



Heritage-based creative tourism for revitalization and regeneration: Interweaving culture, place, and collaboration

Nancy Duxbury, PhD
Centre for Social Studies,
University of Coimbra
duxbury@ces.uc.pt



Centro de Estudos Sociais
Universidade de Coimbra

Centre for Social Studies
University of Coimbra





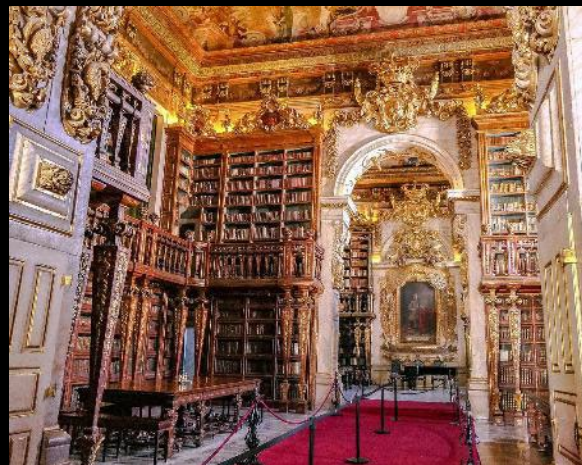
UNIVERSIDADE D
COIMBRA



Organização
das Nações Unidas
para a Educação,
a Ciência e a Cultura



Universidade de
Coimbra – Alta e Sofia
inscrita na Lista do Património
Mundial em 2013





creatour.pt

turismo criativo
portugal

Creative Tourism Destination
Development in Small Cities
and Rural Areas

Tourism

Culture

Local/Regional Development

CENTRO
MosaicoLab

creatour.pt

5 research centres and 40 pilots

- CREATOUR Pilots—1st Call
- ✕ CREATOUR Pilots—2nd Call

LABZPT—LABORATÓRIO
DE PAISAGENS, PATRIMÓNIO
E TERRITÓRIO Universidade
do Minho

CES—CENTRO DE ESTUDOS
SOCIAIS Universidade
de Coimbra—coord.

DINÂMICA/CET-RUL—
CENTRO DE ESTUDOS
SOBRE A MUDANÇA
SOCIOECONÓMICA E O
TERRITÓRIO Icte-IUL

CIDEHUS—CENTRO
INTERDISCIPLINAR
DE HISTÓRIA, CULTURAS
E SOCIEDADES
Universidade de Évora

CIEO—CENTRO DE
INVESTIGAÇÃO SOBRE O
ESPAÇO E AS ORGANIZAÇÕES
Universidade do Algarve



