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FROM CULTURAL TOURISM TO CREATIVE TOURISM

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Abstract: This paper is an attempt at popularising a new sub-type of cultural tourism – creative tourism – whose name was coined only 23 years ago. The paper presents a few definitions of creative tourism, its roots, and its evolution stages from 2000 to 2023. The material consisted in scientific papers from the last decade – most of which belong to Greg Richards, the “father” of creative tourism. The research method used is documentation. Documentation results show that creative tourism has different forms and roles, a few potential advantages over the traditional forms of cultural / heritage tourism, a wide range of locations where it can be practiced, as well as many models of development. Creative tourism could be a potentially-enriching sub-type of cultural tourism in the context of Romanian tourism.

• Introduction

The term creative tourism was coined by Richards & Raymond (2000) and it has been defined as:

- “Tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences which are characteristic of the holiday destination where they are undertaken.”;
- “[...] travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture.”;
- “a form of networked tourism, which depends on the ability of producers and consumers to relate to each other and to generate value from their encounters”;
- “exploring and expressing one’s creative potential whilst on holiday”.

Table 1. Development stages of creative tourism

“Stage”	“Approximate start date”	“Forms”	“Focus”
“Creative tourism 1.0”	2000	“Learning activities and workshops”	“Production-focused”
“Creative tourism 2.0”	2005	“(a) Destination-based creative experiences”	Macro consumption-related perspective
		“(b) Community-based tourism”	“Community-development thinking”
“Creative tourism 3.0”	2010	“Links to the creative economy”	“More passive forms of creative consumption”
“Creative tourism 4.0”	2015	“Relational networks and co-creation of experiences”	“Micro consumption-related perspective blending into prosumption”

• Material and method

The material studied in this paper consists in books and articles on experiential tourism / travel. The method used is documentation.

• Results and discussions

Creativity in creative tourism refers to both activity and background (Table 2).

According to Hall, culture has three components – high culture, folk and popular culture, and multiculturalism – and each of these components has two sets of specific elements, and creative tourism draws on culture-related local expertise, skills, and traditions of interest for the tourists. In fact, it can improve on cultural tourism because:

- “Creativity can potentially create value more easily because of its scarcity.
- Creativity allows destinations to innovate new products relatively rapidly, giving them a competitive advantage over other locations.
- Creativity is a process, and creative resources are therefore more sustainable.
- Creativity is mobile.”

Table 2. Creativity in creative tourism

“Creativity”	
“As activity”	“As background”
“Experiences and products”	
“Learning”: - Courses - “Workshops”	“Seeing”: - Itineraries
“Tasting”: - “Experiences” - “Open ateliers”	“Buying”: - “Shop window”
“Increasing involvement”	
←	
“Carriers of creativity”	
“Environments” “People”	“Processes” “Products”

• Conclusions

Creative tourism has already made fortune among tourism researchers. The following conclusions can be drawn from the documents studied:

- it is the result of the changes and challenges in tourism – homogenisation, massification, passive consumption, passive recreation;
- it has evolved extremely quickly (over a period of merely twenty years);
- it has a wide range of forms and roles;
- it has potential advantages over the traditional forms of cultural / heritage tourism;
- as a sub-type of cultural tourism, it has close ties with cultural components.