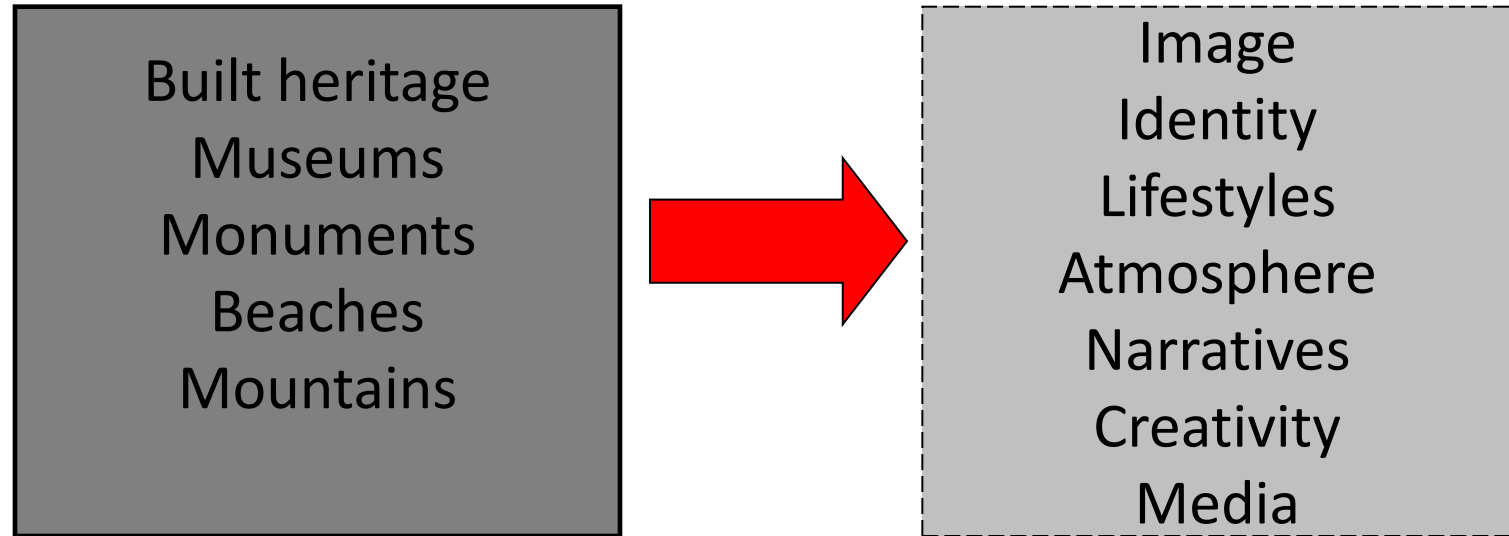
# De-differentiation of culture, tourism and everyday life