creatour.pt
turismo criativo
portugal

Nov. 2016 – June 2020

Research-and-application project

Small cities and rural areas

4 regions in mainland Portugal:
Norte, Centro, Alentejo, Algarve

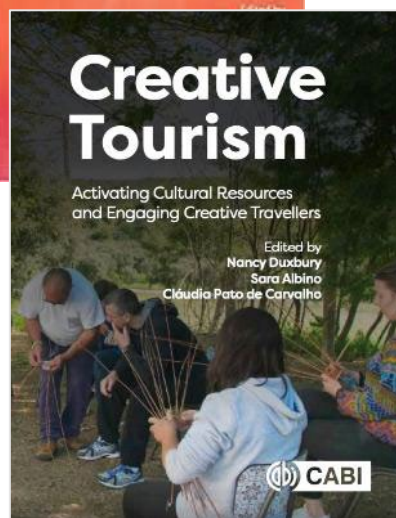
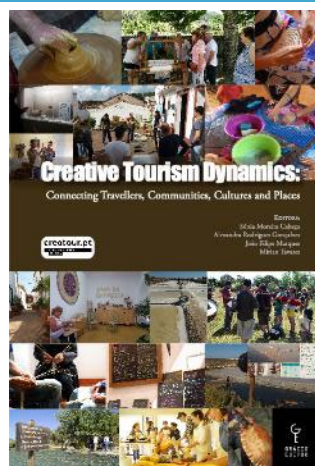
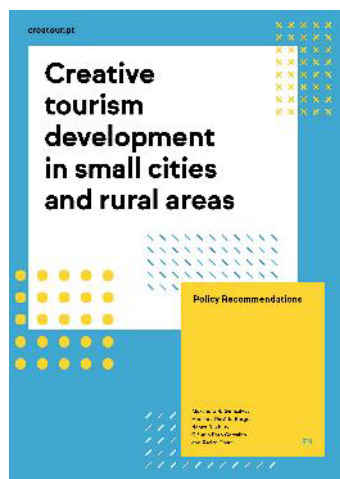
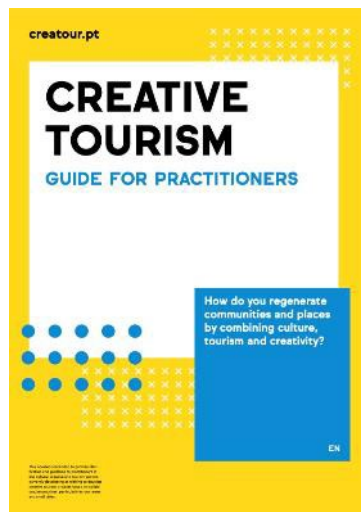
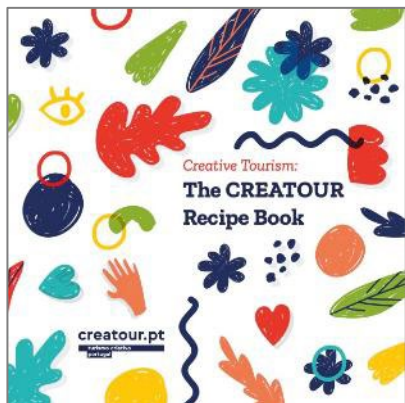
40 CREATOUR “pilots,”
10 per region



Learning through and with practice

Practitioners as co-researchers





(CREATOUR documentary available on YouTube)

Ssubtitles: EN, PT, IT, GR...

For more information,
please contact: creatour@ces.uc.pt

Or visit: www.creatour.pt

Book *Creative Tourism, Regenerative Development, and Destination Resilience: Insights and Reflections*

The CREATOUR Observatory – Observatory on culture and tourism for local development focuses on 3 thematic fields: 1) Ecologies of Culture and Creativity; 2) Cultural, Creative and Regenerative Tourism; and 3) Local, Regional and Community Development, adopting a transdisciplinary perspective and critical reflection. Focusing on extra-metropolitan areas of Portugal, the Observatory is an intersectoral platform that brings together researchers and professionals from the cultural/creative and tourism

International conference within the project "CREATOUR Azores" and in conjunction with the "GISU Smart Cities and Tourism Symposium"

Creative Tourism, Regenerative Development, and Destination Resilience

8 to 10 November 2022
Ribeira Grande, São Miguel Island, Azores, Portugal



- Cultural and Creative Ecologies
- Cultural, Creative and Regenerative Tourism
- Local, Regional and Community Development

Organize conferences

Summer schools

Publications

Ideation and training workshops
(Portugal, Greece, Canada, Brazil...)

Project advising, monitoring

<https://ces.uc.pt/observatorios/creatour>



What is creative tourism?



Creative tourism

The heart of creative tourism is creation, making, and other types of embodied creative practices linked to the place where they occur.

CREATOUR®
Creative tourism

CREATIVE TOURISM can serve as a space and platform for learning and exchange, creative self-expression, and new ideas and practices



Basketry for Birds
MARCA

creatour.pt

Creative tourism

- **'Alternative'** tourism
- **Diverse** range of activities
- **Small-scale** by nature
- **Niche(s)** of interest
- **Transversal** approach for other cultural activities and tourism areas



Creative tourism

- 'Alternative' tourism
- Diverse range of activities
- Small-scale by nature
- Niche(s) of interest
- Transversal approach for other cultural activities and tourism areas

4 key dimensions



Active participation



Nazaré
Criativa

CREATOUR®
Creative tourism

Learning



VIC // Aveiro Arts House

creatour.pt



180
Creative
Camp
Abrantes

Creative self-expression



COOLWOOL
creatour.pt



**Link to
the local
community**



Encontrarte Amares

Creative tourism

- 'Alternative' tourism
- Diverse range of activities
- Small-scale by nature
- Niche(s) of interest
- Transversal approach for other cultural activities and tourism areas

