

CALL FOR CULTURAL/CREATIVE PROJECTS

For creative tourism

Deadline for submissions: 15th January 2017

November 2016

The CREATOUR project (“Creative Tourism Destination Development in Small Cities and Rural Areas”) is calling for all kinds of organizations, entities, and professionals in Portugal (Norte, Centro, Alentejo, and Algarve regions) willing to plan and implement creative tourism initiatives or projects, and to cooperate with researchers. Twenty organizations will be selected in this call (a) to develop pilot initiatives within the scope of creative tourism, for the next three years, with the collaboration of CREATOUR, and (b) to participate in regional and national “IdeaLabs” (events) where these pilot initiatives will be refined, presented, and discussed.

From this call, 5 ideas for creative tourism projects will be selected in each region.

Each idea will be developed further during a regional IdeaLab in spring 2017, presented at a National IdeaLab in May 2017, and implemented in summer 2017.

Projects which could contribute to sustainable and local grassroots development processes will be privileged.

What is Creative Tourism?

Creative tourism offers visitors the opportunity to develop their creative potential through active participation in workshops, courses and other learning experiences that are characteristic of the holiday destination where they are taken (Raymond and Richards, 2000). This is considered a new way of doing tourism, from both demand and supply sides, which allows the tourist to deepen contact with the local culture by directly participating in cultural/creative activities and being involved in the creative life of the destination (rather than just displaying creative products, for example). The creative tourism approach allows the destination communities and regions to benefit from significant advantages, and enables artistic and other creative activities to play a driving role in broader socio-economic development.

What is the CREATOUR Project?

CREATOUR is a project funded under the Joint Activities Programme of the PORTUGAL 2020, by COMPETE2020, POR Lisboa, POR Algarve and Fundação para a Ciência e Tecnologia, aiming to combine research and demonstration activities to build an integrated approach to creative tourism in small and medium-sized cities in Portugal. It is organized using the key dimensions of support to enhance value for creative sector development: 1) build knowledge capacity, 2) support content development and link creativity to place, and 3) strengthen network and cluster formation.

CREATOUR will be developed between 2016-2019, and is an incubator/demonstration and multidisciplinary research initiative involving five research centres:

- Centre for Social Studies (CES) of the University of Coimbra (Lead partner),
- Landscape, Heritage and Territory Laboratory (Lab2PT) of the University of Minho,
- DINÂMIA'CET-IUL, Centre for Studies on Socioeconomic Change and Territory, of Lisbon University Institute (ISCTE-IUL),
- Centre for History, Cultures and Societies (CIDEHUS) of the University of Évora, and
- Research Centre for Spatial and Organisational Dynamics (CIEO) of the University of the Algarve.

CREATOUR also has an Advisory Council that includes highly respected national and international members, including researchers Prof. Dr. Greg Richards (Tilburg University, Netherlands) and Dr. Patrick Brouder (Brock University, Canada), as well as the International Creative Tourism Network, ADDICT - Agency for the Development of Creative Industries, and CIMAC - Intermunicipal Community of Central Alentejo.

What are the IdeaLabs?

The IdeaLabs are part of a specific CREATOUR activity. Focusing support for content development and linking creativity to place, the CREATOUR team will select cultural/creative projects proposed by all kinds of organizations, entities, and professionals located in the four regions. The project will assist the selected collaborators to plan and implement pilot initiatives, with the regional and national IdeaLabs organized as important moments of co-development, refinement, and discussion with the CREATOUR team and other collaborators in the project.

Concretely, the IdeaLabs are events taking place at the regional and national levels where the selected organizations will develop and present their pilot initiatives to local, regional and national tourism stakeholders. Additionally, the IdeaLabs will provide participants exchange experiences, advanced training, and networking opportunities to build intraregional and interregional connections.

What are the benefits of participating in CREATOUR?

- The opportunity to receive advanced training to develop specialized skills;
- The opportunity to benefit from new knowledge, emerging research findings, and mentorship advice during processes of development, implementation, and reflection;

- The opportunity to have your creative tourism projects monitored and promoted as pilot actions at the regional and national levels;
- The opportunity to network across the cultural/creative and tourism sectors, and to build and strengthen intraregional and interregional connections;
- The opportunity to have your creative tourism project promoted within international cultural and tourism networks;
- The opportunity to participate in a research-and-application project with high national and international visibility;
- The opportunity to present your creative tourism projects in CREATOUR's national and international events;
- The opportunity to be featured in a documentary film about creative tourism.

Who can apply?

- All kinds of organizations and public and private entities, third sector entities, and cultural/creative professionals
- Located in the Norte, Centro, Alentejo, and Algarve regions
- Willing to plan and implement creative tourism projects, and to be part of the CREATOUR project between 2017 and 2019.

How to apply?

The organizations and professionals interested in apply to this call should fill in the online form available at www.ces.uc.pt/creatour. Any doubts or questions regarding this call should be redirected to the following email address: creatour@iscte.pt.

Selection criteria

The selection of the projects will consider the following criteria:

- Cultural value of the activities proposed;
- The creative nature of the activities proposed – i.e., how are visitors involved in the creative activity and engaged in the creative life of the destination?
- Capacity of tourism attractiveness;
- Impact of the project in terms of community development – i.e., how will the development of the proposed creative activities benefit the local community?;
- Diversity of focus of the proposals (geographic diversity, type of organization involved, type of audiences targeted, type of cultural activity mobilized);
- Capacity and commitment to work with the research team during the project.

Important Dates

Deadline for submissions: January 15, 2017

Communication of the results: by February 10, 2017