



Circular Economy Urban Metabolism and Regional Development Challenges for a Sustainable Future

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Special Session (SS08) on:

Challenges in creative tourism in urban and rural territories

Organizer:

Paula Remoaldo (Chair) - Lab2PT (Landscape, Heritage and Territory Laboratory), University of Minho.
E-mail: paularemoaldo@gmail.com

J. Cadima Ribeiro - NIPE, University of Minho. E-mail: jcadima@eeg.uminho.pt

The aim and scope of the special session:

After the first definition of creative tourism which emerged in 2000, produced by Richards and Raymond, it quickly spread all over the world, being faced as a solution for the mass cultural tourism that was occurring in several destinations. This new segment offers visitors the opportunity to develop their creative potential, being that possible if the tourist participates actively in learning experiences and activities that are presented in the chosen destination (Richards and Raymond, 2000). It is linked to meaningful and authentic experiences and to active involvement with culture and contact with real people by tourists. This was highlighted twelve years ago by UNESCO Creative Cities Network, in Santa Fe, New Mexico, facing creative tourism as a new generation of tourism because it "(...) involves more interaction, in which the visitor has an educational, emotional, social, and participative interaction with the place, its living culture, and the people who live there" (UNESCO, 2006: 26). This type of tourism gives to tourists the opportunity to make part of the place, and it provides a sense of authenticity of the local culture. Practical workshops and informal creative experiences enable tourists to explore their creativity, as well (Landry, 2010). The present panel, which can be entitled "Initiatives of creative tourism in urban and rural territories", deals with the following issues:

- 1- Moving from cultural tourism to creative tourism;
- 2- Initiatives of creative tourism in urban and rural destinations;
- 3- Creating new co-experiences with tourists;
- 4- Future challenges for creative tourism in urban and rural destinations.

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