4 key dimensions

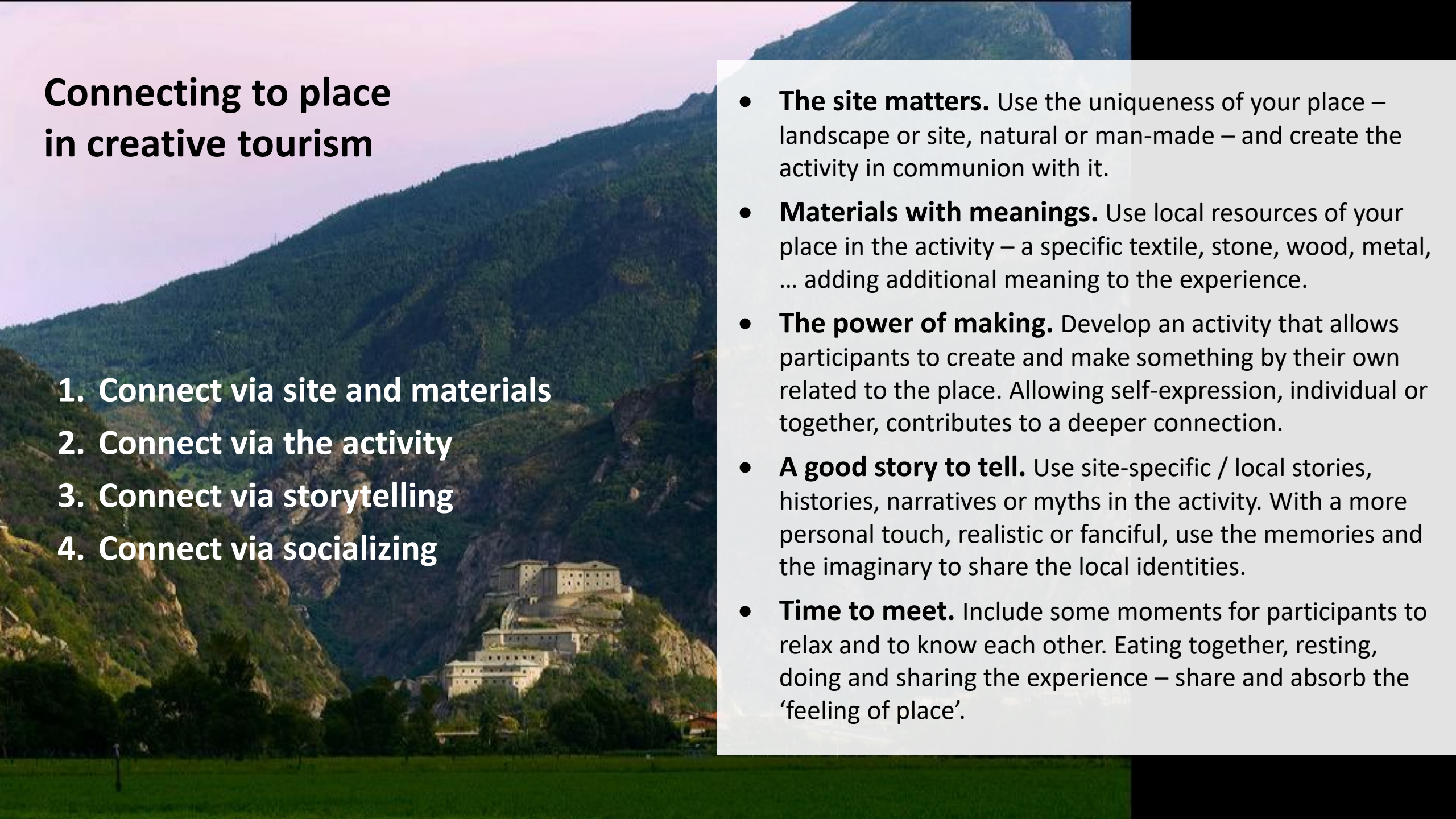


Underlying, inspiring, informing, and interconnecting these elements is the **place** in which activities occur – defined by both the **tangible** and **intangible**.

