

Culture and Tourism – A Naturally Strengthening connection?

Greg Richards

Tilburg University

- The road from Wigan Pier ...



- to Bilbao....

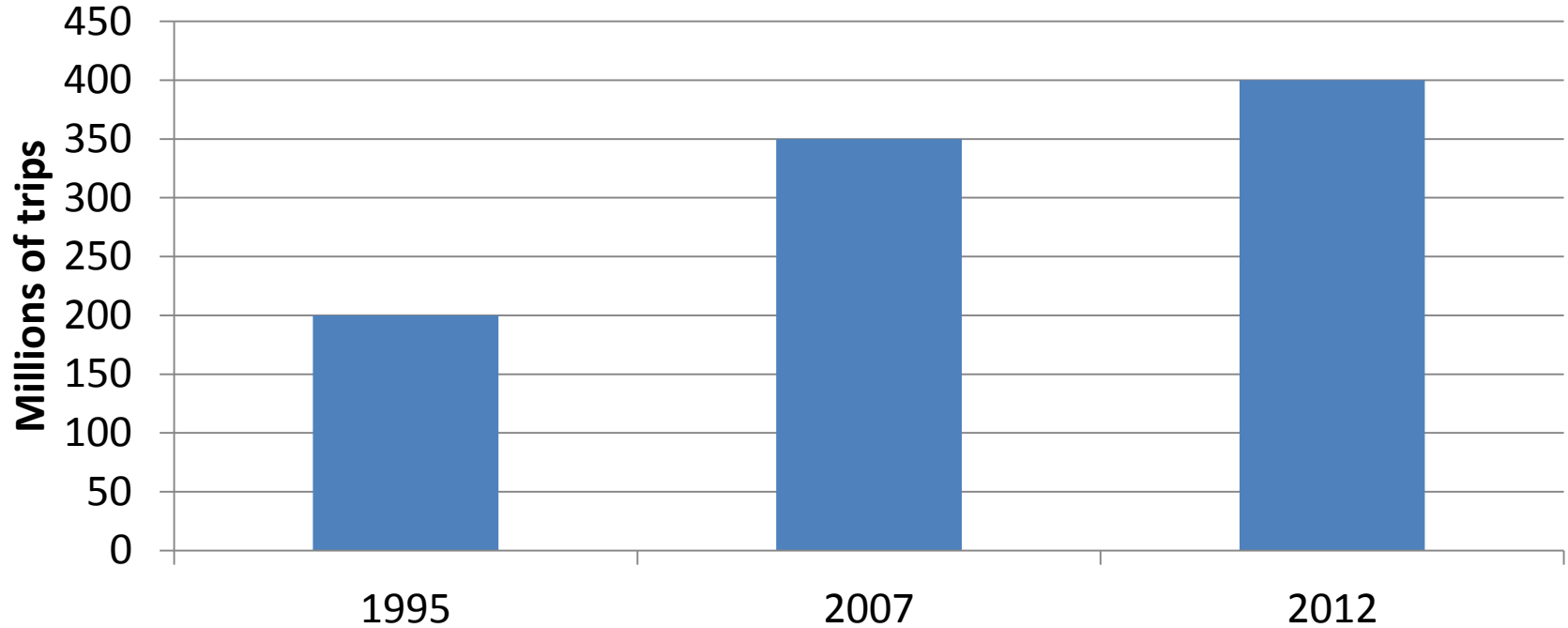


- and beyond...

