

Conference

Emerging and Future Trends in Creative Tourism

7–9 June 2018

University of Minho,
Gualtar, Braga

Conference Programme

Keynote
Speakers

Patrick Brouder

University of Brock, Canada

Daniela Jelinčić

Institute for Development and International Relations,
Croatia

Link do congresso
<https://creatourconference.weebly.com>
Contacto
creatour@lab2pt.uminho.pt



creatour.pt

creative tourism
portugal

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CREATOUR (project nº16437) is funded under the Joint Activities Programme of Portugal 2020, by COMPETE2020, POR Lisboa, POR Algarve and Fundação para a Ciência e Tecnologia.



Overview

The International Conference **CREATOUR 2nd International Conference “Emerging and Future Trends in Creative Tourism”** aims to continue the work developed in the first Conference at Curia (May 2017). It brings together creative tourism researchers with creative tourism practitioners to discuss issues and opportunities of creative tourism internationally.

Information on the development of the creative tourism network – CREATOUR – focusing on small cities and rural areas within the Norte, Centro, Alentejo and Algarve regions of Portugal, is another aim of the Conference.

What is creative tourism?

CREATOUR’s approach to creative tourism involves four dimensions: active participation, creative self-expression, learning, and community engagement.

Creative tourism offers visitors the opportunity to develop their creative potential through active participation in workshops, courses and other learning experiences that are characteristic of the destination where they are taken. Creative tourism allows visitors to deepen contact with the local culture by directly participating in cultural/creative activities and being involved in the creative life of the destination (rather than just displaying creative products, for example). 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.

What is CREATOUR?

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.

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.

RESEARCH CENTRES

CES – Centro de Estudos Sociais, Universidade de Coimbra (coord.):
Nancy Duxbury (coord.), Carlos Fortuna, Cláudia Pato de Carvalho,
Fiona Bakas, Lorena Sancho Querol, Miroslav Tascu-Stavre, Paulo
Peixoto, Sílvia Silva, Tiago Vinagre Castro.

**CIDEHUS – Centro Interdisciplinar de História, Culturas e Sociedades,
Universidade de Évora:** Ana Maria Ferreira (Coord.), Jaime Serra,
Josefina Salvado, Maria Noémi Marujo e Sara Albino.

**CIEO – Research Centre for Spatial and Organizational Dynamics,
Universidade do Algarve:** Alexandra Gonçalves (coord.), João Filipe
Marques, Mirian Tavares e Sónia Cabeça.

**DINÂMIA’CET-IUL – Centro de Estudos sobre a Mudança
Socioeconómica e o Território, ISCTE - Instituto Universitário de
Lisboa:** Pedro Costa (coord.), Ana Rita Cruz, Margarida Perestrelo,
Maria Assunção Gato e Maria Cadarso (IADE – Creative University /
Laureate International Universities).

**Lab2PT – Laboratório de Paisagens, Património e Território,
Universidade do Minho:** Paula Remoaldo (coord.), Isabel Vaz de
Freitas, Juliana Araújo Alves, Miguel Marques Pereira, Olga Pinto de
Matos, Ricardo Gôja e Vítor Patrício Rodrigues Ribeiro.



Programme

Thursday, 7 June

8:30 – 9:30 Registration

9:30 **Opening session** [CPII – Auditório B1]

10:00 – 11:15 **Plenary session with the keynote speaker Patrick Brouder**, University of Brock (Canada) - *Rural Resilience through Tenacious Tourism* [CPII - Auditório B1]

Chair: Nancy Duxbury

11:15 – 11:30 Coffee break [CPII - Hall B1/B2]

11:30 – 13:00 **Plenary session with pilot institutions: “Emerging Trends in Creative Tourism”** [CPII - Auditório B1]

Chair: Kathleen Scherf

Invited institution: *My Experience in Creative Tourism*, **Michelle Smith**, Easyfrascati (Italy)

Representatives from each region:

- **North** – Rita Ferreiro, ADERE-PG
- **Centre** - Humberto Figueiredo, MosaicoLab
- **Alentejo** - Jorge Martins, Genuine Alentejo
- **Algarve** - Carita Santos, Loulé Criativo

13:00 – 14:30 Lunch [CPII - Hall B1/B2]

14:30 – 16:00 **Parallel session 1** [CPII - Auditório B1]

Parallel session 2 [CPII - Anfiteatro 0.01]

Parallel session 3 [CPII - Anfiteatro 0.03]

Parallel session 4 [CPII - Anfiteatro 0.07]

Parallel session 5 [CPII - Sala 0.20]

16:00 – 16.30 Coffee break [CPII - Hall B1/B2]

16:30 – 18:00 **Parallel session 6** [CPII - Auditório B1]

Parallel session 7 [CPII - Anfiteatro 0.01]

Parallel session 8 [CPII - Anfiteatro 0.03]

Parallel session 9 [CPII - Anfiteatro 0.07]

Parallel session 10 [CPII - Sala 0.20]

20:00 Dinner and Cultural Animation: Grupo Folclórico de Sequeira.

