

Creative



TOURISM AND LIVING HERITAGE WORKSHOP, 1 FEBRUARY 2023, 13-15 CET

LIVIND

Creative and Living Cultural
Heritage as a Resource for the
Northern Dimension Region



Finnish Heritage Agency



Visit Finland



Caroline COURET

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www.creativetourismnetwork.org

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*WHAT DO WE MEAN
BY
CREATIVE TOURISM?*



Creative Tourism

“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 taken.”

Greg Richards and Crispin Raymond, 2000

*Why should we be
interested in
creative tourism?*





IT IS NOT
A FASHION
TREND!

A SOCIETAL CHANGE

FORDIST ECONOMY / TOURISM

EXPERIENCE
ECO

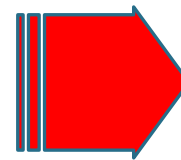
CIRCULAR
ECO

CREATIVE ECO

SHARING ECO

New values: ethic, ecological, meaningful

“Vacational
tourism”

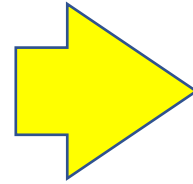


“Vocational
Tourism”

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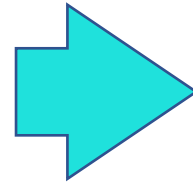
*BECAUSE IT GENERATES
AN INFINITY OF NEW OPPORTUNITIES*

DESTINATION



What to see?
What to do?

What do I like to
DO?



DESTINATION

BECAUSE IT GENERATES AN INFINITY OF NEW OPPORTUNITIES

The official travel company for the Emmy-nominated show "Destination Craft!"

crafttours

HOME TOURS TESTIMONIALS INFORMATION CONTACT

Where does your passion take you?

ADVENTURE	KNITTING
BAKING	PAINTING
CAKE DECORATING	PAPER CRAFTING
CROCHETING	PHOTOGRAPHY
CULINARY	QUILTING
DRAWING	SEWING
EMBROIDERY	SPINNING & WEAVING
FITNESS	WELLNESS
GARDENING	WOODWORKING
JEWELRY MAKING	WRITING

Discovering It
PERU
APRIL

CRUISE
REBATE

CELEBRATING OVER 25 YEARS!

THE LARGEST TRAVEL COMPANY

© 2022. Copyright!

ALL TOURS
JIM WEST
SIGNATURE TRIPS
AUTOGRAPH TOURS
CHRISTMAS TOURS
NEW TOURS
ARTS & CRAFTS
EXPERIENCES
COCOONS
CRAFTSY TOURS
TENTMAKERS OF
CAIRO TOURS
WORLD TOUR
DESTINATION CRAFT
WITH JIM WEST
ESPAÑOL

NICHE PASSIONS
ADVENTURE
BAKING
CAKE DECORATING
CROCHETING
CULINARY
DRAWING
EMBROIDERY
FITNESS
GARDENING
JEWELRY MAKING
KNITTING
PAINTING
PAPER CRAFTING
PHOTOGRAPHY
QUILTING
SEWING
SPINNING
& WEAVING
WELLNESS
WOODWORKING
WRITING

DESTINATIONS
AUSTRALIA
AUSTRIA
BALI
CANADA
CHINA
COSTA RICA
CZECH REPUBLIC
EGYPT
ENGLAND
ESTONIA
GERMANY
GREECE
GUATEMALA
HUNGARY
INDIA
ICELAND
IRELAND
ITALY
JAPAN
KENYA
LATVIA
MEXICO
MOROCCO
NEPAL
NETHERLANDS
NEW ZEALAND
NORWAY
PERU
POLAND
PORTUGAL
ROMANIA
RUSSIA
SCOTLAND
SOUTH AFRICA
SPAIN
SWEDEN
THAILAND
UNITED ARAB
EMIRATES
UNITED STATES
UZBEKISTAN
VIETNAM

2022 TOURS
2023 TOURS
2024 TOURS

AUTOGRAPH
TOURS

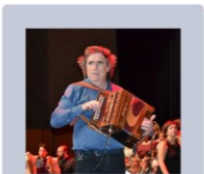


Paesindanza Protagonisti Eventi Musica e Danze Popolari Viaggi a Tema TurismoPiù Scuole Musica e parole Video

SCARICA L'APP GRATUITA E METTITI SUBITO IN VIAGGIO CON RADI DANZA

VIAGGI A TEMI

SUMMER JAMBOREE...A SENIGALLIA A RITMO VINTAGE



Hurry! Registration ends June 29, 2018 for this trip of a lifetime!