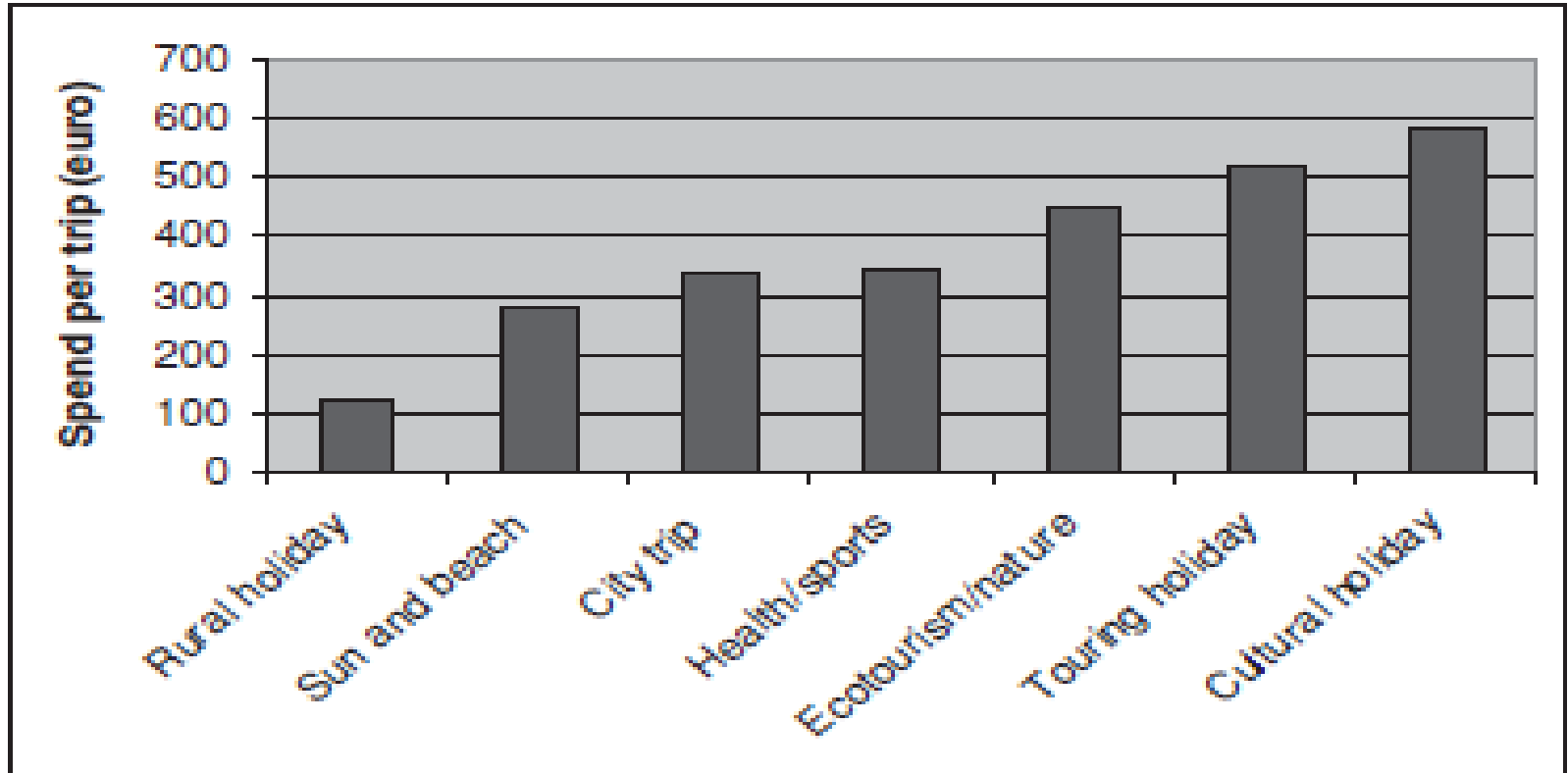


Cultural Tourism – A growth market?