Friday, 8 June

9:30 – 11.00 **Plenary session with the keynote speaker** Daniela Jelinčić, Institute for Development and International Relations, Zagreb (Croatia) - *The Magic Circle - Feel to Create, and Create to Feel: Emotional Experiences in Creative Tourism* [CPII - Auditório B1]

Chair: Carlos Santos

11:00 – 11:30 Coffee break [CPII - Hall B1/B2]

11:30 – 13:00 **Parallel session 11** [CPII - Auditório B1]

Parallel session 12 [CPII - Anfiteatro 0.01]

Parallel session 13 [CPII - Anfiteatro 0.03]

Parallel session 14 [CPII - Anfiteatro 0.07]

Parallel session 15 [CPII - Sala 0.20]

13:00 – 14:30 Lunch [CPII - Hall B1/B2]

14:30 – 16:00 **Parallel session 16** [CPII - Auditório B1]

Parallel session 17 [CPII - Anfiteatro 0.01]

Parallel session 18 [CPII - Anfiteatro 0.03]

Parallel session 19 [CPII - Anfiteatro 0.07]

Parallel session 20 [CPII - Sala 0.20]

16:00 – 16.30 Coffee break [CPII - Hall B1/B2]

16:30 – 18:00 **Parallel session 21** [CPII - Auditório B1]

Parallel session 22 [CPII - Anfiteatro 0.01]

Parallel session 23 [CPII - Anfiteatro 0.03]

Parallel session 24 [CPII - Anfiteatro 0.07]

18:15 **Closing Session, “Verde” of honor and Cultural Performance:**
Catarina Silva and Juliana Ramalho [CPII - Hall B1/B2]

Saturday, 9 June

Post-conference event: Visit to Braga

1st part of the visit: Visit to the historical centre of Braga

Start: 9:00 | **End:** 10:30

Meeting point: Tourist Office of Braga

Tourist guide: Chisoka Paulo Simões - Minho Free Walking Tours

Route: Praça da República - Rua de S. Marcos - A Brasileira - Casa dos Crivos - Igreja de Santa Cruz - Largo Carlos Amarante - Igreja do Hospital - Largo S. João do Souto - Jardim de St^a. Bárbara - Arquivo Distrital - Câmara Municipal - Biblioteca Pública - Sé Catedral - **Stop:** Sons da Sé - Largo do Paço - Arco da Porta Nova - Image Museum - Biscainhos Museum

2nd part of the visit: Chocolate workshop - Biscainhos Museum

At the end of the visit (10h30), you will be able to do the chocolate workshop at the Museu dos Biscainhos in Braga.

Start: 11:00 | **End:** 12:00

Workshop Leader: Adélia Azevedo

Chocolate workshop:

- Chocolate confection with dry fruits.

Languages available for the visit and the workshop: Portuguese and English.

Thursday, 7 June | Parallel session | 14:30-16:00

CP11 - Auditório B1 | Parallel session 1 – Promoting intercultural dialogue through creative tourism

Chair: Paula Remoaldo

Invited Opening speaker: Elisabeth Kastenholz - *Enhancing competences for co-creating appealing and meaningful cultural heritage experiences in tourism*

Florin Nechita, Adina Nicoleta Candrea, Hiromasa Tanaka and Sami Kajalo - *Intercultural dialogue between Japanese tourists and Romanian local communities in Lăpuș Land, Transylvania*

Carolina Mendes - *Idiomatic and Creative Tourism: One way to promote the intercultural dialogue in Portugal*

Paula Rama da Silva - *Promoting intercultural dialogue and awareness in foreign language classes of tourism courses*

DISCUSSION

CP12 - Anfiteatro 0.01 | Parallel session 2 – The role of Creative tourism in the sustainability of territories I

Chair: Carlos Fernandes

Regina Bezerra and Alexandra I. Correia - *The potential of Olive Oil for Creative Tourism Experiences in the northern region of Portugal*