9-DAY *Stitching in IRELAND*

CROSS-STITCH TOUR WITH ANNIE'S

Only a few spaces left!

SEPT. 29 - OCT. 7, 2018

Package Includes:

- Round-trip international airfare from New York to Dublin.
- All taxes and round-trip transfers in Ireland.
- Private deluxe motor coach and driver.
- Mid-class hotel accommodations in Galway, Killybegs and Dublin.
- Daily breakfast and some dinners.
- Breakfasting nights and great shopping.
- A visit to the famous Cliffs of Moher.
- An optional tour to Connemara Region including Kylemore Abbey & Gardens, Celtic Crystal Factory and Connemara Marble Shop.
- A visit to the award-winning village of Adare.
- A visit to Ross Castle.
- A tour of the Bingle Peninsula and shopping in the town of Bingle.
- A visit to a family owned weaving mill in Aveva.
- Historic tour of Galway and Dublin.
- Optional Irish cooking class.
- A visit to the Blarney Castle and Wexford Mills.
- A professional tour guide the entire time.
- A professional Craftours escort the entire time.
- Stitching workshops with Karen Bateman.
- Craftours lanyard, luggage tag and commemorative gift.
- And much more!

Travel with **needle work expert LOANNA BATEMAN**

Exclusive trip project!

Join us for a **Knitting Tour in Umbria**

11-day Quilting & Stitching in GERMANY & AUSTRIA
NOVEMBER 28 - DECEMBER 8, 2020

CLAUDIA PFEIL TENTMAKERS OF CAIRO PAM HOLLAND

craftours COCOON

JOIN OUR CRAFT ADVENTURE + TASTE PARADISE

www.MAUCRAFTTOURS.COM

Various thematic holidays for you to explore and enjoy

Flamenco travel + Bienal de Flamenco (Seville, Spain)

Reggae Travel - Montego Bay, Jamaica

EXPLORE

travel dance Próximos viajes Cómo Reservar Conócenos Últimos viajes Blog Contacto Español

CUBA - SEMANA SANTA 2019
SEMANA SANTA A RITMO CARIBEÑO

TENERIFE
DESFILANDO EN EL CARNAVAL

7-DAY ARTS & CRAFTS OF MEXICO
A CREATIVE JOURNEY OF INSPIRATION

March 7-13, 2015

\$1298.00

www.CRAFTTOURS.COM

ARENA TRAVEL

Call: 01473 660800

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Crochet Holidays

Home / Our Holidays / Stichtopia / Crochet Holidays



9 Night Best of Shetland Islands and Scotland

Knitting Tour (2022)



Tour Price

Select your currency ▾

Departure Date	New Date! 27 Apr 2022	1 place left 5 May 2022	1 place left 16 Sep 2022	30 Sep 2022
Price per person sharing	£3,650	£3,650	£3,740	£3,740
Single Supplement	£869	£869	£879	£879

Meet Our Local Craft Experts

What's Included

- ✓ Transfers on arrival and departure by private coach (for arrivals prior to 10:30 am on tour start date and departures on tour end date)
- ✓ Sightseeing as per itinerary in a luxury coach with an experienced driver and accredited guide, entrance fees included if applicable.
- ✓ Accommodation in rooms with private facilities for 9 nights
- ✓ Scottish breakfast daily
- ✓ 7 Dinners
- ✓ 5 Lunches
- ✓ 1 Farewell Dinner in Edinburgh
- ✓ Entrance to the following attractions: V & A Dundee, RRS Discovery and Discovery Point Museum, Shetland Textile Museum, Shetland Museum and Archives, Jamieson & Smith Wool Brokers, Glamis Castle and Andrew Carnegie Birthplace Museum
- ✓ Visit Burra Bears
- ✓ Neilanell Studio Visit
- ✓ Askival of Strathearn Kilt Making Demonstration
- ✓ Return ferry from Aderdeen to Lerwick, cabin Accommodation, and Meals included



Elizabeth Johnston / Shetland Islands



Janette Budge / Shetland Knitting Instructor



What About Non-Knitters?