Connecting to place in creative tourism

1. Connect via site and materials
2. Connect via the activity
3. Connect via storytelling
4. Connect via socializing



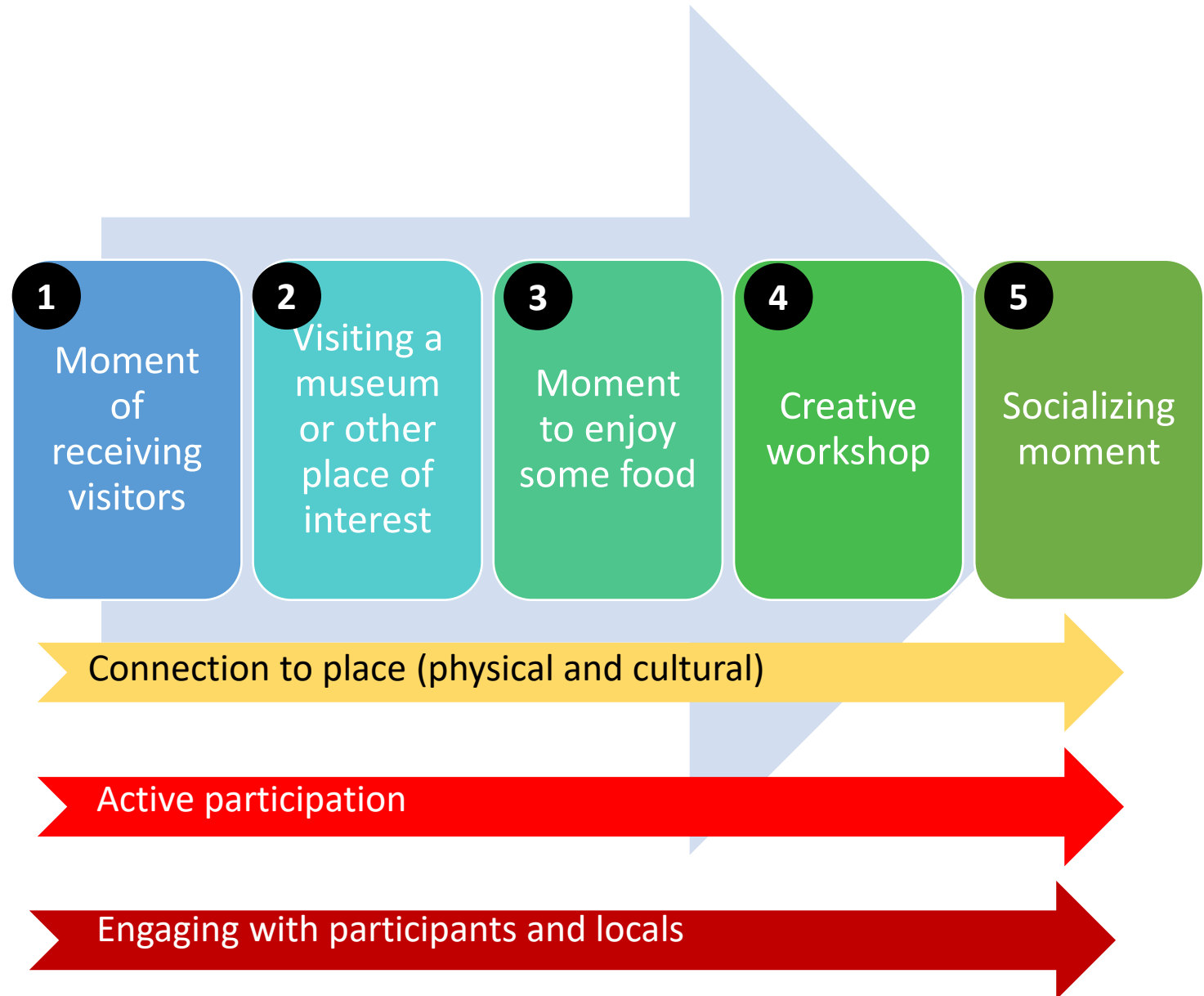


Connecting to place in creative tourism

1. Connect via site and materials
2. Connect via the activity
3. Connect via storytelling
4. Connect via socializing

- **The site matters.** Use the uniqueness of your place – landscape or site, natural or man-made – and create the activity in communion with it.
- **Materials with meanings.** Use local resources of your place in the activity – a specific textile, stone, wood, metal, ... adding additional meaning to the experience.
- **The power of making.** Develop an activity that allows participants to create and make something by their own related to the place. Allowing self-expression, individual or together, contributes to a deeper connection.
- **A good story to tell.** Use site-specific / local stories, histories, narratives or myths in the activity. With a more personal touch, realistic or fanciful, use the memories and the imaginary to share the local identities.