María Dolores Sánchez-Fernández and José Ramón Cardona - *Artistic expressions as a tourist attraction: The case of Ibiza*

Sara Albino and Carlos Alcobia - *The role of creative hubs in creative tourism development - opportunities for the attractiveness of rural territories*

Carlos Fernandes and Paulo Carranço – *The power of regional gastronomy in the support of creative tourism*

Ricardo Gôja - *The importance of tourism for the development of small cities and rural areas in the North of Portugal*

DISCUSSION

CPII - Anfiteatro 0.03 | Parallel session 3 - Entrepreneurship and empowerment of local communities I

Chair: Alexandra Gonçalves

Álvaro Dias, Mafalda Patuleia and Georg Dutschke - *Shared value creation and local communities development: The role of cooperation as an antecedent*

Marta Nestor and Rui Monteiro - *Empowering Communities, Empowering Tourism: design and public policies towards a sustainable and creative tourism scenario*

Rogelio Policarpio Flores, Jr. - *Empowering Communities through Capacity Development: The Case of Misfat Al Abriyeen Project*

Ricardo Manuel Ferreira de Almeida - *Popular confectionery in Lamego: identification tracks for development*

Angela O'Hara - *Arkana Peru: Conservation Through Knowledge Exchange and Creative Collaboration*

DISCUSSION

CPII - Anfiteatro 0.07 | Parallel session 4- Alternative/inclusive approaches to creative tourism and legal and institutional frameworks for creative tourism

Chair: Ana Maria Ferreira

Waléria Niquini, Brendow Fraga and Magnus Luiz Emmendoerfer - *Analysis of Public Agenda Setting of Porto Alegre Creative Tourism Program, Brazil*

Brendow Fraga, Waléria Niquini and Magnus Emmendoerfer - *Creative and Slow or Creative-Slow? Comparative analysis of emerging modalities in tourism*

Irene Portela and Alexandra Malheiro - *New Wine into Old Wineskins: Creative Rural Tourism/Law constraints*

Narayhane Oliveira Gonzaga Delabrida and Alissandra Nazareth de Carvalho - *Creative Tourism and its relationship to gastronomy: An Analysis of the potential of São Bartolomeu, Distrito de Ouro Preto / MG, Brazil*

Jakson Renner R. Soares and Paula Remoaldo - *Making a musical instruments in Santiago de Compostela: a proposal of creative tourism*

DISCUSSION

CPII - Sala 0.20 | Parallel session 5 - Creative tourism networks and project incubation and development approaches I

Chair: Pedro Costa

Juliana Santos, Erika Oliveira Lima, Éricka Matos and Ana Custodio - *Brasília, Design City: Art, Urbanism, Architectur With Creativity and interaction*

Maria Assunção Gato, Ana Rita Cruz, Margarida Perestrelo and Pedro Costa - *Contributions to the Creative Tourism Dynamics in Portugal: Monitoring the Implementation of Creative Tourism Pilot Initiatives in Small Cities and Rural Areas*

Rita Pinto – *“Há festa na Aldeia”* (There’s a Party in the Village)

Daniel Arthur Lisboa de Vasconcelos and Lindemberg Medeiros de Araújo - *Development possibilities of sustainable creative territories for tourism in Penedo, State of Alagoas-Brazil*

Cuauhtemoc Ramirez - *Sustainable tourism in APEC: a region with UNWTO members and non-members*

DISCUSSION

Thursday, 7 June | Parallel session | 16:30-18:00

CPII - Auditório B1 | Parallel session 6 - The role of Creative tourism in the sustainability of territories II

Chair: Olga Matos

Jorge Martins and Jaime Serra - *Creative tourism networks: a fundamental base for the creation of the tourist activities company "Genuine Alentejo – Portugal's Remarkable Tourist Experiences"*

Fátima R. Teixeira, Filipa M. Lisardo D. Vieira, António M. Paisana and Luiz R. Mayr - *Contributions of the cluster approach to the development of community-based tourism in Florianópolis, Southern Brazil*

Jorge Cerveira Pinto - *Creative Tourism in Europe: The EU context*

Rita Ribeiro, Manuel Pinto and Emília Araujo - *Bugiada and Mouriscada in the route of the creative tourism*

Bhanwar Vishvendra Raj Singh - *Role of Tiger Tourism in Creative Entrepreneurship of Ranthambore Tiger Reserve, Rajasthan, India*

