



Just published:

A Research Agenda for Creative Tourism

Edited by Nancy Duxbury, Researcher and Co-coordinator, Cities, Cultures, and Architecture Research Group, Centre for Social Studies, University of Coimbra, Portugal and Greg Richards, Professor of Placemaking and Events, Breda University of Applied Sciences and Professor in Leisure Studies, Tilburg University, the Netherlands

Original and thought-provoking, this book investigates how creative experiences, interactions, and place-specific dynamics and contexts combine to give shape to the expanding field of creative tourism across the globe. Exploring the evolution of research in this field, the authors investigate pathways for future research that advance conceptual questions and pragmatic issues.

Bringing together an array of international perspectives and research approaches, this book investigates the growing synergies between creativity and tourism.

Contributors from a variety of disciplines utilize key case studies to examine the development of creative tourism in both the global North and South, including: World Heritage Sites in Malaysia; small communities in Thailand; small town 'creative outposts' in Canada; community-engaged projects in rural Russia; Gangneung, Korea's 'coffee city'; the pioneering creative tourism city of Santa Fe; and a participatory museum in Croatia.

Both the growing diversity and scope of creative tourism and the expanding body of literature on this topic makes this timely Research Agenda a vital read for scholars of tourism studies, especially as it offers much-needed suggestions of areas for future research, at doctoral and post-doctoral levels. Tourism policy makers and creative tourism practitioners will also find this a useful read.

'This fascinating new book with its diversity of authors and international case studies provides fresh insights into the dynamic field of creative tourism. The authors focus on topical themes such as experience design, co-creation, authenticity, transformation, sense of place and sustainability. The work identifies important gaps in research, as well as emphasizing implications for policy and planning.'

– Melanie Kay Smith, Hungarian Academy of Sciences and Budapest Metropolitan University, Hungary

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