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## Creative Tourism

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Creative tourism has been stimulated as new form of tourism by more skilled forms of tourism activities, by the growth of new consumption patterns, and by changes in the production of tourism products. It can solve that problems experienced by tourists in the conventional tourism. Creativity has many definitions and that based on the function of creativity, it was historically related to creative person, but the recent research in creativity focused on creative product. However, creativity can be located in four areas, and they are: creative person, creative product, creative process, and creative environment. Creativity means “the production of novel and useful ideas in any domain”, which refers to the generation of ideas. Today, creativity becomes as a strategy that promoting individual skill development and innovation, this strategy has been followed by many cities and regions around the world in order to obtain the growth throughout commodification, knowledge development, globalization and increasing competition. Creativity can play a significant role in the mainstream tourism experiences that can be added to the places’ atmosphere, creativity is considered as an attractive policy for stimulating other creative activities and outcomes of social, economic and cultural through spilling knowledge and networking. Indeed, creativity can impact tourism in many ways such as: tourism itself as a creative area, tourism products, skills development and performance development. Thus, the important role of creativity in tourism has been incarcerated in many trends.

Recent research indicated that tourism is often considered as one of the creative industries, and therefore many destinations around the world have been applied ‘creative tourism’ in their location. ‘Creative tourism’ can be defined as “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 undertaken”. This could include some of the more active forms of special interest tourism such as cookery, painting, photography, crafts and arts holidays. Creative tourism is being pursued particularly by those destinations which cannot compete on the basis of their resources. Applying creativity in tourism can take place in the four areas, for example: involving creative person in creative activities, using creative tourism products as attractions, utilizing creative process in providing tourists with creative activities and using creative environment for visiting creative clusters. Thus, creative tourism has become as a significant tool for developing specific environment experience by producing innovative and more flexible tourism’s forms, by developing creative tourism production, and by repackaging tourist services. Creative production in tourism has been stimulated by the nature of tourism itself, and by increasing the attractiveness of creative occupations.

The development of creative production can be stimulated by creative industries strategies. Other creative city strategies can be used to foster creativity among citizens to obtain creative cities. Tourism is one of creative industries, and therefore tourism can be developed by creative industries that aim to enhance destinations’ image. Tourism links to creativity through a number of creative activities in destinations that can create ‘special interest tourists’ or tourists consuming creative performances. Thus, the destination itself in creative tourism needs to be more creative through designing the distinctive features of destination experiences, and therefore the destination needs to select

the right creativity’ s aspects that are related to place, this can create a specific motivation among creative tourists to visit that place. Each place has the ability to provide a unique combination of skills, social capital, knowledge, atmosphere and physical assets, this combination can make a certain place as a uniqueness and suitable destination for specific creative activities or particular creative tradition. Many of creative tourists with specific interests can be attracted to the ‘creative destination’.

Today, the strategies of creative tourism have been implemented in destinations that classified as fully conventional tourism. Tourism creative approaches can be linked to several strategies, which help tourism to create distinctive destinations by promoting for creative cities; creative class and creative industries. Creativity can provide atmosphere, activity and content for tourism, which in turn supports a number of creative activities. Increasing integration between creativity and tourism is a significant indicator that tourism is a creative industry. Thus, creative tourism involves ‘authentic’ experiences and co-creation of participative. More specific creative tourism has been initiated in many places such as artistic havens in rural regions and major cities. The conclusion, creative tourism can be considered as one of development tools in tourism, it is also an alternative of conventional tourism and more specifically mass tourism. Creative tourism consists of a number of creative practices including place, production and consumption. Thus, creative tourism involves the creative interactions of policy makers, producers, landscapes and consumers in order to build creativity in tourism experiences.

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