- **Time to meet.** Include some moments for participants to relax and to know each other. Eating together, resting, doing and sharing the experience – share and absorb the ‘feeling of place’.

Components of a creative tourism activity



Creative tourism

**Travelling
to be
creative**




What does creative tourism look like?

Models, characteristics, impacts



1. Stand-alone offers, repeated



2. Series of creative activities and other initiatives under a common theme



3. Localized networks for creative tourism



4. Small-scale festivals that include creative tourism activities



5. Creative accommodations

Creative tourism combines well with other activities, and can be viewed as an extension or component of a broader portfolio of actions.

1. Stand-alone offers, repeated



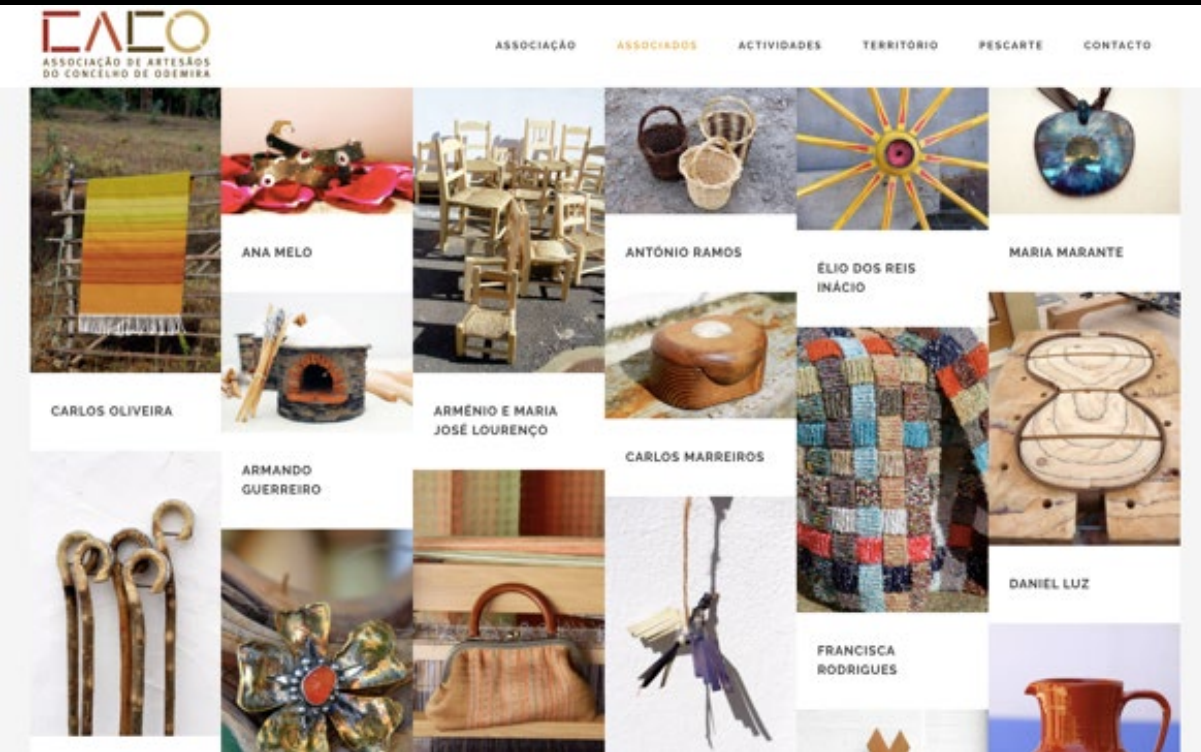
- Reinforces distinctive element of local identity
- Revitalization and expansion of the activity-field?