DISCUSSION

CPII - Anfiteatro 0.01 | Parallel session 7 - Creative tourism opportunities and challenges for artistic and cultural organizations

Chair: Isabel Freitas

Célia Quico and Fernando Catarino - *Participatory Art & Food events in European peripheral museums: main lessons from the In-Nova MusEUm project*

Marco António I. Santos and Susana Calado Martins - *Between Paths and Condiments: from lime tradition to alimentary traditions*

Paulo Peixoto and Cláudia Pato - *State of Knowledge on Cultural and Creative Activities and Organizations in Portuguese Small Cities and Rural Areas*

DISCUSSION

CPII - Anfiteatro 0.03 | Parallel session 8 – Entrepreneurship and empowerment of local communities II

Chair: Kate Clow

Kate Clow and Hüseyin Eryurt - *Empowering village women along the Lycian Way*

William Shi Ling and Philip Feifan Xie - *Co-Creating Creative Tourism: A Case Study of the Hotel Estoril, Macau*

Neekee Chaturvedi - *Ecological Wisdom of Bishnoi Community in Tourist Experience*

António Luís Ferreira and Sandra Teixeira - *Linen Craft of Cerva and Limões: Lessons from a 6D Creative Tourism Project*

DISCUSSION

CPII - Anfiteatro 0.07 | Parallel session 9- ICT in planning and implementation in creative tourism

Chair: Vítor Ribeiro

David Ferreira - *The danger of underestimating Web Development for Tourism - a real story*

Miguel Nuno Marques Pereira - *Augmented reality in handcraft figures of Barcelos*

Jorge C. S. Cardoso, Humberto Figueiredo and Virgílio Hipólito Correia - *Digital tools for exploring Roman mosaic*

Sónia Moreira Cabeça, Alexandra Rodrigues Gonçalves, João Filipe Marques and Mirian Tavares - *Cultural Mapping: a tool for sustainable creative tourism*

Vítor Ribeiro, Paula Remoaldo, Miguel Pereira, Ricardo Gôja, Juliana Alves, Isabel Freitas, Olga Matos and Nancy Duxbury - *Application of new methods of cultural mapping in creative tourism*

DISCUSSION

CPII – Sala 0.20 | Parallel session 10 – Creative tourism networks and project incubation and development approaches II

Chair: Laurentina Vareiro

Joachim Willms - *Rural Heritage as Potential for Creative Tourism Management – the case of East Frisia*

Marina Maria and Bruno Sousa - *Creative tourism and destination marketing as a safeguard of the cultural heritage of regions*

Alexandre Fioravante - *Creative Tourism: an object of governmental policies in Brazil?*

DISCUSSION

Special Conference Dinner (June 7th, 2018) | 20:00

Local: Meliã Braga Hotel & SPA.

Friday, 8 June | Parallel session | 11:30-13:00

CPII - Auditório B1 | Parallel session 11 – Creating new co-experiences with tourists |

Chair: Kathleen Scherf

Kathleen Scherf - *Relational tourism: residents, visitors, and social media*

Reyhan Arslan Ayazlar and Gökhan Ayazlar - *The Characteristics of Creative Tourists' Experiences*

Paula Remoaldo, Ricardo Gôja, Juliana Alves, Olga Matos, Isabel Freitas, Vítor Ribeiro, Miguel Pereira, Alexandra Gonçalves, Ana Maria Ferreira, Sara Albino, Noémi Marujo, Jaime Serra, Sónia Cabeça, João Filipe Marques and Mirian Tavares - *First approach of creative tourist profile in Portugal – some case studies from Continental Portugal*

Milia Lorraine Khoury - *'The Accidental Tourist': translating the Creative City into Creative Tourism through active citizenship in the City of Cape Town and the creation of co-experiences with residents and tourists*

Ruhet Genc - *Sustainable Tourism Futures and the Importance of Creative Tourism*

DISCUSSION

CPH - Anfiteatro 0.01 | Parallel session 12 – Moving from cultural tourism to creative tourism I

Chair: Ana Melo

Hugo Aluai Sampaio and Ana M.S. Bettencourt - *Archaeological sites, new technologies and social inclusion: knocking down disabling barriers*

Josefina Salvado, Ana Maria Ferreira, Jaime Serra and Noémi Marujo - *Cultural Tourism ecosystem: Searching new creative models*

Graham Busby, Ivar Rekve and Zoe Roberts - *The Way – film-induced pilgrimage, from cultural to creative tourism*

Cristina Silva and Maria Melo - *Portuguese Contemporary Architecture as Creative Tourism?*