# Extension of place competition in a globalising world



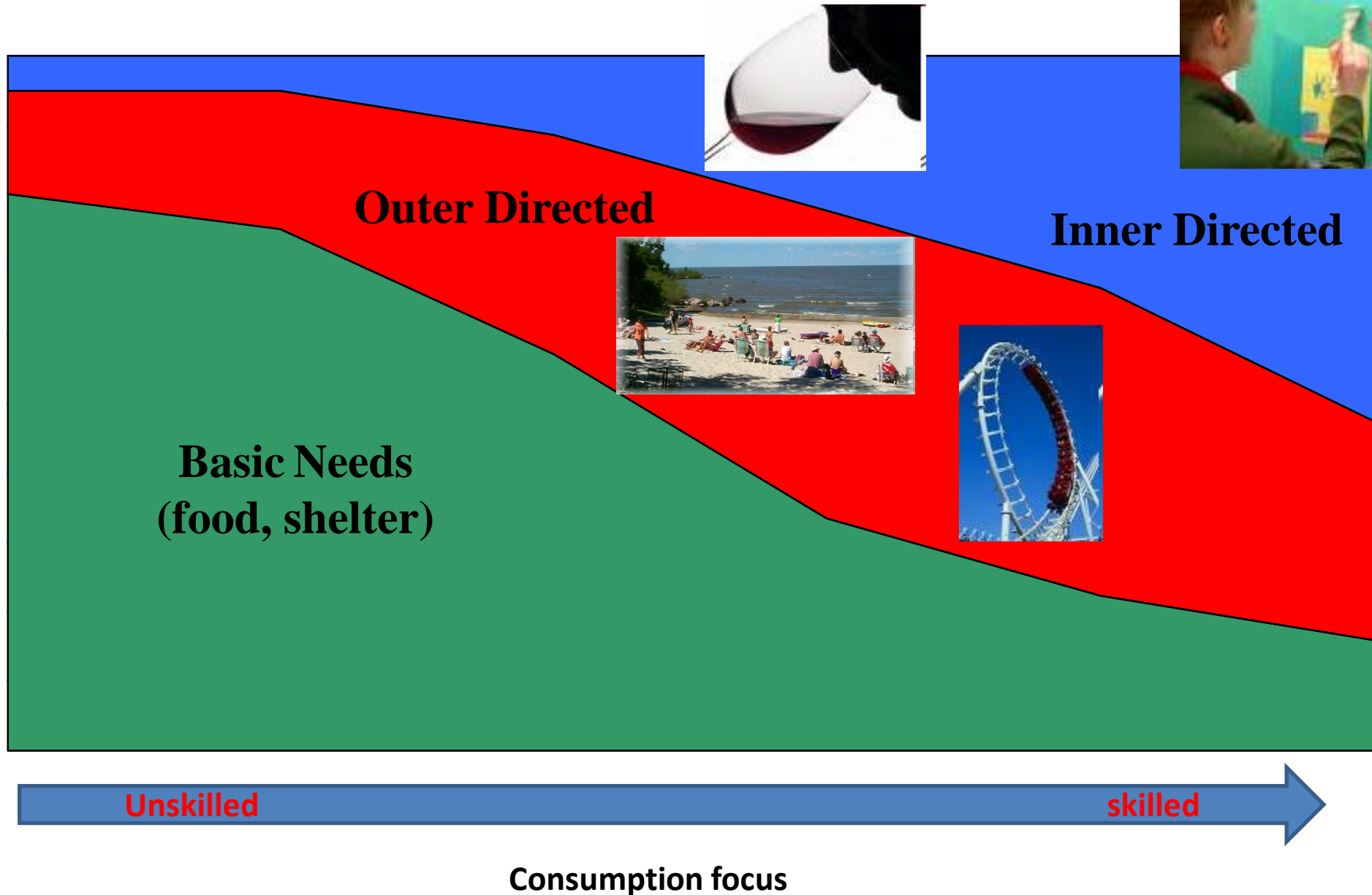
Thomas L. Friedman on The Charlie Rose Show discussing his book, "The World is Flat" • 04.05.05  
graphic facilitation by Brandy Aderbeck • Loosetooth.com

