

Preface

Today’s visitors have a large selection of destinations to choose from, but less time to make a buying decision. The development and increasing use of information and communication technologies have radically changed the relationship between the destinations and visitors. Accessibility of different information means that destinations must reckon with the fact that the competition can quickly react to every change in their strategy. The success of a destination regarding visitor satisfaction is a function of several interdependent components; this underscores the need for continuous innovation and enhancing the value creation capacity of the destinations, together with the selective use of specific tools and techniques.

Creative industries contributed significantly to the world GDP and annual growth rates throughout the 2000s and had been relatively resistant to the global economic crisis. Tourism is related to the core creative industries.

The purchase of tourism product is bonded with, among other things, increased levels of emotional and irrational factors, emphasis on the word of mouth advertising, product uniqueness; and image. These characteristics indicate that visitors must be informed and motivated so that they began to be interested in the destination. The intrinsic motivation induces acting because it is interesting and enjoyable plays a major role in tourism.

The tourism in the 20th century was characterized by an offer of non-differentiated tourism products to undifferentiated passive tourists. The post-modern tourism is more individual, personalized, and value based. The behavior of visitors changed significantly. Visitors require a customized approach, intelligent creative and interactive communication, including empathy. They want to participate in the creation of tourism products and want to buy based on relationships and emotions. They prefer less crowded and less known destinations that offer local knowledge and authentic culture they want to experience the local culture, to live like the locals and get to know the destinations they visited. Destinations’ visitors become producers of their experiences.

Creative tourism requires the more active involvement of the local culture, traditions and local stakeholders than ever before. In creative tourism, the focus is on the process and its context, rather than on the final product. Engagement and involvement of visitors, service providers and residents are critical for its development. Together it creates a valuable and unique experience.

Opportunities for tourism development in destinations can be found in use of creative potential of destinations, its residents, and visitors through, inter alia, folk crafts, folklore festivals, gastronomy, traditional products linked to the history of destinations, industrial traditions, art, art festivals, creative workshops, courses of traditional crafts, music, dances, food preparation.
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Developments of creative tourism, which in turn uses and evaluates the potential cultural destinations, enable to provide additional value and new experiences to visitors. This development is also in line with the changes in the motivations of the visitor towards the search for authenticity.

The aim of this edited book is, in this context, to bring together high-quality academicians and applied research that further the understanding of how creativity may drive tourism growth and influence tourism development in destinations. This book aims to be an essential reference source, which builds on the available literature in the field of tourism development and creativity and to become an inspiration for further research in this area.

This book covers multi-disciplinary contributions from international researchers, considering the opportunities for enhancing the tourism growth and development related to destinations, their residents, and visitors. This book also discusses and addresses the topics associated with tourism development and creativity in tourism destinations, such as changes in visitors behavior, creativity, and creative tourism, creative use of information and communication technologies in destinations, creativity and sustainability in destinations, involvement of creative residents in tourism, SMEs and creative tourism products, creative marketing communications in destinations, destinations’ creativity, customer relationship management and creativity in tourism, traditions and creative tourism products, folklore and creative tourism products, the role of creative workshops in tourism, heritage protection and creativity, creative tourism research, the role of creativity in co-operation, and presents best practices from different countries and destinations.

Globalization intensifies competition also in the tourism industry. Competition quickly reacts on every change in destinations strategy. The success of a destination in the tourism market is dependent on visitors’ satisfaction that is more and more related to creative experiences, authenticity, and added value. Continuous support and development of the value creation capacity of the destinations, together with the selective use of specific tools and techniques is the way how to sustain competitively. This book explores scholarly frontiers and applications in driving tourism development and growth through creativity. The topic is discussed from the perspective of domestic and inbound tourism.

Academicians and researchers can find in this book inspiration for further research, and use it for education proposes. Students can learn from best practices showed in this book and get inspiration for invigoration tourism development through creativity for their further work in the tourism industry. This book provides valuable information, data, and resources necessary for policy makers, government officials, destination managers, tourism professionals, SMEs, marketing managers to adopt and implement creative approaches to enhance tourism development and growth.

