

# Call for “creative tourism” projects in the Azores

Project CREATOUR AZORES – Turning the Azores into a Creative Tourism Destination

**Deadline for submissions: July 31, 2019**



**creatour.pt**  
turismo criativo  
portugal

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## **BACKGROUND INFORMATION**

### **1. Introduction**

The CREATOUR Azores project seeks proposals from all types of organizations, entities, and professionals located in the Azores that intend to develop and implement creative tourism projects/initiatives and wish to collaborate with researchers in this area. Five proposals will be selected to develop and implement pilot initiatives in the area of creative tourism, operating at least until 2022, with the collaboration of the CREATOUR Azores project team.

### **2. 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 tourist destination they visit (Raymond and Richards, 2000). The CREATOUR approach to creative tourism highlights four dimensions: the active participation of visitors, opportunities for creative self-expression, a learning component, and interaction with the local population. Creative tourism projects should be inspired by and embedded in the place they are located. A creative tourism approach allows both visitors and communities to benefit from tourism exchanges, promotes cultural vitality and sustainability, and allows artistic and creative activities to play a driving role in socio-economic development.

### **3. What is the CREATOUR Azores project?**

CREATOUR Azores is an integrated research-and-application project that aims to advance research focused on creative tourism in island regions, to diversify tourism offers in the Azores, and to strengthen links with other Portuguese regions where this model has already been implemented through the CREATOUR project. In addition, CREATOUR Azores intends to reinforce knowledge about specific market segments that may have greater interest in creative tourism products that can be offered in the region (matching profile characteristics and offers of specific destinations) and identify the most appropriate channels to communicate with these differentiated segments. Given the unique location and intrinsic characteristics of the Azores, there is a very high potential for the development of internationally attractive and unique creative tourism offers.

### **4. What are the benefits of participating in the project?**

- The opportunity to participate in a research-and-application project with high regional, national, and international visibility;
- The opportunity to develop and implement a creative tourism project and to work together with regional, national, and international specialists and stakeholders;
- The opportunity to obtain advanced training and to develop specialized competences;
- The opportunity to promote a creative tourism project with the status of a “pilot initiative” at the regional and national level;
- The opportunity to present and promote a creative tourism project in the national and international events of CREATOUR Azores;
- The opportunity to create and strengthen interregional contacts; and  
The opportunity to have your creative tourism project(s) studied and mentioned in national and international publications (scientific and other) developed by CREATOUR Azores.

## **5. The Call: Objectives and themes**

This call for proposals aims to support projects wishing to develop creative tourism offers and to take advantage of the potential of cultural and creative activities in the region. Contributing to the sustainable development of tourism in the Azores, the Call aims to attract projects that will:

- Encourage tourists to participate in learning experiences and interactive activities with a view to gaining closer proximity to the territory and culture of the Azores;
- Offer tourists the opportunity to develop their creative potential through participative creative activities and experiences with local agents, while contributing to the destination;
- Identify and build value-added tourism products through linking tourism and creativity;
- Increase awareness and promote the value of intangible heritage and creativity;
- Adapt and revitalize current tourist products through creative tourism initiatives; and/or
- Extend culture-based and artistic training in the Azores to tourism.

Creative tourism proposals should establish explicit links between tourism and cultural and creative activities. Creative tourism proposals can be based on tangible resources such as historical, archaeological or natural sites, museums, theatres and galleries, or other relevant or contemporary places of interest to visitors. The proposals can also be based on more intangible resources such as local gastronomy, handicrafts, traditions of making, histories and narratives, traditional rural life, or contemporary forms of artistic expression, among other aspects.

Given the nature of tourism in the Azores, four themes have been suggested for special consideration:

- Art and nature
- Artisanal craft and traditions
- Creative gastronomy
- Families and children

The application form also contains an “other” category for ideas outside these areas.

Transversally, CREATOUR Azores intends to support projects that stimulate territorial competitiveness through creative tourism offerings and sustainable territorial development.

## **6. Budget available to support proposals**

CREATOUR Azores will select and support a total of 5 pilot projects in the Azores region. Each candidate selected in this call will receive support of €3,000 (€1000 per year) for their participation and cooperation in this research project. In addition, reimbursement of transport costs and accommodation will be available to support participation in workshops, training sessions, and related meetings and events of CREATOUR Azores (subject to funding guidelines).

## **7. Eligibility criteria**

To be considered eligible under this call, applicants must meet all of the following criteria:

- Be a public or private entity, an entity of the third sector, or a professional, established in Portugal and eligible to develop activity in the cultural/creative sector or tourism sector;
- Be an organization or professional located (head office/tax address) in the Azores region;
- Be available to implement creative tourism project(s) in one of the regions mentioned; and
- Be available to collaborate in the activities of CREATOUR Azores between 2019 and 2022.

## 8. Selection criteria

CREATOUR Azores will consider the following criteria for selecting pilot projects:

- Cultural value of the proposed activities;
- Capacity for tourist attraction (considering the implementation zone and the proposed activities);
- Impact of the project in terms of community development;
- Diversity of focus of proposals (geographic diversity, type of organizations involved, type of target audiences, type of cultural/creative activity mobilized);
- Operational capacity (applicants must gather professional competences as well as the necessary infrastructures to develop the proposed activities);
- Financial capacity (applicants must have sufficient financial resources to maintain their activity during the period in which the proposed activities will be implemented); and
- Ability and commitment to work with the CREATOUR Azores team during the project period (to 2022).

The promoters of the highest classified proposals, following the selection process, may be interviewed (personally or via Skype) as a complement to the evaluation of the written proposals.

## 9. Procedures for submission of proposals

Applications must be submitted in accordance with the requirements expressed in this call and by the set deadline: **July 31, 2019**.