Don't worry, you can bring your husbands, partners or friends that don't knit. We can find alternative touring options for them during knitting classes.

LOVERS & ENTHUSIASTS are CREATIVE TOURISTS

Music & Dance Lovers



Foodies



Chocolate Enthusiasts



Knitters



Photography Lovers



Wine Enthusiasts



Crafters



Ceramic lovers



Etc ...

INTANGIBLE HERITAGE



TOURIST PRODUCT

(Admissions, guided visits, demonstrations, etc.)

H



SENTIER ECO-PEDAGOGIQUE DES RIEZES ET DES SARTS

Type :
Localité : 5660 Cul-des-Sarts

Ajouter au carnet
de voyage



I



MAISON DU PATRIMOINE - METIERS ET TRADITIONS (MUSÉE D'HASTIÈRE)

Type :
Localité : 5540 Hastière-Lavaux

Ajouter au carnet
de voyage



J



JEAN-MARIE SAINTE

Type : Tourisme créatif
Localité : 5340 Mozet

Ajouter au carnet
de voyage



K



ECOMUSEE LA BESACE

Type :
Localité : 5564 Wanlin

Ajouter au carnet
de voyage



TOURIST EXPERIENCE

Gamification

Storytelling

Peer-to-peer



[Retour à la page précédente](#)

PHILIPPE DESSART

4/5 [Donnez votre avis / votre note](#)

Parc Résidentiel La Javeline, 1
5870 Vierzy-sur-Vivres

Téléphone : 0378334977
Courriel : philippe@art-bois.be
Site internet : <http://www.art-bois.be>

8 jan 2016 05:48:31

Détails Photos - Vidéos Circuit GPS Proche Avis des visiteurs

Type d'activité : - Tourisme créatif

Vivez le bois dans tous ses états, de la forêt à l'atelier, de la dorure à la sculpture...

- Initiation aux techniques et gestes de base du tournage sur bois: un art qui s'acquière par la pratique mais aussi et surtout par l'échange, par l'enseignement.

La rencontre : Dans un cadre verdoyant, un milieu calme et agréable venez rencontrer un vrai passionné du bois!
Son plus grand plaisir? Travailler le bois qui vit! Philippe vous fait voyager dans l'univers de cette matière noble.

Dans un atelier hyper équipé, il vous initie tout d'abord aux techniques et gestes de base du tournage.
Ensuite, à vos chausures! L'expérience continue avec une promenade dans la forêt: pour découvrir et toucher différentes essences. Un morceau de bois trouvé pourrait vous inspirer pour votre première création!

De retour à l'atelier, où les morceaux de bois bruts prennent vie entre ses mains, il vous propose une dernière démonstration avant de vous mettre au travail. Vous emporterez à la fin de cette journée de découverte votre propre pièce tournée.

Son calme, sa passion pour le bois vous séduiront dès le début!
Une rencontre qui permet de s'imprégner du savoir de l'artisan, de perpétuer des gestes et des techniques d'autant.

- Visite active :
1/ Atelier initiation: Immersion dans l'univers du bois, balade découverte du bois en forêt, démonstration dans l'atelier privé, création d'une pièce que vous pouvez emporter.
2/ Atelier initiés: échanges des techniques, des idées en matière de connaissance des bois, de tournage, de dorure...
- Durée :
Atelier initiation: de 9h00 à 17h00 soit 2x3 heures initiation + temps libre pour repas: 2h.
Atelier initiés: 2 heures
- Disponibilités : toute l'année sur rendez-vous préalable et selon disponibilité.
- Nombre de personnes par rencontre/atelier : maximum 2
- Prix :
Atelier initiation: 120€ pour une personne et 130€ pour 2 personnes (boissons à disposition toute la journée: café, lait, eau, coca, jus d'orange - inclus dans le prix)
Atelier initiés (échanges) : gratuit
- Réservation :
Par mail : oui
Par téléphone : oui
- Accueil des visiteurs : en français

Détails Photos - Vidéos Circuit GPS Proche Avis des visiteurs

Note moyenne des internautes :
★★★★★

Amatrice (17 déc. 2015 12:46)
★★★★★

J'ai pu tester cet atelier!
Un maître artisan exceptionnel qui ne ménage pas ses efforts pour transmettre tout son savoir.
Un accueil conviviale et généreux.
A ne pas manquer
Brigitte



