WHO?

www.creativetourismnetwork.org                         www.fenici.net

WHAT?

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)
HOW & WHERE?
WHY TO INTRODUCE THE CREATIVE TOURISM IN A CULTURAL ROUTE?

• To make the tangible heritage more understandable, meaningful and unforgettable by proposing a 360° experience.

• To broaden and diversify the profile of the Cultural Routes visitors.

• To “retain” the travelers longer in a destination.

• To recover and promote the intangible heritage, traditions, know-how, ...

• To enhance (and to brand) the destination's DNA through its cultural specificities.

• To create a value chain and an ecosystem for the territory based on the local communities' empowerment, cross-sectorial partnerships and certified by a quality label.

• To bet on sustainability, being the creativity its essential resource.