ORGANIZATION OF THE BOOK

Chapter 1: This chapter introduces the systems approach as a creative driving force for a tourism destination. The approach encompasses methods of systems thinking and system dynamics that broaden horizons, search for synergy and involve decision makers in a tourism destination. As a complex system, a tourism destination needs an optimal approach to balancing its activities in tourism markets and solve problems, which occur because of the complexity. The chapter per author presents complex systems in general, the complex nature of tourism destination, models of simulation methodology determination with participants’ involvement and group decision-making support. By systems simulation methodology a causal loop diagram of dependence among environment attractiveness, a number of tourists and
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infrastructure investments are created. The chapter states that the main strength of system dynamics modeling lies in considering feedback loops, which are the answers to the behavior of the system in the environment today and in the future.

Chapter 2: This chapter attempts to answer two research questions related to Japanese spa tourists: how to grasp tourists’ motivations, and who will be repeaters. Benefit segmentation was employed to respond to the first question; the results yielded seven motivations and divided spa tourists into three segments. For the second question, the relationship between overall satisfaction and revisit intentions in short and the long term were tested, and key factors for repeaters were different for each segment. Destinations and stakeholders should change their strategy as it relates to their target market, to create repeaters by segment. Contrasting these results with some efforts of spa destinations, examples from Hakone are introduced. The local government considered the theoretical fan that visits Hakone constantly. Naraya Café, a representative effort of young people in the area, creates a “release and relaxation” atmosphere for tourists.

Chapter 3: The advent of new technologies has brought forth an incredible power to online users of social media who may act as active contributors and co-creators of the tourism communication and promotion of the areas that have visited, influencing in that way the online image that is created for an area, a region or a country. The user-generated content that is created and uploaded, text and travel photos allows research to examine tourists’ behavior. How can this be depicted with the use of photos taken from visitors for a rural area? The present chapter aims to (a) examine the destination image of Brasov County’s (Romania) based on user-generated content created via photos uploaded on Facebook by a selected group of visitors in the area; (b) to examine the projected image and strategy in official Brasov County’s websites and strategic documents and (c) to create a set of recommendations for the promotion of the Brasov County’s rural area on the international tourism market. The results of the present study indicate that a continuous research on tourists’ perceptions is needed to improve the tourism offer continuously, but also to identify the relevant themes that could inspire successful marketing communication campaigns.

Chapter 4: This chapter shows how creativity is bounded with tourism development in the destination. It points out the influence of changes in visitors’ behavior on the destinations, defines creativity, and discusses the relation of culture and creativity in tourism. The chapter focuses on the relation between creativity and development of tourism in the Czech Republic’s regions in the pre-crisis, crisis and after-crisis period. The destinations were subjects to research using two multivariate methods i.e. canonical correlation analysis and partial least squares. The chapter also makes suggestions for future studies. The results of the research show that the potential of the Czech Republic in the area of the creative activities is significant and the development of creativity can help destinations to enhance visitation and come through the difficult periods of crisis.

Chapter 5: This chapter combines marketing communication and creative tourism in small and medium-sized enterprises. The chapter offers examples of good practices from the small and medium businesses in the Czech Republic. Marketing plays the significant role in business. Unfortunately, small and medium-sized enterprises (including many travel agencies) aren’t able to take full advantages of marketing. The chapter discusses this issue and is looking for possible solutions. Also, the chapter deals with the patterns of marketing communications discuss the creative tourism and its role in small and medium-sized enterprises and the national economy. SMEs have limited resources for promotion and communication with prospective tourists. However, there exists a broad range of tools suitable to set the communication mix correctly without any additional costs.
Chapter 6: The aim of this chapter is in the context of the theory of strategic and destination management to highlight the significant contribution and potential of creative development of tourism for the development of tourism regions. The chapter describes the role of strategic management in increasing the tourism performance in Slovakia at the state and regional level. The result of strategic management of tourism must be based on the analysis of external and internal environment, a selection of appropriate strategy and goals and priorities in the tourism development. For such properly defined objectives in Slovak conditions, among other things, the application of creative tourism as a form of cultural tourism plays an important role. The chapter shows how the application of standard principles of strategic management and selected strategies in destination management provides rapid success in the short and medium term. In combination with these principles and the selection of attractive products of creative tourism can result in a fast recovery of local markets and a demand revival. The best practice of implementing creative tourism into the destination offer proven by statistical data is presented on the destination Tirnavá.