*Why SHOULD WE BE
INTERESTED IN
CREATIVE TOURISM?*

BECAUSE THEY ARE THE TOURISTS WE



- Greater interest in the **INTANGIBLE.**
- Valuing meetings with local populations. **#HUMAN VALUES.**
- Prioritizing **QUALITY**, more than price. **#HIGH BUDGET**
- **LONG STAYS... OUT OF SEASON**, throughout the **TERRITORY.**
 - **#AMBASSADORS** of destiny.
- They respond to **VARIOUS PROFILES** (local, national, international).

*BECAUSE IT
(RE)CREATES AN ECOSYSTEM FOR THE TERRITORY!*



*BECAUSE IT ALLOWS TO
(RE)CREATE AN ECOSYSTEM FOR THE TERRITORY!*





Who are the "DREAM MAKERS"?

Artists, artisans, farmers, fishermen, merchants, festival directors, cultural managers, representatives of associations, etc...

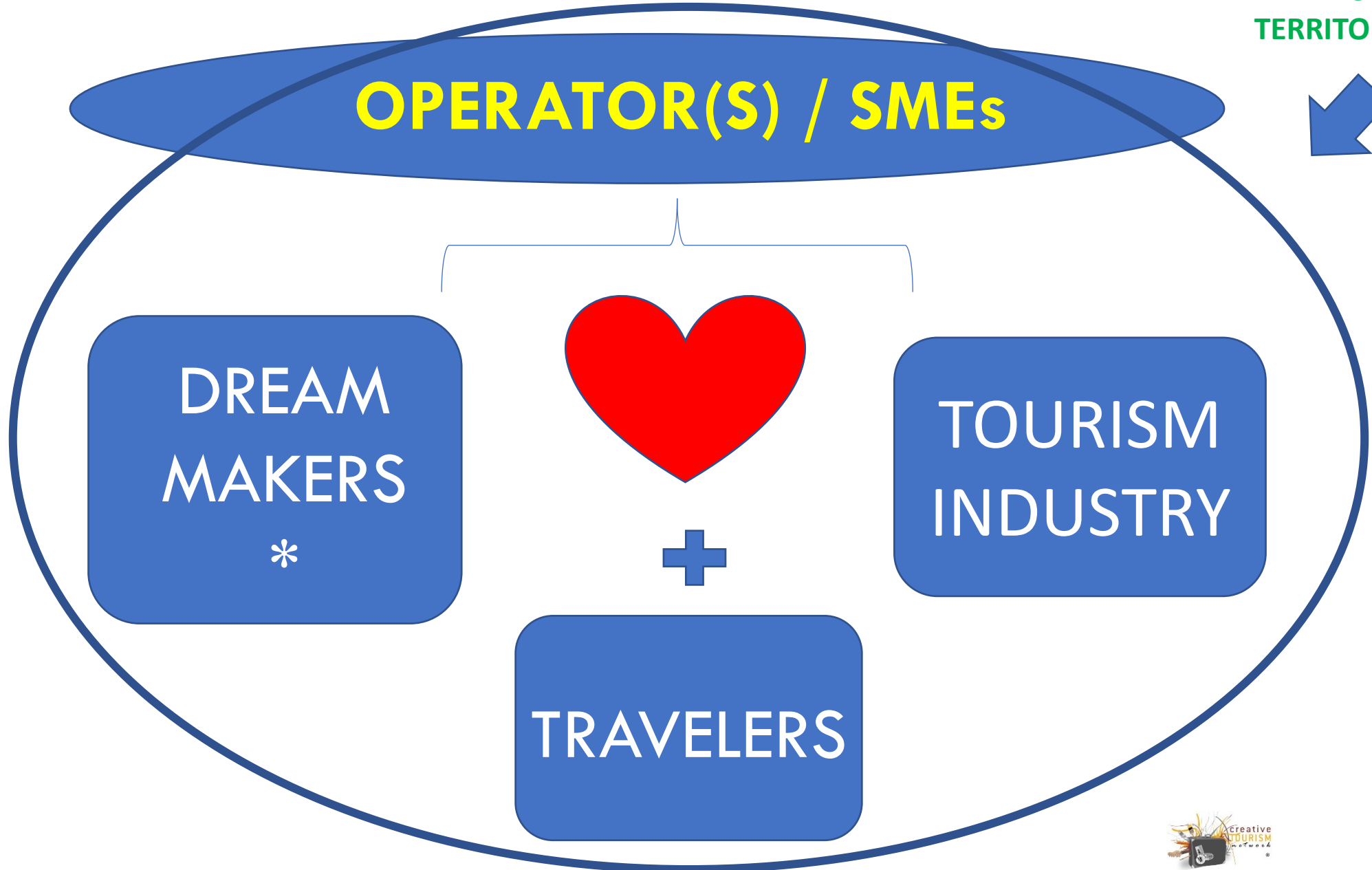
... who CREATE AN ECOSYSTEM.