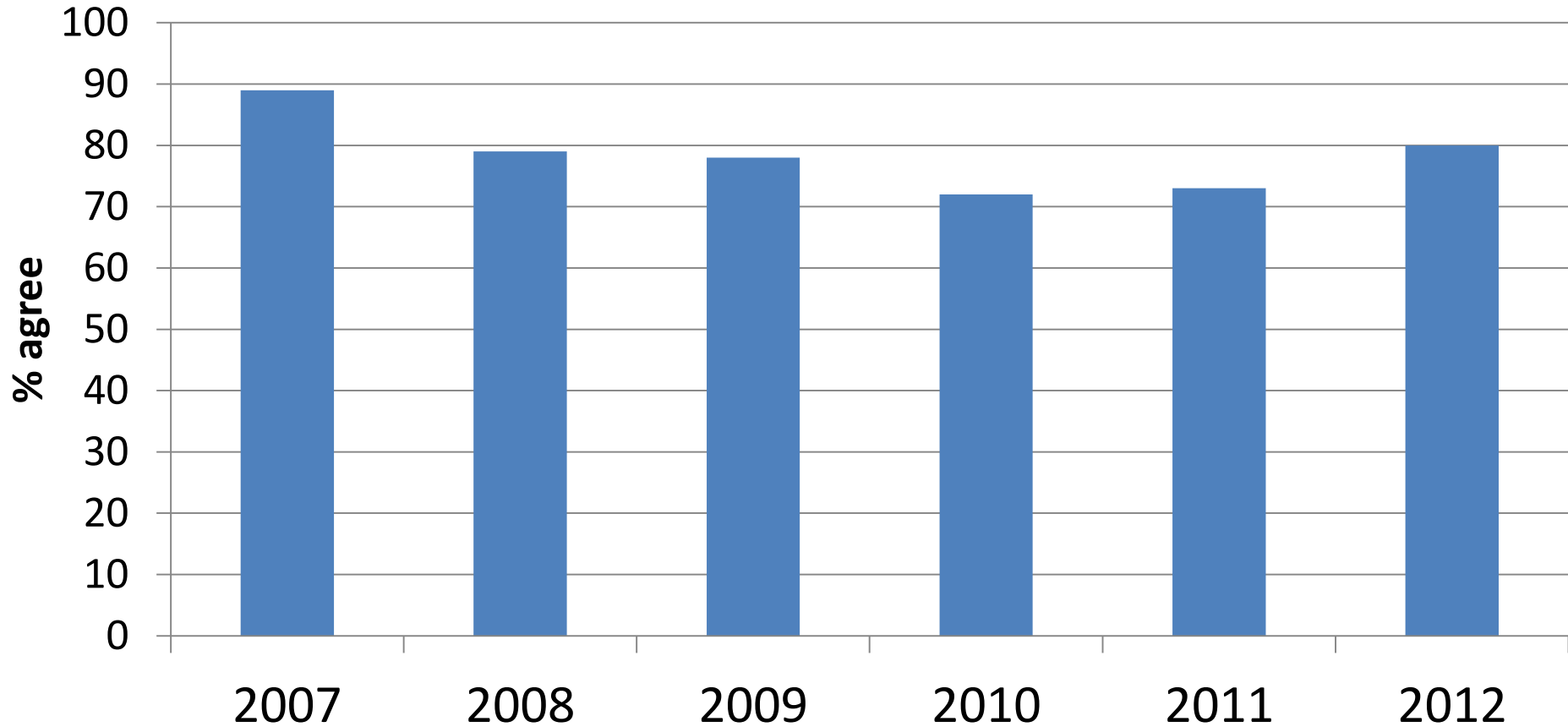
(international cultural tourism – OECD)



High spend



Sibiu residents: Tourism supports culture



A sustainable model?

