Tourism, Culture and Creativity

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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
Deja vu?

Cultural turn
Creative turn
Performance turn

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
Supply: Shift from tangible to intangible tourism resources

Built heritage
- Museums
- Monuments
- Beaches
- Mountains

Image
- Identity
- Lifestyles
- Atmosphere
- Narratives
- Creativity
- Media
Demand: Changing modes of consumption

- **Inner Directed**
- **Outer Directed**
- **Basic Needs** (food, shelter)

Consumption focus: Changing modes of consumption
The trajectory of production - from goods to experiences

- Extract commodities
- Make goods
- Deliver services
- Stage experiences
- Create transformations
Traditional value chain in tourism

1. Advising tourist on product
2. Transport to the destination
3. Food, lodging
4. Organise experiences
5. Transport from the destination

- Travel agent
- Transport company
- Hotel, restaurant
- Local attractions
- Transport company

Co-ordination of services

Tour operator

Tourism authority
Contemporary value network

- Cruise lines
- Visas
- Cards
- Airlines
- Budget hotels
- Websites
- Cultural sites
- Local community
- Hotels
- Tourist Board
- Adventure
- Guide books
- Education
- Food
- Web access
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
The creative class arrives in the Caribbean?
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

Creative spaces

Networks

Co-ordinating mechanisms

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
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.
Use design

installations as design device
Discover relational aesthetics
Link people together

Put a face to tourism

Routes around Galicia accompanied by bilingual professionals

Come and meet the originality of our region thanks to its people and its tourist initiatives
Creative arts, crafts and culinary holidays in Austria
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.

Please, press here to read it.
Be creative
Be realistic
Be yourself
Den Bosch: The art city with no pictures