LOCAL ECOSYSTEM

DESTINATIONS:
REGIONS,
TERRITORIES, ETC.

C
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CREATIVE TOURISM MEETS ALL SUSTAINABLE DEVELOPMENT GOALS



Resilience

Creative Economy

Unseasonality

Ecosystem

Governance

Social Economy

**ADN / Identity / Territorial
Attractiveness**

Circular Economy

Sustainable development

Training / Capacity Building

Job creation

Solidarity

Inclusiveness

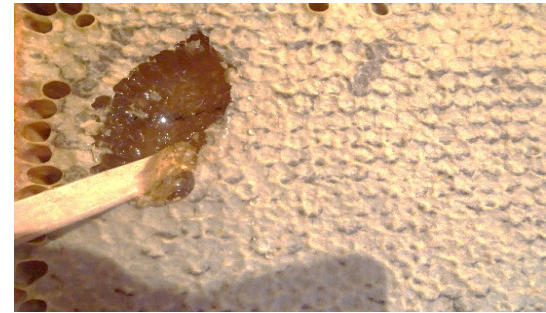
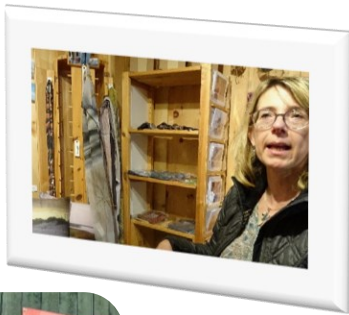
Social cohesion

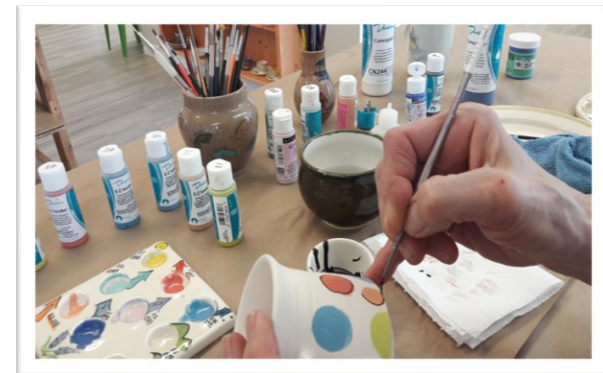
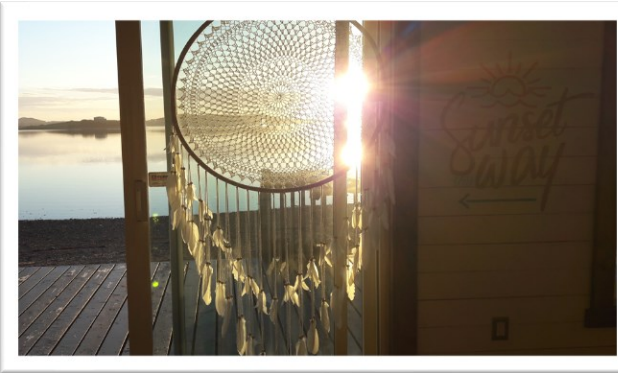
Intangible Heritage recovery and promotion



#SEASONALITY
#INTANGIBLEHERITAGE









#RE-BRANDING
#SAISONNALITÉ
#PATRIMOINEIMMATÉRIEL





C'EST PARTI À SAINT-JEAN-PORT-JOLI

Après quelques expériences positives en 2014, le tourisme créatif est devenu une réalité à Saint-Jean-Port-Joli. À propos, 18 jeunes de l'école alternative des Crisants-de-la-Terre à Mataneille ont choisi d'y effectuer leur voyage de fin d'étude de la semaine dernière pour participer à quatre ateliers de création. Un forfait consacré aux réseaux pour eux!