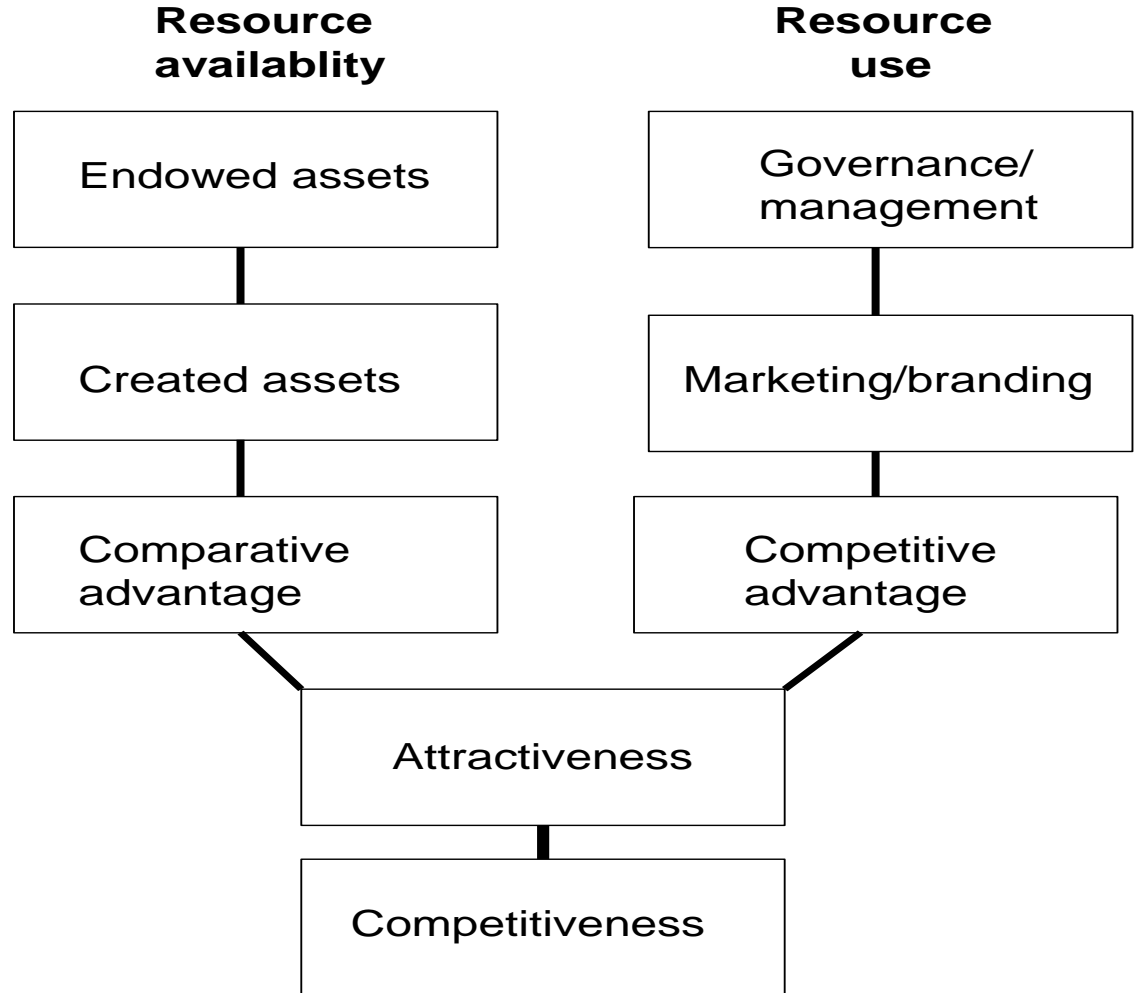


Tangible Heritage is not enough



*A model of
culture, tourism,
attractiveness
and
competitiveness*

(OECD 2009)