2. Series of creative activities and other initiatives under a common theme




- Reinforces distinctive element of local identity
- Revitalization and expansion of the activity-field?
- Can serve as umbrella for collaborations, associated activities → brand
- Cyclical, enables internal variety
- Promotes off-season tourism activities

3. Localized networks for creative tourism



- Umbrella for collaborations, associated activities → brand
- Cooperation and collaboration among variety of actors is central
- Enables even more diversity

4. Small-scale festivals that include creative tourism activities

- 
- Builds visibility/profile for the locale → can become part of its identity
 - (Periodic) Instigator of flows, connections between locale and external, generating:
 - New influences, perspectives on local culture(s);
 - Exposure to “other” approaches;
 - Space of freedom to explore, express, articulate
 - Can contribute to cultural (re)vitalization

Encontrarte Amares

5. Creative accommodations

- Platforms/site for activities, learning, exchanges
- (Year-round) Instigator of flows, connections between locales and external
- Basic infrastructure to support tourism ! point of creation and “vitalization”



Looking forward:

Perspectives on creative tourism

- **Niche interest groups** vs. tourism segments
- **Learning** – life-long learning, pursuit of interests, and self-development
- **Creativity and making** – enabling creative processes as a means to refine and extend creative tourism offers
- **Social connecting** – multiple motivations for participating, many socially oriented and also exploratory (that is, something new to try), not only to express themselves creatively



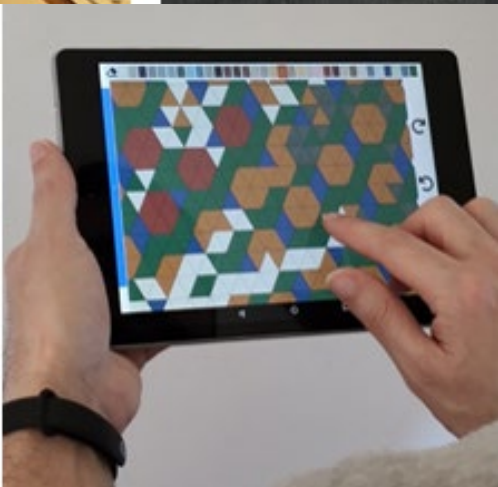
Looking forward:

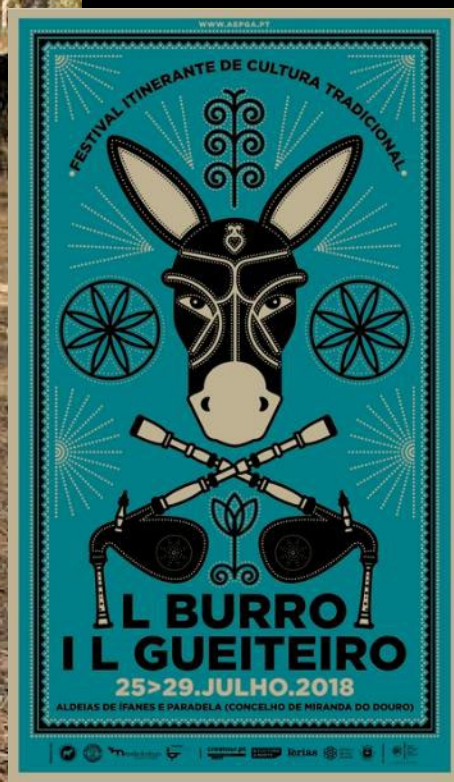
Perspectives on creative tourism development

- **Emphasis on collaboration** – in envisioning, planning, and implementation
 - Heritage – contemporary artists
 - Cultural/arts or other organizations
 - Individuals with skills, knowledges, stories
- Room for **experimentation and evolution**
- **Intentional inclusion** – expanding inputs into & benefits from tourism