PAR ROSSIEL CHASSÉ
Journaliste indépendante

Les jeunes ont été créés quatre ateliers: la danse contemporaine avec Fleuve Espace Danse, la photographie numérique créative avec Jean-Gabriel Veilieux, la sculpture créative avec Sarah Lapointe et la programmation visuelle avec les frères Samuel et Dominique Noyon-Guy.

À ces ateliers s'ajoutent diverses activités comme une sortie sur le Sentier-Lacourt en canot 18, l'accrobranche de Parc de nature, un feu sur la grève, etc.

« Les jeunes ont aimé l'expérience, les quatre ateliers accompagnés par leur guide ont été appréciés. Les gens sont tellement enthousiastes, curieux et accueillants. La visibilité, c'est extraordinaire. Pour les jeunes, c'est une occasion fantastique parce qu'ils peuvent explorer leur potentiel. Ils ont eu une expérience unique et ils le savent. Et avec les activités parallèles qu'ils proposent, comme le canot 18, ce séjour est un véritable succès. C'est agréable de braver les deux saisons de Saint-Jean-Port-Joli et de voir que nous sommes reconnaissables et qu'ils se souviennent par d'autres avenues l'expérience.



Les Crisants-de-la-Terre ont choisi d'effectuer la programmation numérique. Les jeunes ont été à l'automne de l'été. À Mataneille, les ateliers ont été organisés par Sarah Lapointe et Dominique Noyon-Guy.



**SAINT
 VILLAGE JEAN
 PORT CRÉATIF
 JOLI**

LOIE BLANCHE



Photo: Sarah Lapointe et Dominique Noyon-Guy



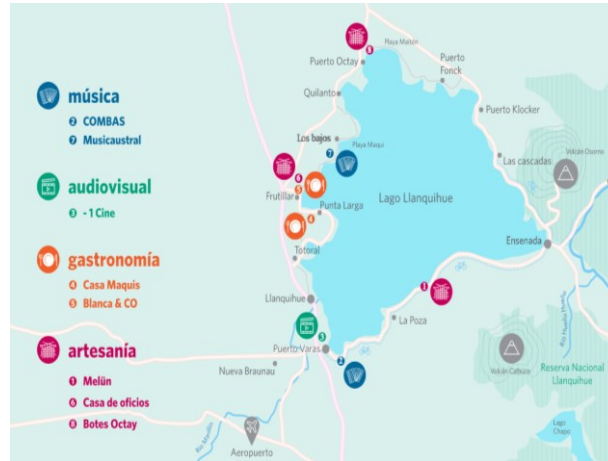
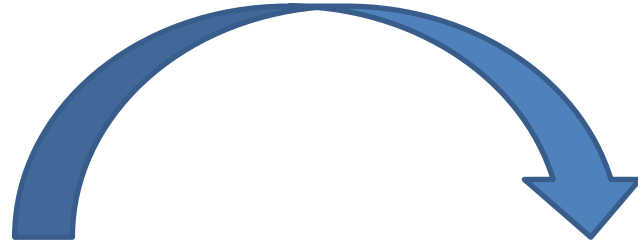
Photo: Sarah Lapointe et Dominique Noyon-Guy



Photo: Sarah Lapointe et Dominique Noyon-Guy

**SAINT
VILLAGE JEAN
PORT CRÉATIF
JOLI**





gastronomia



artesanía música



audiovisual



gastronomia

lagollanquihuedestinocreativo.cl/



gastronomia



musicastral



**PTI DESTINO
CREATIVO**
LAGO LLANQUIHUE

MY CREATIVE TRIP To Lago Llanquihue, Chile

1 *Biocosmetics workshop*

I loved to learn how to do my own bio cosmetics I even had the chance to test all the products and it was amazing

2 *Creation of the Rabel*

On my second day, I had the chance to see how each step will deliver magic and spirit to the Rabel, it was unique

3 *Collection and cooking laboratory*

After picking my own fruits, flowers and seasonal vegetables in wonderful fields I enjoyed making preparation in a cooking laboratory, so yummy !