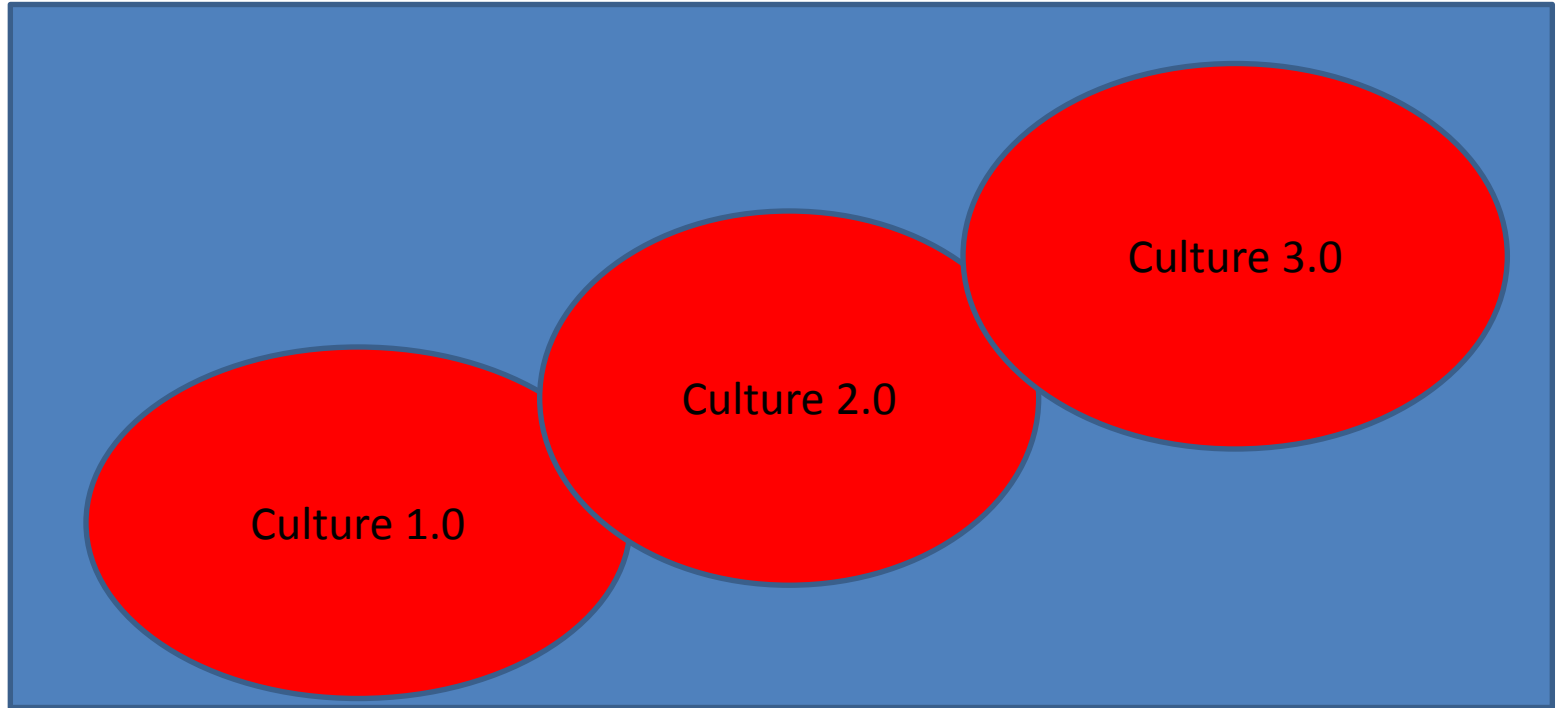
The development of the cultural economy

Form of capital

Relational

Creative/
symbolic

Cultural



Patronage

Creative industries

Co-creation

Economic base

Cultural tourism

Distinction
Cultural capital

CULTURE