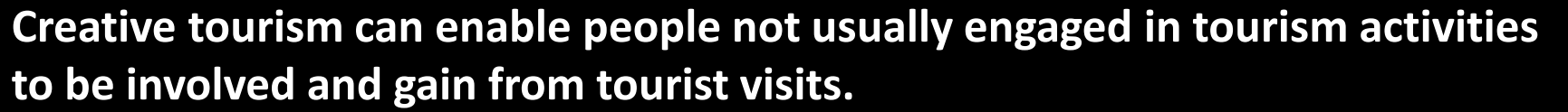
MosaicoLab.pt | CREATOUR





L'Burro e L'Guiteiro

creatour.pt





Basketry for Birds
MARCA

creatour.pt



Creative tourism can inspire new ideas for revitalizing local cultures and heritage resources, artistic creation, and representation.

COOLWOOL
CREATIVE WORKSHOPS

15/12 NEW HAND LAB
14H30/18H

**WORKSHOP AGULHA MÁGICA
PUNCH NEEDLE**

Crie presentes de Natal originais!
Create unique Christmas gifts!

WWW.COOLWOOL.PT





Creative tourism initiatives can contribute to **cultural vitality** and **(re)generation dynamics**:

- Reinforce distinctive elements of local identity
- Instigate flows and connections between the locale and the external
- Serve as platforms for local collaboration, exchange, and development

Nazaré
Criativa

CREATOUR®
Creative tourism

Creative  **Regenerative**

Creative ↔ Regenerative

Nancy Duxbury, Tiago Vinagre de Castro and Sílvia Silva (2025). **Culture–tourism entanglements: Moving from grassroots practices to regenerative cultural policies in smaller communities.** *International Journal of Cultural Policy*, 31(4), 497-516.



Regenerative tourism frameworks

Fragmented, two prominent efforts to develop frameworks of principles for regenerative tourism –

Two reoccurring dimensions link them:

Stewardship of the resources of place, identity, and unique potential

– *subthemes including:*

- Identifying and emphasizing the unique potentials of a place, its residents, and its identity
- Promoting cultural revival and local endogenous knowledges and practices
- Acts of stewardship for the place and its culture

Collaboration, participation, and inclusion

– *subthemes including:*

- Participative approaches
- Emphasizing inclusion
- Fostering a sense of community
- Promoting collaborative actions to evolve and enact regenerative approaches, catalyse transformations, and contribute to local development

Dimension 1

Stewardship of the resources of place, identity, and unique potential

On the basis of key factors identified in each case, and considering the three cases together, **five areas of action** stand out as collectively contributing to the **revitalization** of local resources, place identity, and building potential:

- **Heritage stewardship and care**
- **Encouraging place-inspired creative work**
- **Building the capacity of locally-based creators**
- **Reinforcing connections to place through tourism and a local economy approach**
- **Using and improving public space**



Dimension 2

Collaboration, participation, and inclusion

- Collaboration, participation, and inclusion are **values that permeate the lead organization and how each functions** within its community.
- Within individual projects, there are **intentional actions** to engage a variety of local creators, build and strengthen local networks, and establish connections with visitor-participants from outside.
- Considering the broader local community, significant efforts to involve **children and youth**, and to foster **intergenerational knowledge and skill exchanges** are evident.