DISCUSSION

CPH - Anfiteatro 0.03 | Parallel session 13 - The role of Creative tourism in the sustainability of territories III

Chair: Maria Assunção Gato

Soraia Garcês, Margarida Pocinho and Saul Neves de Jesus - *Who are you? Creating a measure to evaluate tourists' personal characteristics' and enhance destination experiences*

Jéssica Ferreira, Bruno Sousa and Francisco Gonçalves - *The experiential marketing as determinant in consumer decision-making, creative tourism: the craft of Barcelos*

Jorge Ramos, Veronika Rosová and Ana Campos - *Sunny, windy, muddy and salty creative tourism experience: have a go in a salt pan*

Jakson Renner Soares and Luzia Neide Teixeira Coriolano - *Creativity in tourism in the coastal space: Ceará, much more than sun and beach*

Alžbeta Kiráľová - *Creative Tourism Development as a Driver of Less Competitive Regions*

DISCUSSION

CPII - Anfiteatro 0.07 | Parallel session 14 - Quantitative and qualitative approaches to investigating creative tourism

Chair: María Dolores Sánchez-Fernández

Manuel Garcia-Ruiz - *Lumina Cascais, local impact of a creative international event*

María Dolores Sánchez-Fernández, Daniel Álvarez Bassi and José Ramón Cardona - *The importance of exceeding the expectations of hotel guests*

Yoná da Silva Dalonso and Elaine Cristina Borges Scalabrini - *Creative Tourism and events: The case of Joinville (Brazil)*

André Principe - *Creative industries classification in cultural and touristic events from alternative and mainstream venues in Porto, Portugal*

Emese Panyik - *The potential of creative tourism practices for economic regeneration in underdeveloped areas*

DISCUSSION

CP II – Sala 0.20 | Parallel session 15 - Entrepreneurship and empowerment of local communities III

Chair: João Filipe Marques

Myriam Y. S. Molina and Jakson Renner R. Soares - *Tourism ventures in local communities: A representational approach to examine how enterprises face changes induced by the demands of tourists*

Eleni Tsitsirigou - *Creative Tourism and the engagement of community. The Case Study of Trikala, Greece*

Edina Kovács and Kornélia Kiss - *Involving seniors in tourism supply as an innovative and creative social initiation – A tool for improving well-being*

Patrícia Alexandra Nunes Cordeiro - *Who will teach how to make handmade ‘cuscos’ (couscous)? - Reflecting on strategies and challenges of safeguarding ICH through creative tourism experiences*

Elisa Bogalheiro and Jorge Pedro Luciano - *Rural Myths - from werewolves to witches, new routes for old stories*

DISCUSSION

Friday, 8 June | Parallel session | 14:30-16:00

CPII - Auditório B1 | Parallel session 16 – Creating new co-experiences with tourists II

Chair: Elisabeth Kastenholz

Anneli Douglas and Jan-Albert Wessels - *Creative tourism in protected areas: the case of the Kruger National Park in South Africa*

Maria Raquel Ponte da Luz Martins de Sousa - *A radical holistic experience on the urban gardens of Lisbon*

Miriam Lautaret, Alfredo Moreira Quiros and Álvaro González Gervasio - *Touristic neighbourhood tour based on faith heritage. Montevideo, Uruguay*

Elaine Cristina Borges Scalabrini - *Proposal of Creative Tourism activities in Joinville (SC, Brazil)*

Olga Matos, Paula Remoaldo, Isabel Freitas, Vítor Ribeiro, Ricardo Gôja, Miguel Pereira and Juliana Alves - *Creating new experiences with tourists – The example of the institutions from the Portuguese Northern region*

DISCUSSION

CPII - Anfiteatro 0.01 | Parallel session 17 – The role of Creative tourism in the sustainability of territories IV

Chair: Margarida Perestrelo

Pedro Costa, Maria A. Gato, Margarida Perestrelo and Ana R. Cruz - *Creative tourism and territorial sustainable development: a framework for impacts assessment*

Elisabete Tomaz - *The interplay between culture, creativity and tourism in sustainable development*

Sónia Silva, Laurentina Vareiro and Bruno Sousa - *The importance of museums in the tourist development of Viana do Castelo: an analysis of the Museum of Traditional Clothes*

Catherine Beaudette and Reinhard Reitzenstein - *Bonavista Biennale, Art Encounters on the Edge*