Creative tourism

Symbolic capital
Branding
Individual skill

CREATIVITY

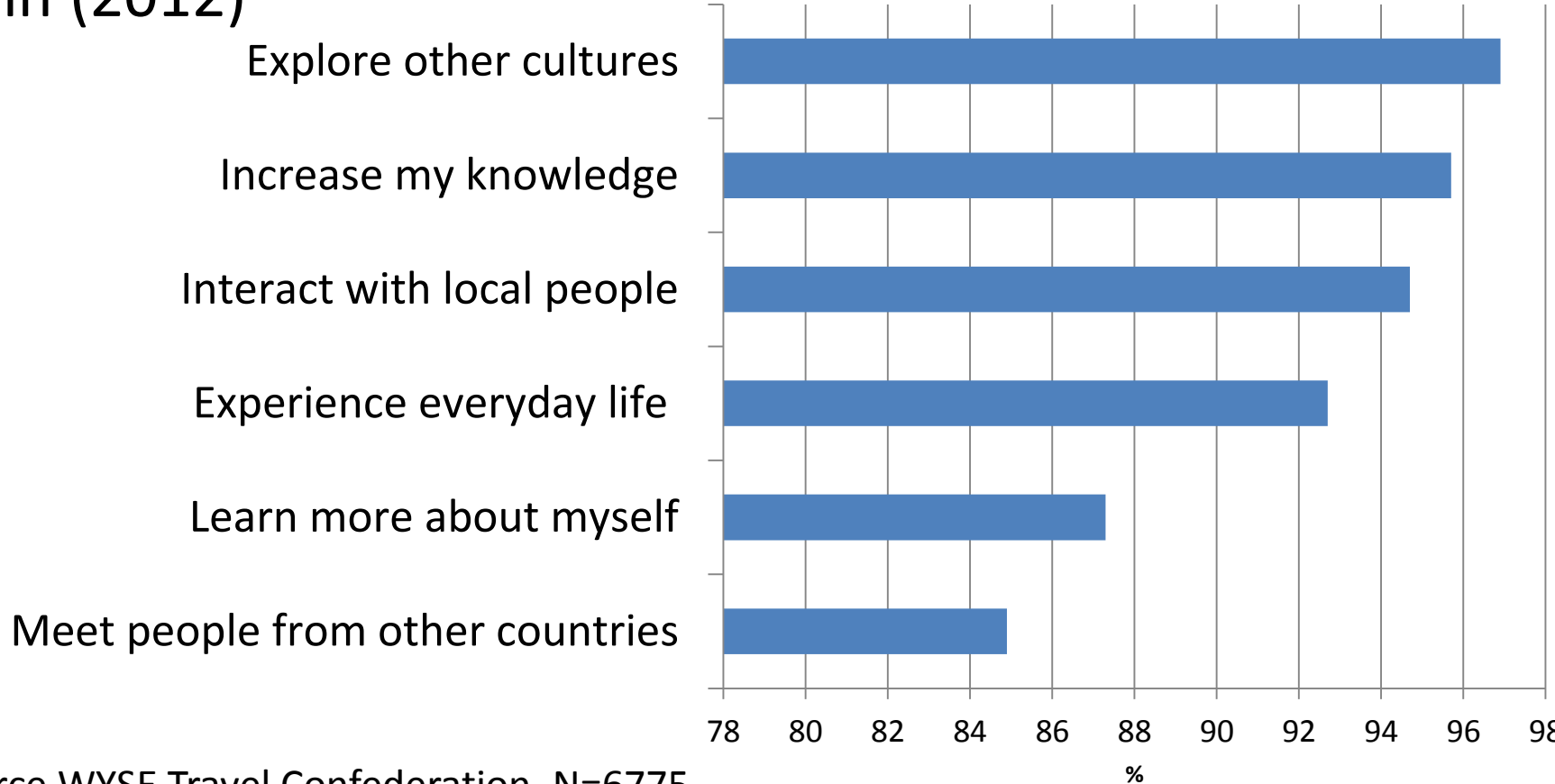


Relational tourism

Collective knowledge
Networks

COLLABORATION

Top travel motivations for young people who want to visit Dublin (2012)