# Supply: Shift from tangible to intangible tourism resources

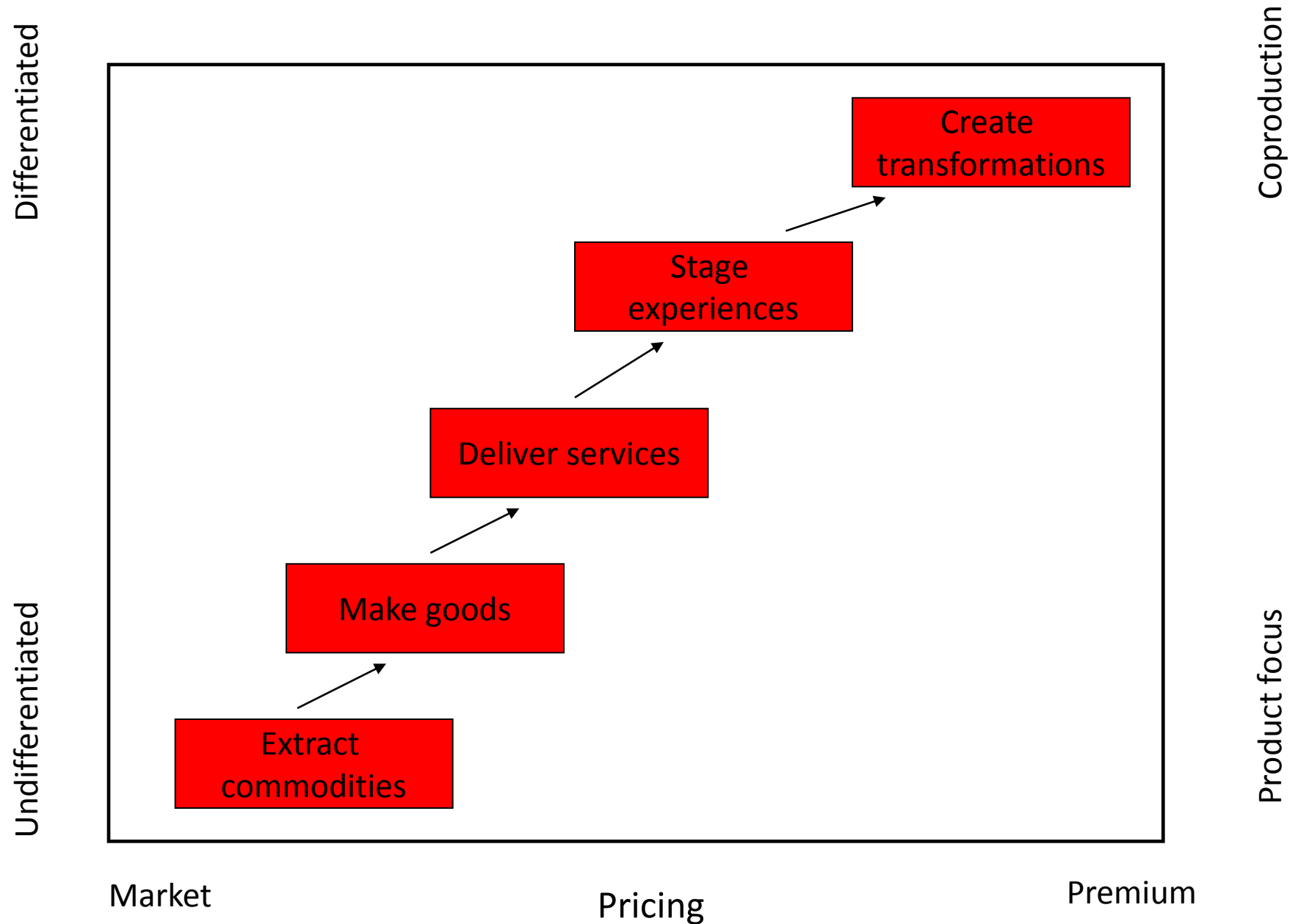