The importance of place

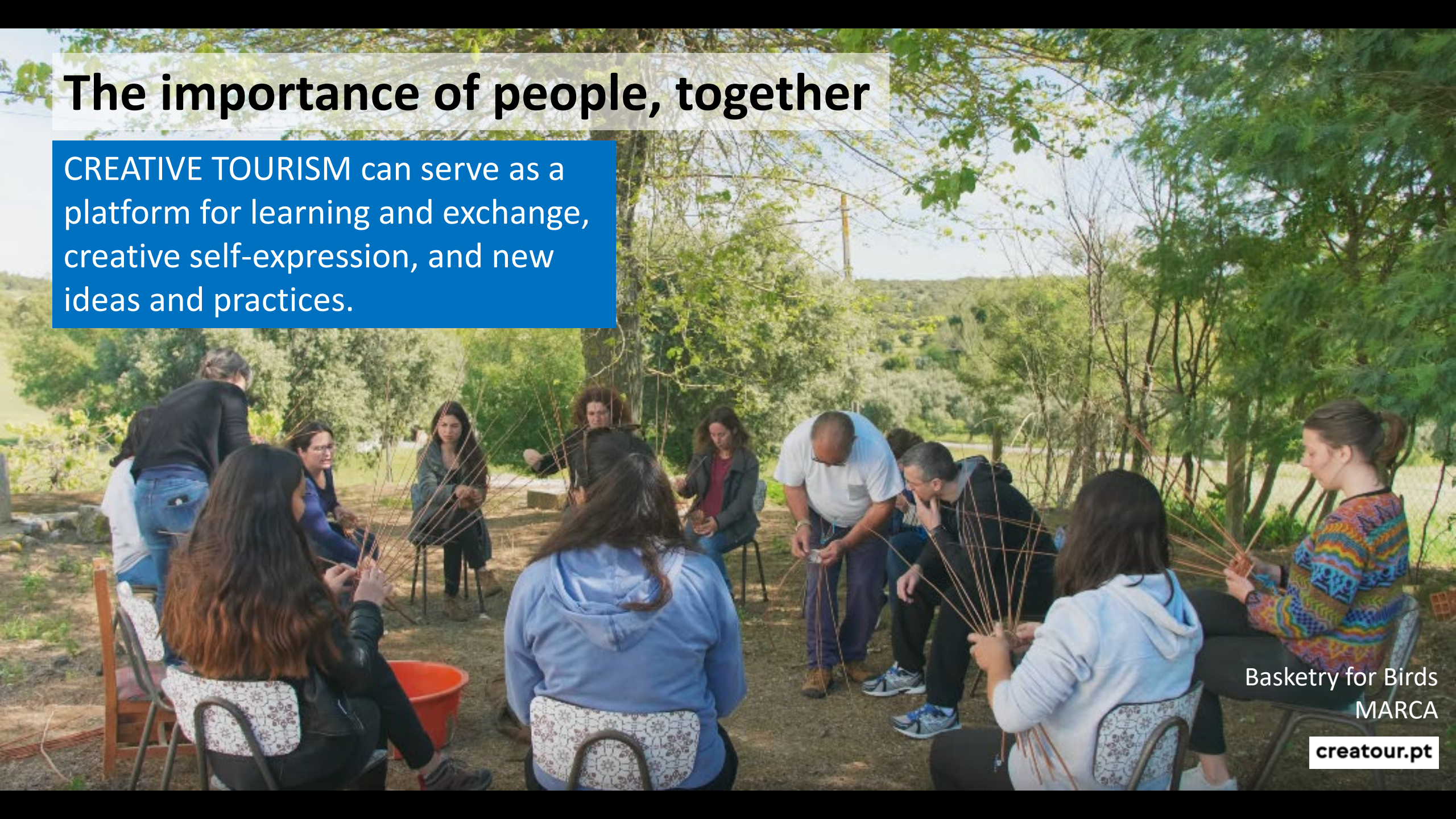
- The site matters
- Materials with meanings
- The power of making
- A good story to tell
- Time to meet

Underlying, inspiring, informing, and interconnecting the elements of creative tourism is the **place** in which activities occur – defined by both the **tangible** and **intangible**.



The importance of people, together

CREATIVE TOURISM can serve as a platform for learning and exchange, creative self-expression, and new ideas and practices.



Basketry for Birds
MARCA

creatour.pt



Nancy Duxbury
duxbury@ces.uc.pt

observatory
creatour[®]
culture and tourism for local development



ces
Centro de Estudos Sociais
Universidade de Coimbra



Nazaré
Criativa



CREATOUR[®]
Creative tourism



IN SITU: Place-based innovation of cultural and creative industries in non-urban areas

IN SITU is a four-year project that combines research and experimental actions to advance the innovation-related practices, capacities, and potential of cultural and creative industries (CCIs) based in non-urban areas of the EU countries.

know more >

<https://insituculture.eu>



IN SITU: Place-based innovation of cultural and creative industries in non-urban areas

IN SITU is a four-year project that combines research and experimental actions to advance the innovation-related practices, capacities, and potential of cultural and creative industries (CCIs) based in non-urban areas of the EU countries.

know more >

<https://insituculture.eu>