Source WYSE Travel Confederation, N=6775

Spotted
by Locals

Experience Barcelona like a local



OUTSOURCING RELATIONSHIPS

Outsourcing
companies 1

Outsourcing
companies 2

Outsourcing
companies 3

Outsourcing
companies 4

Outsourcing
companies 5

SUPPLIER RELATIONSHIPS

Tour
operator

Agency

Airline
company

Outsourcing
companies 6

Outsourcing
companies 7

Outsourcing
companies 8

Outsourcing
companies 9

Outsourcing
companies
10

Hotel 1

Hotel 2

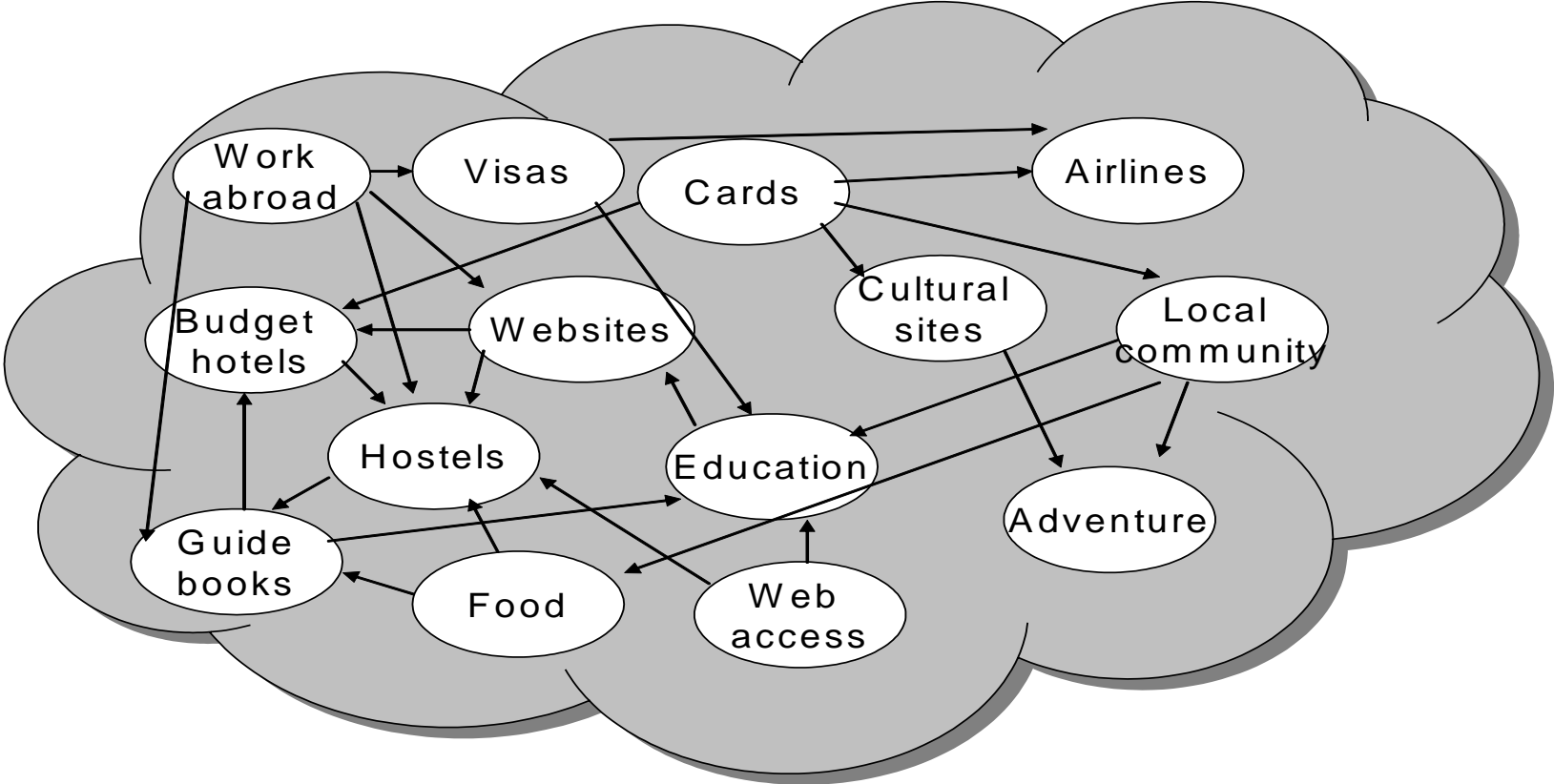
Hotel 3

**COLLATERAL
RELATIONSHIPS**

END CUSTOMER

**LOYALTY AND
VALUE
RELATIONSHIPS**

The new value web



Bloggers as new cultural Intermediaries?



Hole in the Donut Cultural Travel
Connecting the World Through Storytelling

INSIDE *the* **TravelLab**
exploring unusual journeys



 **Travel/Food/Events**
WeBlogtheWorld

WeBlogtheWorld Heading to @estonia_eu & @lithuania next week so watch for amazing food, cultural finds & experiences! #EasternEurope #EastEurope #travel
9 hours ago • reply • retweet • favorite

WeBlogtheWorld Craft Beer with a Side of Jazz in Midwestern Indiana j.mp/YAhpfc
10 hours ago • reply • retweet • favorite

WeBlogtheWorld Experiencing the Inside of a Mosque j.mp/YAhoIL
10 hours ago • reply • retweet • favorite



The art city without pictures

Den Bosch - birthplace of Hieronymus Bosch....
but it has none of his paintings.



