

Tourism, Culture and Creativity

Thank you for this opportunity to join this GISU Alliance webinar today,
from Montreal, Canada

My topic is about the synergy between Tourism, Culture and Creativity

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T+C + Creativity are greater than the sum of their parts

► Tourism:

- Is about what to see, what to do – it inspires us to meet other cultures
- This industry is based on market-oriented intelligence to promote and sell experiences to specific target markets
- Tourism is culture, regardless of the motive, be it business, sports, adventure, art, etc., for the traveler always dives into a cultural immersion in people and places
- Tourism and culture work hand in hand : the art of doing and showing is also the art of promoting and selling

► Culture - 2 aspects:

- Tangible : museums, galleries, historic sites, etc. – a traditional way of seeing
- Intangible: lifestyle, live culture, people, place, food, rituals, festivals, visual and performing arts, encounters with artists, etc. – it contributes to a more meaningful experience

► Creative Tourism:

- Alternative to traditional tourism, based on the encounter of visitors with a local culture. it is also more sustainable for it is based on creativity which is an endless resource
- It's about dynamic intangible experiences such as learning, doing, participating in interactive activities
- Social turn : a different relationship between hosts and guests
- Innovative way to illustrate the cultural vibrancy and distinctiveness of a place
- R&D process: looking for links with nature, place, traditions, stories, history, in a creative way to attract visitors and invite them to participate instead of just sightseeing

The world of travel is changing

- ▶ Tourism and culture were not always good bedfellows but they need each other even more today . Why ?
 - ▶ Colossal factors: Climate change, sustainability and Covid pandemic that are affecting our understanding of tourism. It brings about human needs:
 - ▶ In search of meaning
 - ▶ In search of discovering
 - ▶ In search of learning
 - ▶ In search of building human memories
- ▶ Creative experiences are based on a new kind of relationship between the communities' local resources and their visitors
- ▶ AND Tourism should benefit the community in order to be sustainable
 - ▶ Small groups, local economic impact, respect for the local culture and the environment
- ▶ Also, communities are more and more aware about tourism impacts and about what they want by participating in their local tourism development. In other words, attracting visitors for good reasons !
- ▶ But for that, we need partners such as community ambassadors and tourism networks.
- ▶ That is why intangible cultural experiences need creative entrepreneurs !

Getting involved in tourism marketing

- ▶ Learning to bridge culture, creativity and tourism by working with marketing networks
 - ▶ Networking with promotional channels such as tourist offices and social media platforms
 - ▶ Networking with distribution channels such as specialised tour operators and travel agencies. Why ? It helps ...
 - ▶ Matching supply and demand with better precision, attracting the right kind of visitor
 - ▶ Engaging in new opportunities
 - ▶ Reaching niche target markets: people who are interested in learning and participating in the local experience for authentic encounters
- ▶ Expanding the use of digital tools and know-how with other cultural and tourism partners
- ▶ Creative experiences must be communicated in order to be known to all partners!
- ▶ A creative tourism experience may have a website or a Facebook page, but if no one knows it exists, it won't get results. it won't sell by itself: it needs to be marketed with others.
- ▶ In conclusion, creative tourism is about regenerating the culture in tourism in order to reinitialise ways of doing In a creative manner! **END.** Thk U for yr kind attention! Au revoir!



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- And this was my piece of contribution to you today!
 - Have a great webinar and thank you for your kind attention.

 - Au revoir !

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