



CREATIVE TOURISM, A GLOBAL CONVERSATION

How to Provide Unique Creative Experiences for Travelers Worldwide

By Rebecca Wurzburger, Tom Aageson, Alex Pattakos, and Sabrina Pratt, Editors

A book indispensable for those who value tourism and travelers

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This book tells how to provide unique creative experiences for travelers worldwide. But what is Creative Tourism, how is it different than other types of tourism, why is it needed, and how do you go about developing it? You'll find answers to these questions and more in this book which is based on and draws from the proceedings of the 2008 Santa Fe & UNESCO International Conference on Creative Tourism. Held in Santa Fe, New Mexico, USA, from September 28 to October 2, 2008, this first-of-a-kind conference brought together delegates from 16 countries around the world to engage in a global conversation about how best to leverage the tourism sector for community and economic development. In other words, how can tourism be best organized and practiced to enhance economic benefits to cities, provinces, and countries globally?

Conceived, in large part, through the efforts of members of UNESCO's Creative Cities Network, the conference upon which this book is based was designed to bridge theory and practice, as well as provide a forum for sharing ideas and best practices. Here you will find not only a collection of essays by some of the "thought pioneers" in the emerging and still evolving field of Creative Tourism, but also a wide array of resources, including many practical examples and illustrations of Creative Tourism in practice from around the world.

At a time when activities and initiatives aimed at promoting tourism in a competitive economy has become essential, the notion of Creative Tourism captured in this book offers a life line that cannot and should not be ignored. Indeed, Creative Tourism: A Global Conversation should be required reading for all tourism and community/economic/cultural development professionals, artists, elected and appointed public officials, and tourists who are seeking destinations that offer customized, creative, experiential, authentic, and meaningful experiences that are tied to the uniqueness and "spirit" of a place.

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