



invtur2020

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Tourism and the Sustainable Development Goals: From theory to practice

Call for submissions on

CREATIVE TOURISM: DEMONSTRATING LOCAL ACTIONS TOWARDS SDGs

Organised by:

Nancy Duxbury¹, Greg Richards² & Fiona Eva Bakas^{1,3}

¹CES, University of Coimbra, Portugal; ²University of Tilburg, Netherlands; ³GOVCOPP, University of Aveiro, Portugal

This session aims to bring together current research and emerging practice on designing and implementing creative tourism initiatives, with a special focus on extra-metropolitan areas. In the context of INVTUR 2020, within this session we wish to prioritize creative tourism initiatives that are linked to major challenges facing our societies and the planet. We also aim to provide a space for research that may take on a more 'future forming' orientation, to 'bring into focus new and far-reaching potentials of inquiry' (Gergen, 2014, p. 288) and to play an active role in envisioning, informing, and empowering alternatives.

Creative tourism is a niche tourism area that has emerged both as a development of cultural tourism and in opposition to the emergence of 'mass cultural tourism'. Although an array of definitions of creative tourism exist in the literature, this session is informed by a vision of creative tourism centred on creative activities, where personal self-expression and interaction between visitors and local residents is encouraged, which is inspired by local endogenous resources (place and people), and which is designed and implemented by local residents for community benefit. In this approach, four elements are central: active participation, creative self-expression, learning, and a connection to the local community (Duxbury and Richards, 2019).

Creative tourism demand is driven by travellers seeking more active and participative cultural experiences in which they can use and develop their own creativity. Responding to these demands, and in the context of providing alternative approaches to tourism development in many locations, interest in creative tourism is rising. International research on creative tourism features growing attention to the settings and locales in which these activities take place and how creative tourism initiatives can be strategically designed and levered for both visitor and local benefit. A vibrant area of creative tourism research and practice links creative tourism with community-based tourism and community development thinking.

This session addresses a challenge to the field (put forward in *A Research Agenda for Creative Tourism*, 2019) to more explicitly link creative tourism research and practice to the major challenges facing our societies and the planet. As research on creative tourism moves forward, the field should proceed with a heightened cognizance of the significant roles travel and tourism play in constructing and shaping our interconnected world, and the ways in which we imagine and understand it, others, and ourselves. Mitigating the more negative aspects of tourism, for example, in terms of environmental sustainability and in relation to the socio-cultural well-being of in situ communities, should form an important dimension of this. Today, we recognize the great need for connections on a human level globally and to our

planet, and the essential importance of intercultural learning and sharing experiences. The forces of imagination and creative expression provide us with important tools with which to revitalize and extend cultural traditions and practices, to immerse ourselves in different worldviews and perspectives, and to build renewed visions and pathways for the future, inspiring, and informing the world we are collectively constructing. Creative tourism can play an important role in this trajectory going forward.

The thematic session seeks submissions that attempt to address the following key issues, including (but not limited to) the following themes:

- Sustainable creative tourism;
- Approaches linking community-based and creative tourism;
- Creative travellers and responsible travel;
- Creative/cultural tourism as a responsible consumption and production practice;
- Decent work through creative tourism;
- Culture-led local development and local creative tourism entrepreneurs;
- Contribution of creative/cultural tourism to creating sustainable cities and communities;
- Development models for creative tourism activities;
- Marketing approaches for creative tourism;
- Creative tourism extensions of cultural tourism and heritage tourism;
- Creative/cultural tourism in small cities and rural areas;
- Stakeholders involved in creative/cultural tourism development: 'Open doors' and participatory approaches;
- Impacts of creative/cultural tourism on local residents' lives;
- Creative tourism networks.

Extended abstracts (up to 6,000 characters), full papers or posters should be submitted electronically (via <https://proa.ua.pt/index.php/rtd/>) by October 31st, 2019.

For further information regarding submission guidelines, conference fees and program, accommodation, how to get to the conference venue, and registration forms, please visit the INVTUR 2020 conference website: <http://www.ua.pt/invtur/>.