DISCUSSION

CPII - Anfiteatro 0.03 | Parallel session 18 – Sharing problems and solutions in creative tourism

Chair: Luís Ferreira

Kurban Ünlüönen and Fulden Nuray Küçükergin - *Not an utopia, it is real world: information asymmetry and the creative tourist*

Marie-Andrée Delisle - *Creative Tourism Workshops – Sharing some observations*

Simone Amorim - *Why creative cities? Cultural Sustainability and Local Development in Rio de Janeiro*

Sarah Ferreira de Sousa and Goretti Silva – *Proposals of touristic cultural experiences for the Brazilian Market in the Minho Region*

DISCUSSION

CPII - Anfiteatro 0.07 | Parallel session 19 - Moving from cultural tourism to creative tourism II

Chair: Rita Ribeiro

Diana Coelho, Luís Manuel Silva Mota, Bruno Miguel Sousa, Francisca Silva and Laurentina Vareiro - *Moving from cultural tourism to creative tourism: the case study of Loulé*

Daniel Vasconcelos, Silvana Ramos and Lindemberg Araújo - *Creative tourism and pedagogical tourism as boosters of the cultural heritage: a proposal for Penedo (Alagoas State-Brazil)*

Silvia María González Fernández - *The synergies between creative industries and creative tourism: from the parallel evolution to the contemporary merging*

Márcia Silva and Rita Ribeiro - *Cultural tourism and the experience of local commerce: the case of Almada Street, in Oporto*

Mónica Silva and Carla Pinto Cardoso - *The cultural events as an example of co-creation*

DISCUSSION

CPII – Sala 0.20 | Parallel session 20 – Quantitative and qualitative approaches to investigating creative tourism II

Chair: Débora Cavalcanti

Jana Heimel and Lucas Nesselhauf - *Wine Cycling tourism – a creative way of integrating sustainable and experience tourism*

Carla Melo, Alexandra I. Correia, Marta Cardoso and Vítor Marques - *Creative Tourism Experiences in Guimarães: a two-folded analysis of visitors' and suppliers' perspectives*

Débora Cavalcanti, Adriana Duarte and Lindemberg Araújo - *The opportunities for creative tourism in Alagoas, Brazil: the case of embroidery 'singeleza' in Paripueira*

DISCUSSION

Friday, 8 June | Parallel session | 16:30-18:00

CPII - Auditório B1 | Parallel session 21 – From offering workshops to developing creative tourism strategies

Chair: Fiona Eva Bakas

Nancy Duxbury, Claudia Carvalho, Tiago Castro, Fiona Eva Bakas and Silvia Silva - *Packaging creative tourism offers in small cities and rural areas: A national overview of emerging models*

Fiona Eva Bakas, Nancy Duxbury and Tiago Castro - *Creative tourism 'packaging' models: Private initiatives of artisan entrepreneur networks in small communities*

Tiago Castro, Nancy Duxbury, Paula Remoaldo and Olga Matos – *CREATOUR festivals packaging creative tourism: In dialogue*

DISCUSSION

CPII - Anfiteatro 0.01 | Parallel session 22 - The role of Creative tourism in the sustainability of territories V

Chair: Humberto Figueiredo

Cláudia Henriques and Maria Cristina Moreira - *Creative Tourism and urban sustainability: the case of Lisbon and Oporto*

Luís Ferreira - *Creative tourism project in Esposende: contributions to a sustainable territory*

Rogério Ribeiro, Laurentina Vareiro, Raquel Mendes and Bruno Sousa
- Amarante, Barcelos e Braga - UNESCO Creative Cities: Residents' perceptions

Humberto Figueiredo - *Creative Tourism for territorial innovation*

DISCUSSION

CPII - Anfiteatro 0.03 | Parallel session 23 – Leading trends in marketing and communication in creative tourism

Chair: Alexandra Correia

George Zografos - *Regional marketing and places in crisis*

Mónica Silva, Emese Panyik and Carla Pinto Cardoso - *Legends and myths as a source for place branding. The case of Braga, Portugal*

Sung Hee Park - *Motivations and Characteristics of Creative Tourist Market*

DISCUSSION

CPII - Anfiteatro 0.07 | Parallel session 24 - Moving from cultural tourism to creative tourism III

Chair: Jaime Serra

Maria Ludovina Rocha and Patrícia Alexandra Nunes Cordeiro - *Unmasking the Careto through the thread of the costume – Workshop of traditional wool blankets*

Natasa Urosevic and Kristina Rakitovac - *Potentials of valorization of archaeological heritage in Istria County – from cultural to creative tourism*