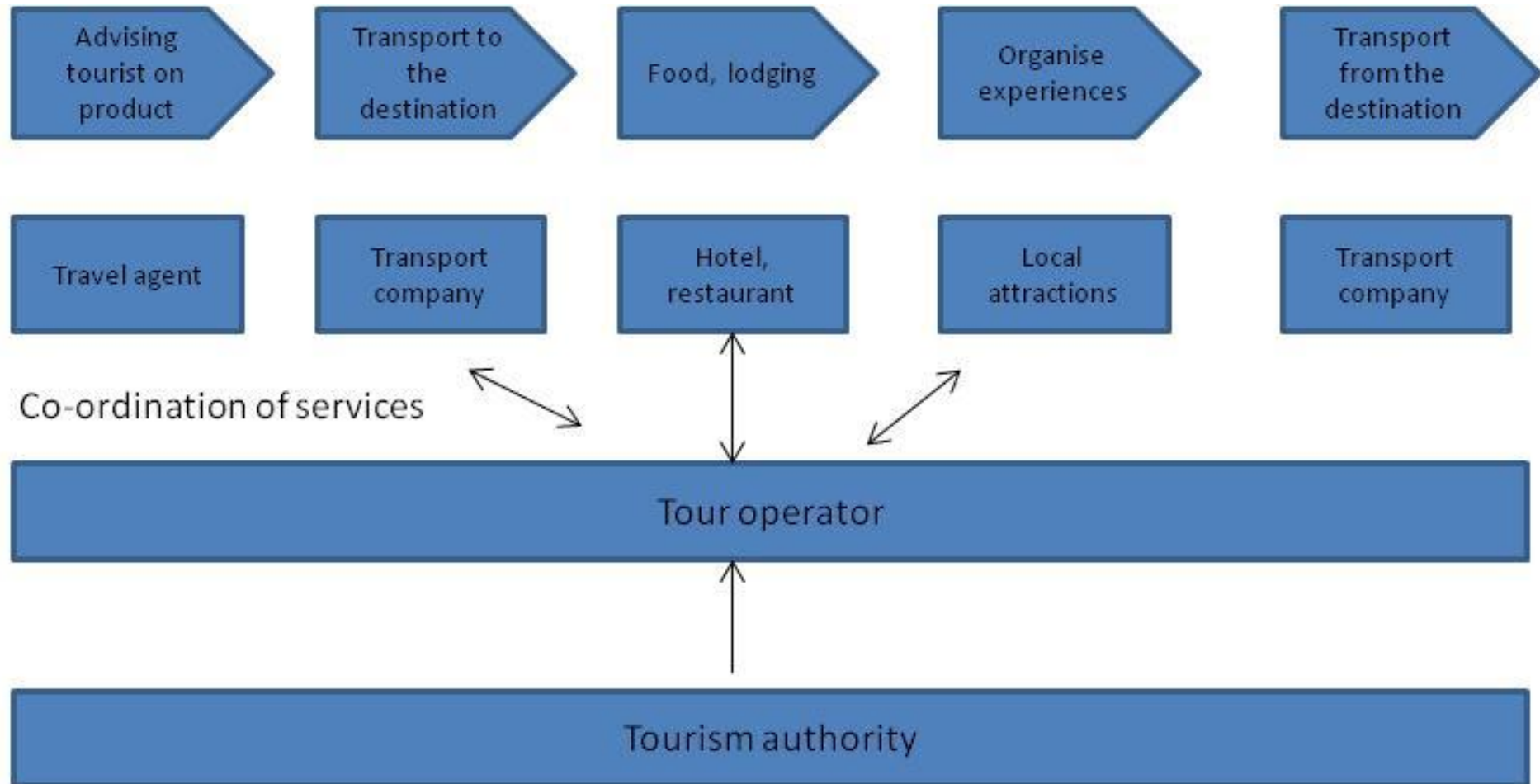
# Demand: Changing modes of consumption



