

Creative Tourism, A Global Conversation

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Tourists all over the world welcome unique creative experiences that enrich and inspire them when they travel. This is called "Creative Tourism," and it is different from other types of tourism. But why is it needed, and how does one 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 a 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 sixteen 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 tourism can best be 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 was designed to bridge theory and practice, as well as provide a forum for sharing ideas and best practices. In this book 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 have become essential, the notion of Creative Tourism captured in this book offers a life line that cannot and should not be ignored. *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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Creative Tourism, A Global Conversation From Brand: Sunstone Press Bibliography

- Sales Rank: #2612325 in Books
- Brand: Brand: Sunstone Press
- Published on: 2009-08-01
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x .48" w x 7.01" l, 1.28 pounds
- Binding: Paperback
- 226 pages

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