Jaime Serra, Ana Maria Ferreira, Noémi Marujo and Sara Albino - *Understanding cultural and creative tourists' behaviour through expenditure patterns at World Heritage Sites: A chaid analysis*

DISCUSSION

SCIENTIFIC COMMITTEE

Alexandra Gonçalves, University of Algarve, CIEO (Portugal)

Ana Melo, University of Minho (Portugal)

Ana Maria Ferreira, University of Évora, CIDEHUS (Portugal)

Ana Rita Cruz, Instituto Universitário de Lisboa (ISCTE-IUL),
DINÂMIA'CET-IUL (Portugal)

Ann Markusen, University of Minnesota (USA)

Bas Van Heur, Vrije Universiteit Brussel (Belgium)

Carlos Costa, University of Aveiro (Portugal)

Carlos Fernandes, Polytechnic Institute of Viana do Castelo (Portugal)

Carlos Santos, Observatory for Tourism of The Azores (Portugal)

Cláudia Pato de Carvalho, University of Coimbra, CES (Portugal)

Daniela Angelina Jelinčić, Institute for Development and International
Relations, Zagreb (Croatia)

Elisabeth Kastenholz, University of Aveiro (Portugal)

Emília Araújo, University of Minho (Portugal)

Fiona Bakas, University of Coimbra, CES (Portugal)

Greg Richards, University of Tilburg (Netherlands)

Helena Sousa, University of Minho (Portugal)

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Central, Portugal

ADDICT, Agência para o Desenvolvimento das Indústrias Criativas,
Portugal

CREATOUR PILOTS

NORTE

ADERE-PG | *Experiências Criativas com Sentido(s)*

Câmara Municipal de Amares | *Amares Residências Artísticas*

LRB | *O Turismo Criativo nos Territórios de Montalegre, Boticas e Guimarães em Realidade Aumentada*

Câmara Municipal de São João da Madeira | *Turismo Industrial Criativo*

VerdeNOVO | *Linho de Cerva e Limões: tecendo o futuro*

Galandum Galundaina | *Festival "L Burro i L Gueiteiro"*

ADRAT | *Revitalizar Vilar – Revitalização da Olaria Negra de Vilar de Nantes*

Câmara Municipal de Bragança | *Cá se fazem cuscos*

Câmara Municipal de Esposende | *Éscriativo*

Desteque | *"Pelo fio da manta se conhece o Careto"*

CENTRO

ADXTUR | *Aldeias do Xisto*

Associação Domínio Vale do Mondego | *Mondego Art Valley*

Associação Luzlinar | *Campus Jardim das Pedras*

Quico – Turismo, Lda. | *Nazaré Criativa*

Mosaico – Conímbriga e Sicó | *Mosaico – Conímbriga e Sicó*

Ruralidades e Memórias | *Tourism 3B*

Tecitex (New Hand Lab)+Museu de Lanifícios UBI (Parceria) | *COOLWOOL.*

VIC // Aveiro Arts House | *VIC // Ossos do Ofício*

Câmara Municipal de Abrantes | *180 Creative Camp*

Associação Destino Caldas | *Caldas Creative Tourism*

ALENTEJO

CECHAP | *Rota do Mármore do Anticlinal de Estremoz*
LOOM New.Tradition | *Oficinas têxteis de base artesanal*
Câmara Municipal de Beja | *BEJA CRIARTE*
Câmara Municipal de Mértola | *Caminhadas Criativas*
Câmara Municipal de Reguengos de Monsaraz | *Casa do Barro*
Jorge Martins | *Genuine Alentejo – Portugal’s Remarkable Tourist Experiences*
Marca | *Saídas de Mestre*
CACO | *Mãos De Cá*
João Cutileiro | *Pedra +*
Trilhos e Petiscos, Animação Turística, Lda | *PLAY ÉVORA*

ALGARVE

Associação Odiana | *Oficinas do Saber Tradicional*
Barroca, produtos culturais e turísticos | *Tempero*
Loulé Criativo | *Abertura de oficinas tradicionais*
Proactivetur | *Programa de experiências criativas*
Tertúlia Algarvia | *Algarve Cooking Vacations*
Espírito da Terra & Co. | *3 C's - Colher, Caminhar, Criar*
Associação In loco | *Tasting Algarve*
Centro Ciência Viva do Algarve | *Percursos que Contam*
Eating Algarve Food Tours | *Tavira Food Tour e Loulé Food Tour*
Associação BACKUP | *AlGharb.Come – Do MAR ao PATRIMÓNIO*