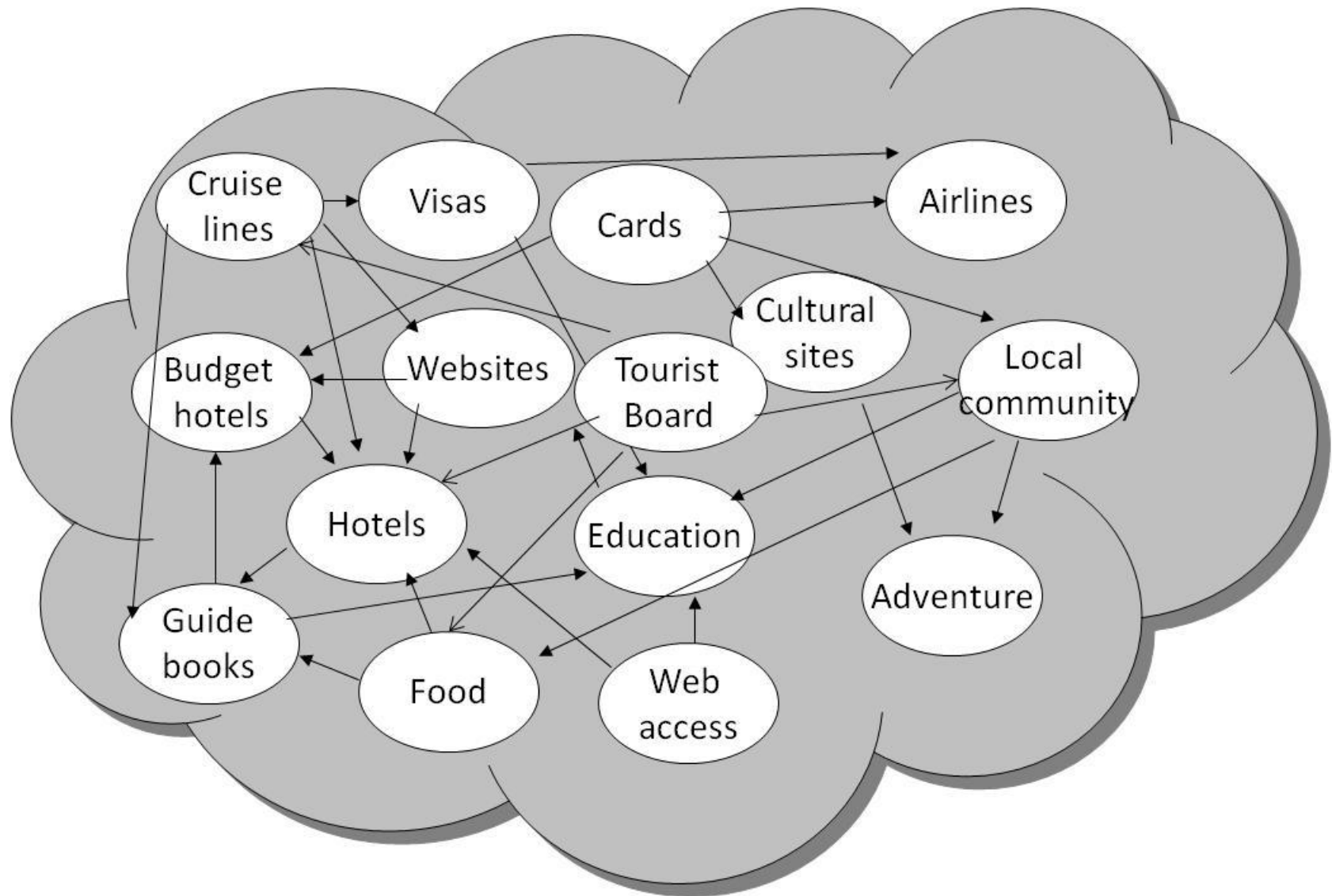
# The trajectory of production - from goods to experiences