- Re-Creating Bosch from intangible resources
- Narrative of creative spirit
- The network of 'Bosch Cities' to facilitate a major exhibition
- Using knowledge to create a hub related to global networks of culture and creativity



Creative icons of the future



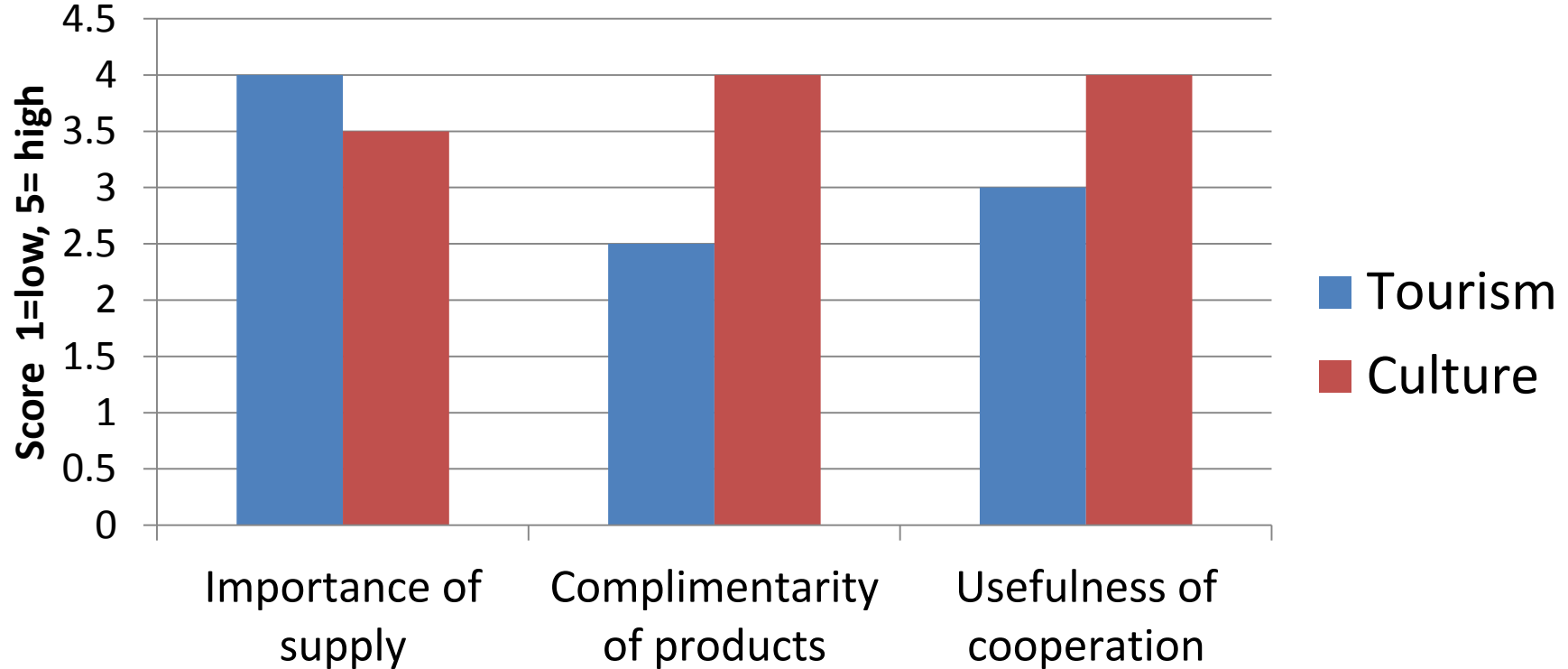
Ferran Adrià
i elBulli
1961

 2011
Risc, llibertat
i creativitat



The link between culture and tourism – divided views?

Malaga, 2011



Source: Queiroz & Rastrollo-Horrillo (2013)

Do we need to find a new language?

Culture

Consumption

Creativity

Identity

Long term development

Values

Tourism

Production

Marketing

Image

Short term reaction

Value

Challenges of the new cultural tourism

- Understanding creativity
- Developing new models, new languages
- Stimulating innovation
- Identifying the new intermediaries
- Creating new networks
- Involving locals and tourists as experience co-creators



Thank you for your attention.

More information:

Culture and tourism research

<http://independent.academia.edu/gregrichards>

Youth travel research

<http://www.wysetc.org/>

g.w.richards@uvt.nl