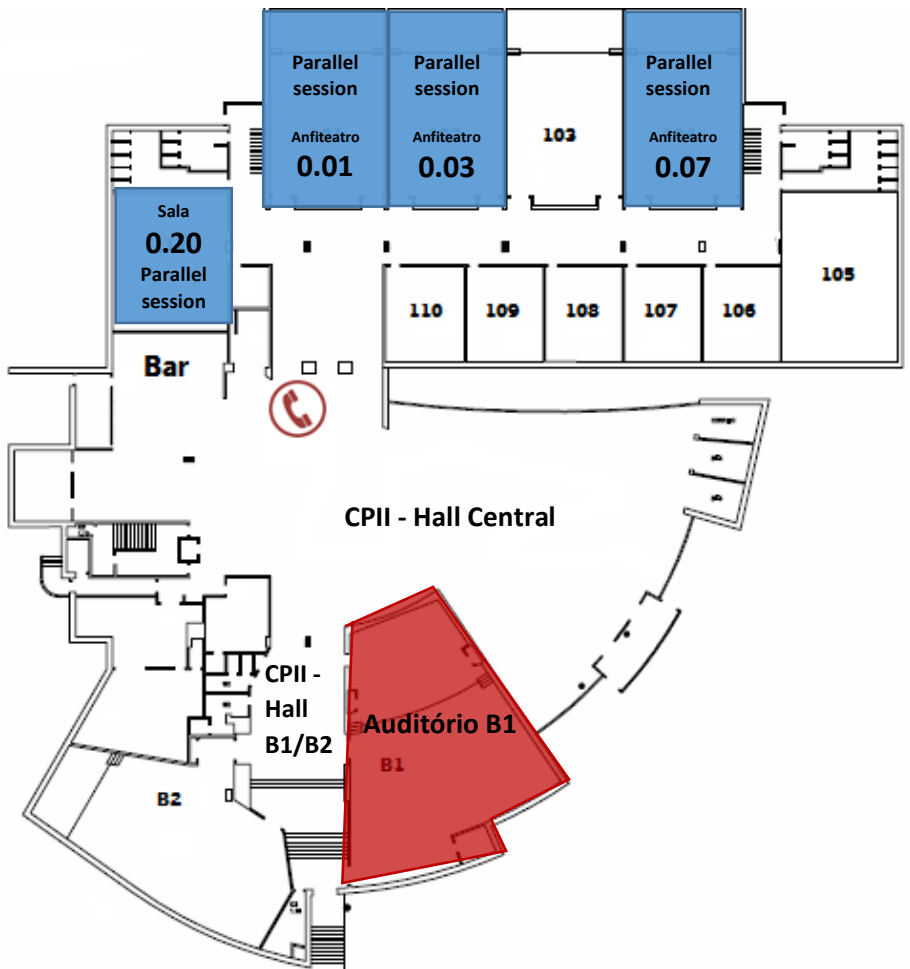
Getting to University of Minho, Campus Gualtar, Braga



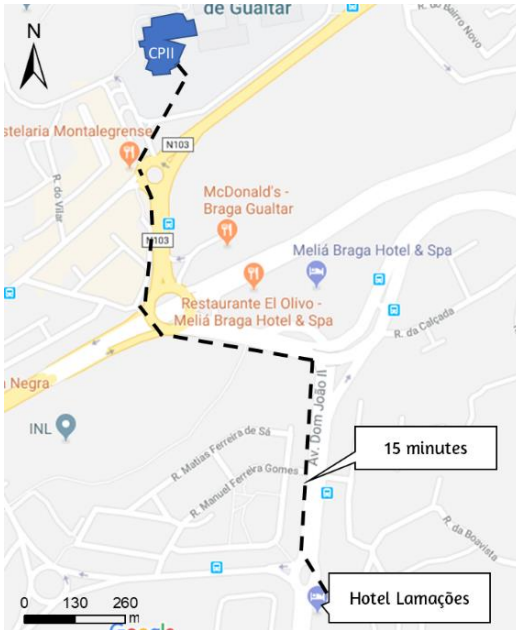
Location of Conference Venue



Location of spaces - CPII



Getting to Hotel Lamações



- - - Walking tour

 Conference Venue

15 minutes

Hotel Lamações

Getting to Restaurante El Olivo | Hotel Meliã



CREATOUR PILOT PROJECTS MAP