# Traditional value chain in tourism

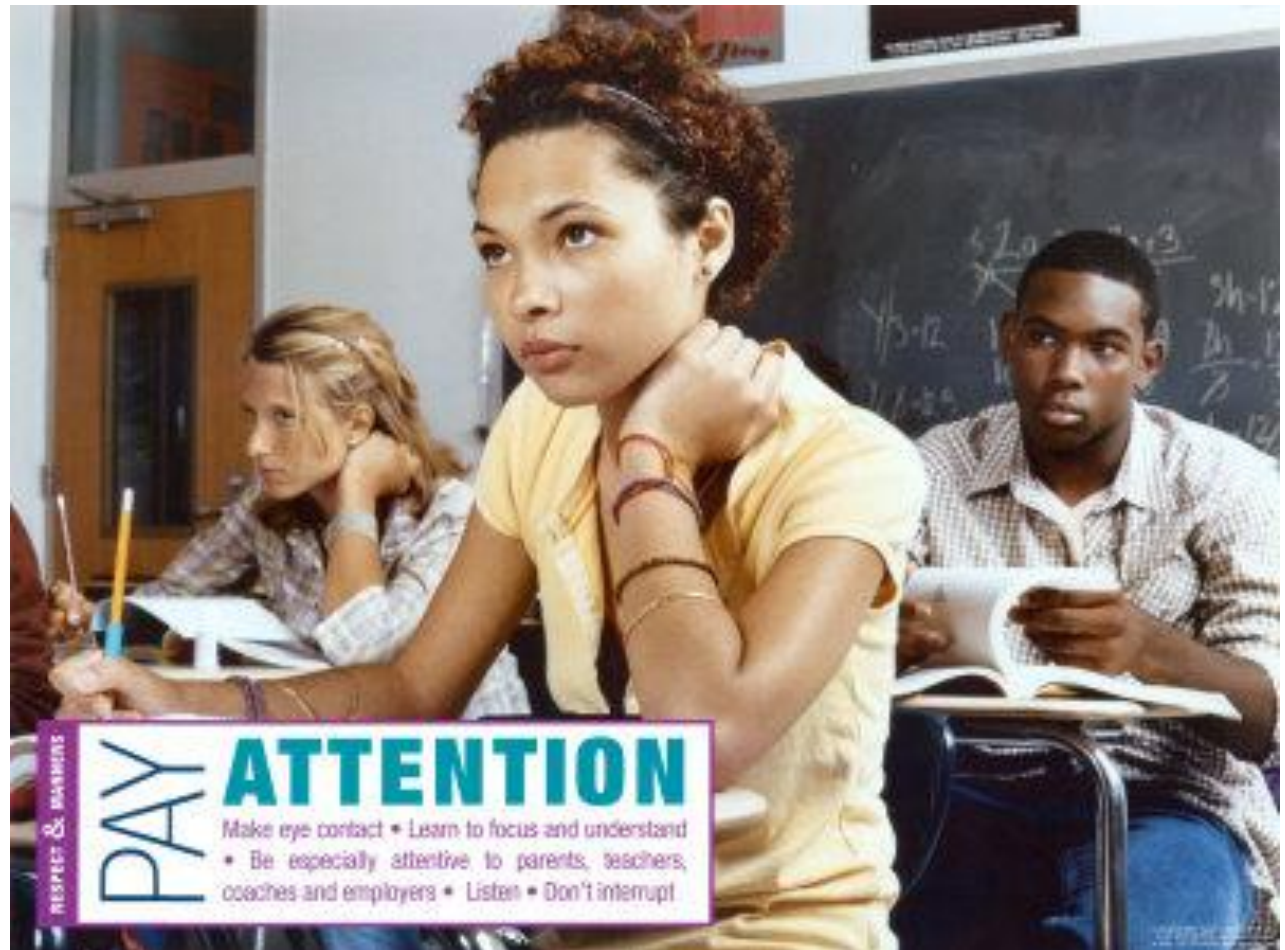


# Contemporary value network



In the featureless landscape of the network society the major challenge is attracting attention from:

Consumers  
Producers  
Policy makers  
Local people



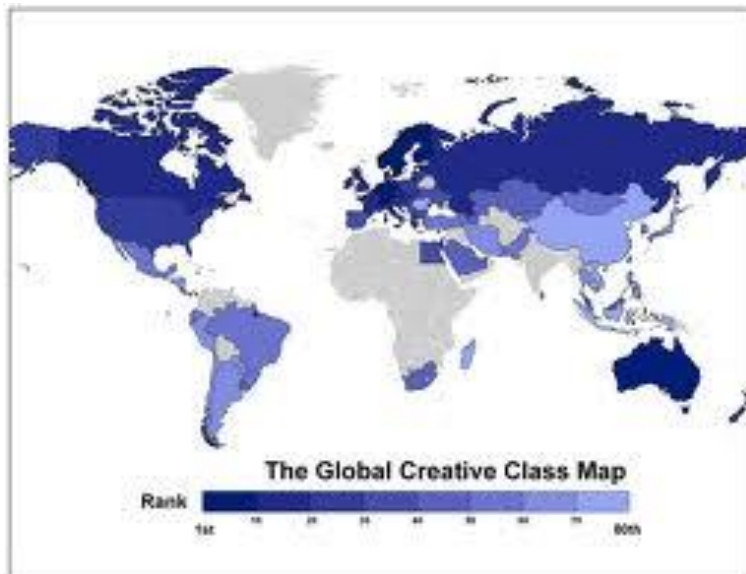
# Organising attention for creativity

Creative industries

Creative class

Creative cities

today isn't  
just  
another  
day. today  
I'll create  
something





# The creative class arrives in the Caribbean?

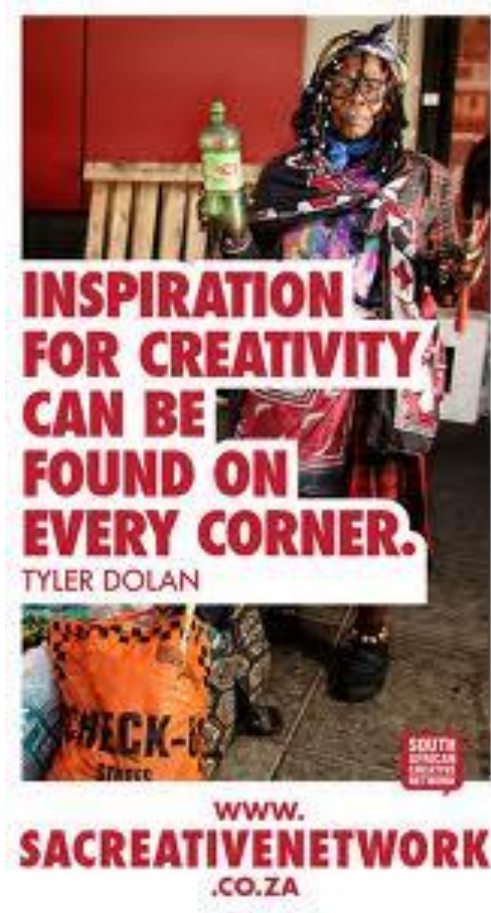


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Creativity is not an industry, not a class,  
not a city, but:

‘A relational network or field linking  
people engaged in a social process’  
(Scott, 2010)

‘The creative industries are the set of  
economic activities that involve the  
creation and maintenance of social  
networks and the generation of value  
through production and consumption of  
network-valORIZED choices in these  
networks.’ (Potts et al., 2010)



# Implications of the creative network view:

- Design is the new Engineering
- Tourism is a creative industry
- Creativity both distinguishes and bonds
- Creativity is not purely the business of producers, but of co-creation between consumers and producers
- Creativity is not a focus of attention, but a generator of attention

# Important elements of the new means of attention



Co-ordinating  
mechanisms

Creative  
spaces

Networks



Being there: In the right place, at the right time, with the right people

# Implications for tourism

Holidays are increasingly creative spaces

The context of travel becomes as important as the content

The search for distinction/communion gives a primary role to everyday creativity

Attention for new niches

Attention is a primary tourism resource





# Creative tourism – going beyond the tourist gaze

**I HEAR AND I FORGET.  
I SEE AND I REMEMBER.  
I DO AND I UNDERSTAND.**

**— CONFUCIUS**







Into the co-  
creation of  
transformations



Find your influencers



# Use everyday creativity



The festivities are a creative and exuberant event for young and old alike. There is something for everyone, but most of all there is an abundance of good old-fashioned fun, high spirits, and a wide range of activities to choose from.



These neighbors enjoy an open night of bingo under a sky of drifting clouds.





## Zinneke Parade Brussels



# See No Evil Bristol street art project draws visitors to city

04/08/2011

News

This summer **Bristol, England** will play host to the most ambitious permanent street art project ever to take place in the UK, called '**See No Evil**'. The event will result in Bristol's Nelson Street becoming one of the world's largest outdoor art exhibitions.



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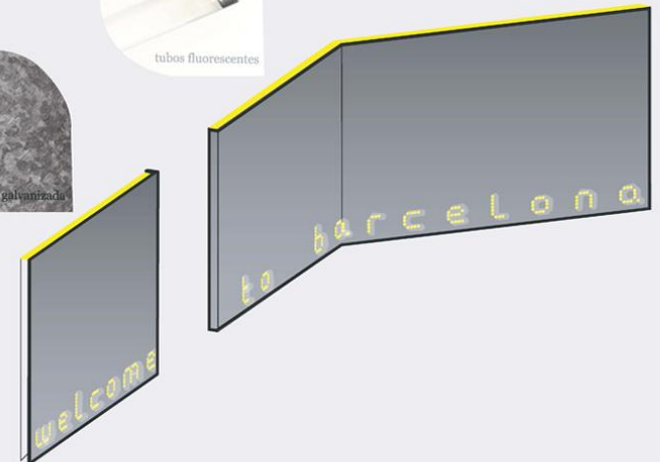
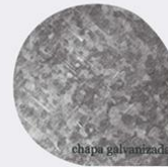
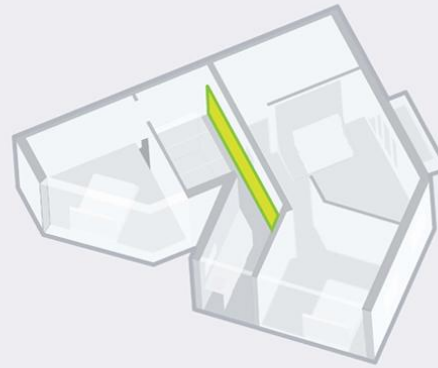
europa by  
**easyJet**



# Use design



installations as design device







Discover relational  
aesthetics



# Link people together



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# Put a **face** to tourism

Ponle **cara** al turismo

▶ ROUTES AROUND GALICIA ACCOMPANIED BY BILINGUAL PROFESSIONALS



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## ► Extensive report about creative tourism in SAVIA



SAVIA, the magazine of economy and travel management of Amadeus dedicates an extensive report to creative tourism in November publication.

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## ► New item about creative tourism



## ► Tourism: new needs, new opportunities



# Be creative





Be realistic

PERFECT  
CHICKEN

London Borough of Hackney

Bohemia  
Place E8



ch



café & restaurant

## BOHEMIA

## BOHEMIA

# Be yourself

# Den Bosch: The art city with no pictures