4 *Music experience*

I then entered the world of rhythm playing typical Latin American instruments !

bucket list

- Discover Lago Llanquihue traditions ✓
- Attend many creative workshops ✓
- Learn how to do my own cosmetics ✓

PTI DESTINO CREATIVO LAGO LLANQUIHUE

Creative Friendly Destination

MY CREATIVE TRIP To Lago Llanquihue, Chile

5 *Discover of naval carpentry*

I had the opportunity to discover naval carpentry, I learned about the history and techniques and I loved it !

6 *Textile trade workshop*

I lived a day around textile craft, I learned the technique of loom weaving and had an amazing time there

7 *Photographic workshop*

For my last day, I attend a photographic workshop, it was such a nice activity to do !

bucket list

- Explore my creative side ✓
- Attend a photographic workshop ✓
- Discover the naval carpentry ✓

PTI DESTINO CREATIVO LAGO LLANQUIHUE

Creative Friendly Destination



A través de la app Real Travel los visitantes y residentes de la cuenca del Lago Llanquihue descubrirán experiencias creativas y patrimoniales del destino en Frutillar, Puerto Octay, Llanquihue y Puerto Varas

Lanzan plataforma con rutas e hitos del Destino Creativo Lago Llanquihue



ESCANEA Y DESCUBRE JUNTO A REAL TRAVEL
La nueva experiencia de vivir el turismo

DESTINO CREATIVO
MAPAS **RUTAS**
CARTELERA



LOULÉ CRIATIVO

Creative tourism





LOULÉ CRIATIVO



Impact on the artistic and cultural sector.

Direct creation of new jobs:

- Pottery workshop: **3** potters
- Coppersmith workshop: **3** coppersmiths
- Basketry workshop: **12** craftsmen
- String instruments workshop: **1** luthier
- Watchmaking workshop: **1** watchmaker
- Loulé Design Lab: **3** technicians for space management
- Design and communication for projects: **2** technicians

Indirect support for job and micro-enterprises creation:

Organization of fairs and festivals with sale of local products:

- Thematic markets: **122** local artisans and artists
- Loulé Folk Fair: **80** artisans and producers
- Festival Med (handicrafts area): **77** craftsmen
- Festival Med (agri-food area): **33** producers
- Quarteira Fair: **119** participants in several areas



TOTAL: 25



TOTAL: 431

Why betting on THE CREATIVE TOURISM ?

- **Adaptability to many kinds of destinations.**
- **Diversification of the offer without investments.**
- **Optimization of existing creative resources**
- **SME's Competitiveness**
- **DNA's recovery.**
- **Balanced activity along the year and through the territory.**
- **Communities' empowerment.**
- **Cultural enrichment between tourists & residents.**
- **Unique option during the pandemic.**
- **And so on ...**