All proposals must be submitted via the online form provided through the following link: <https://forms.gle/oDcAgSYoDEAXTpNp6>

Proposals can be submitted in Portuguese or English.

Incomplete proposals - in particular, with regard to identification data and the description of the proposal - may be considered inadmissible for evaluation.

Once the proposal is submitted, the form does not allow additional modifications to be made. We recommend that the proposals are previously prepared in an editable working file, so that you can then copy the prepared content to the online form. In the appendix you can see the application form contents.

After the final submission of the proposal, the online form will provide a confirmation message, which confirms the submission of the proposal. You will receive an email with a full copy of the submitted proposal. **To receive this email you must fill the email address requested at the beginning of the form.**

Applicants will be informed by e-mail about the results of the selection process by **August 15, 2019**. For this purpose, the CREATOUR Azores team will only use the email contact that applicants have provided in the online form.

## 10. Timeline

Deadline for submission of proposals: **July 31, 2019**

Communication of selection results to candidates: **August 15, 2019**

## APPENDIX - APPLICATION FORM CONTENTS

E-mail address (valid email for receipt of confirmation and full copy of submitted proposal)

### WHO

#### 1. Name of the organization or professional

#### 2. Entity type:

- Local Administrative Body
- Public education
- Public higher education and R&D units
- Public entity of science communication
- Association
- Foundation
- Cooperative
- Religious organization
- Informal network of entities
- Company
- Sole proprietorship
- Individual professional (worker/independent)
- Other. Specify

**3. Number of years in activity.** (If the entity has less than one year of activity, please insert the number of months - for example, six months: "0.6". If this question doesn't apply to your situation, please enter "0".)

**4. Number of people involved in the planning and implementation of the creative tourism project.** (i.e. employees and/or partners).

**5. Website of the entity.** (Please indicate just the main website of the entity)

**6. Other relevant weblinks for the entity.**

**7. Short description of the organization.** (max. 500 characters with spaces)

**8. Does the entity have experience in the tourism area?**

**8.1. If yes, what kind of experience?** (max. 500 characters with spaces)

**9. This entity has previously worked with:**

- Other tourism agencies or organizations. Which? (max. 500 characters with spaces)
- Other cultural/creative organizations. Which? (max. 500 characters with spaces)

**10. Contact person**

- Name
- Gender (F/M)
- Email
- Telephone
- Brief biographic note for the contact person (max. 1000 characters with spaces)

## WHERE

**11. Location:** (headquarters/main location of the entity)

- Island
- Locale

**12. The creative tourism activities proposed will be implemented...**

- In the same location as the headquarters of the entity
- In another location. Specify (max. 500 characters with spaces)
- In various locations. Specify (max. 500 characters with spaces)

**13. What interests you or inspires you in the location(s) where the activities you propose will be implemented?** (max. 1000 characters with spaces)

**14. Do tourists already visit this location(s)?**

**14.1- If yes, in your opinion, why do they visit? What attracts them?** (max. 1000 characters with spaces)

**14.2- If no, in your opinion, why do not they visit? What is missing to attract them?** (max. 1000 characters with spaces)

**15. Regarding the conditions necessary for the implementation of the activities proposed:**

**i. Do you have the necessary physical resources (inside or outside space)? If not, what strategies do you plan to use?** (max. 750 characters with spaces)

**ii. And in relation to human resources? If you do not have, what strategies do you plan to use?** (max. 750 characters with spaces)

**iii. Finally, do you consider you have the necessary financial resources? If not, what strategies do you plan to use?** (max. 750 characters with spaces)

## WHAT

**16. Please indicate the title of the creative tourism project/workshop(s) to be developed.**

**17. Please briefly describe the creative tourism activity(s)/workshop(s) to be developed within this project.** (max. 2000 characters with spaces)

**18. Are the proposed activities entirely new or have they already been implemented?**

- They are totally new
- Already implemented

**19. In which thematic area does this project align?**

- Art and nature
- Crafts and traditions
- Creative gastronomy
- Families and children
- Other. Specify

**20. Please indicate the date of implementation of the activity(s) / workshop(s)** [months of 2020]

**21. In which languages will the project be made available:**

- Portuguese
- Spanish
- English
- French
- German
- Other. Specify

**22. What type of target participant(s)/audience(s) will it aim to attract?** (max. 1000 characters with spaces)

**23. What skills/capacities will the participants learn?** (max. 1000 characters with spaces)

**24. How will you stimulate the creativity of the participants?** (max. 1000 characters with spaces)

**25. How will the project connect to the territory where it is implemented? (i.e., local identity and culture, traditions, inspiring places, landscape, etc.)** (max. 1500 characters with spaces)

**26. What kind of local partners do you have to implement this project?** (max. 1000 characters with spaces)

**27. How will the local community be involved and benefit from this project?** (max. 1000 characters with spaces)

#### WHY

**28. Why are you interested in being part of the CREATOUR Azores project?** (max. 1000 characters with spaces)

Other Observations and comments

#### Commitment

In case your project proposal is selected, the applying entity undertakes to:

- Develop, implement and promote creative tourism offer(s) during the period of execution of CREATOUR Azores (2019-2022);
- Participate in training sessions, workshops and conferences until the end of the project;
- Contribute to materials (texts, photographs, etc.) about your organization and the implementation of the proposed project for the purpose of publication on the website of CREATOUR Azores and other agents that may be involved in the promotion of pilot initiatives;
- Collaborate with researchers during the phases of documentation and evaluation of pilot initiatives;
- Keep records of the number of activities, dates activities realized, number of participants, languages used in the activities and other observations;
- Ask all participants in your activities to complete a brief questionnaire and send them filled for analysis by the research team of CREATOUR Azores (monthly).

**I agree with the above mentioned aspects**