*How SHOULD
WE DO IT?*

THE CREATIVE TOURISM EXPERIENCE

PARTICIPATORY



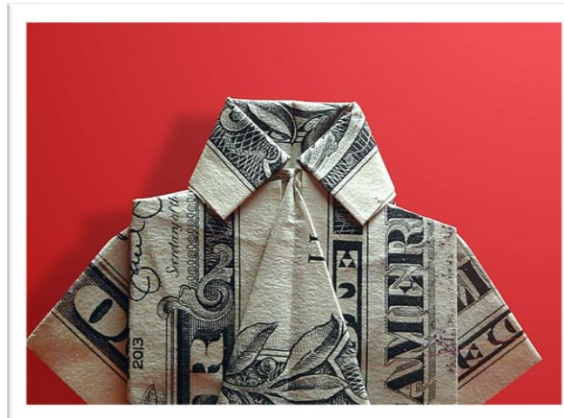
AUTHENTICITY



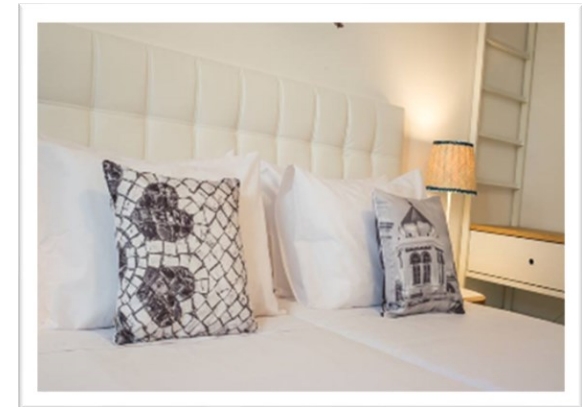
EDUCATIONAL & MEANINGFUL



PROFITABLE SEGMENTABLE



HOLISTIC

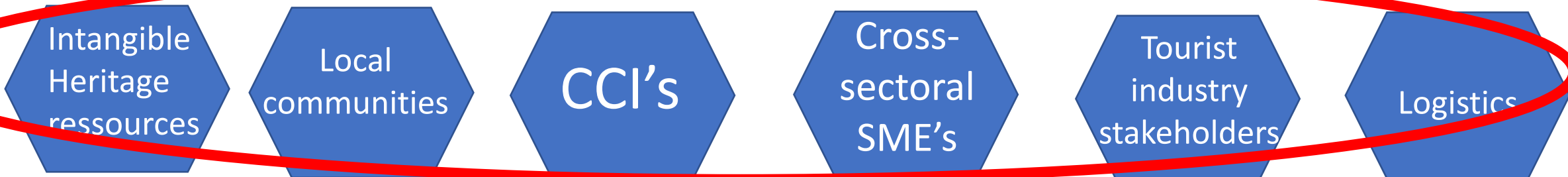


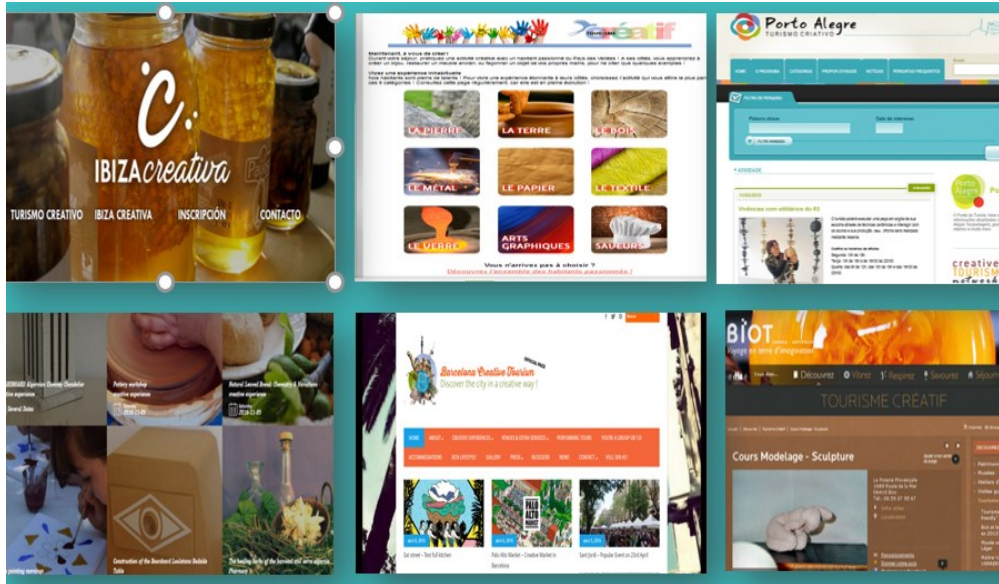
DESTINATION 'S DNA – IDENTITY – NARRATIVE - STORYTELLING

EXPERIENCES



NATURAL/ CULTURAL / CREATIVE & HUMAN RESSOURCES





The tourists...



The "Dream Makers"



The services



The hospitality sector....



B2B, OTAs ...



Ministries, DMOs, local administration

NEW CO-CREATORS

“CreativeFriendlyDestination”



Label awarded to destinations that:

- develop an integral and inclusive strategy around creative tourism.
- design and promote creative tourism experiences in accordance with the Code of Ethics and Best Practices for Creative Tourism.
- create a value chain throughout the territory.

LET'S CO-CREATE !!



YOU CAN'T USE UP
CREATIVITY
THE MORE YOU USE,
THE MORE YOU HAVE.

MAYA ANGELOU

THANKS!

ceo@creativetourismnetwork.org
www.creativetourismnetwork.org