Chapter 7: This chapter analyzes three destinations of the Adriatic Sea in the Mediterranean: Istria in Croatia, Apulia in Italy and Albania. The chapter identifies policies, actions, and proposes investments that should be made in the field of human resources. Considering the practical relevance of this study, the authors analyzed some selected case studies. The knowledge about the context has been acquired through an extensive experience in the field developed over the last 30 years and with the answers obtained during the interviews. Inductive case study as a probably the most common and the most familiar case study research approach was applied followed by a deductive case research as the mechanism of conducting a theory- testing case, and finally, the abductive case research that focuses on the contextualized logic of a general theory was adapted.

Chapter 8: This chapter examines the processes that lead to new products and services in a tourism context. It does so based on two types of innovation processes: science, technology, and innovation and doing, using, and interacting. The best practice of Icehotel illustrates how working in partnerships and close cooperation with customers enhances the advantages of the doing, using, and interacting model. The doing, using, and interacting framework leads to a correct picture of tourism innovation and could also provide better guidance for policy processes in the field.

Chapter 9: This chapter focuses on the largest video-sharing platform YouTube. It analyzes common success factors in three different countries: Canada, Germany, and Italy and concludes by explaining which factors can be considered as relevant to succeed on YouTube. The objective is to find common factors which enable YouTubers to succeed. Three tourism destinations are assessed to determine how different they use the power of YouTube. For analysis ANOVA, Descriptive Analysis and Linear Regression was adapted to find if there’s a link between these elements and the number of subscribers. The results of the analysis indicated that the number of subscribers is not really influenced by elements like Frequency of posts, Presence on other social media, Video Quality, or Links to other channels, but there is actually a positive relation between the number of Subscribers and the fact of having an own Homepage for the YouTuber.

Chapter 10: This chapter focuses on food tourism and literary tourism as increasingly popular products in the global market and the relatively limited collaboration between the two areas. Also, the chapter provides an overview of the role of creativity and innovation in tourism development, with particular emphasis on gastronomic tourism and literary tourism. There is also a unique hospitality concept that fuses gastronomy with literature, demonstrating the use of creativity in successful tourism product development presented. The research is based on qualitative methods: interviews with the business owners.
were used to explore the innovation process and the factors affecting the company’s operations, and content analysis of customers’ reviews on social media sites and the restaurant’s media coverage were used to evaluate the role of creativity in the restaurant’s success.

Chapter 11: This chapter addresses on coopetition among tourism destinations with a focus on small ones and investigates on existing experiences, elaborating on the benefits of combinations with creative strategies and actions. Small destinations can achieve competitive advantages and access to strategic resources by adopting a cooperative behavior that, as observed, has no borders both geographical and of contents. Creativity can enhance “coopetitive” strategies and, consequently, gives positive impacts and advantages to tourism destinations. This area of research can be enriched with more contributes to assessing costs and benefits to allow an evaluation of results and the designing of effective strategies. When adopting a coopetition strategy among destinations, the author foresees positive impacts and the achievement of economies and synergies that allow the increasing of the competitive advantage. In tourism, there are two streams of coopetition: the “within” and the “among” destinations types. While coopetition within destinations implies relationship in a co-located area, coopetition among destinations has no geographical borders and it can be developed a wide range of initiatives.

Chapter 12: This chapter is focusing on establishing the Olympic Park 2016 in Lipno nad Vltavou, Czech Republic. The Olympic Games have already been the top worldwide followed sporting event for 120 years. Until recently the Olympic Games regarded tourism associated exclusively with visitors’ passive follow-up. That status started to change with the emergence of an entirely new phenomenon called the Olympic parks. Part of the research is to analyze the impact of the Olympic Park it had in the region and the authors evaluated both positive and adverse effects. The aim of this research is to determine the main impacts of the Olympic Park on the destination, in the short and long terms. The authors concluded that the construction of the Olympic Park was a major impulse for the development of tourism in the area. Economic and social effects of tourism on Lipno region demonstrated themselves due to coordination of activities through a strategic document with measurable indicators.

Chapter 13: This chapter deals with the legal possibilities of sharing experiences by using social networks that represent a powerful marketing communication tool in religious and pilgrimage tourism. The Slovak Republic has, thanks to the historical context, all necessary preconditions to exploit its creative potential. There is a large number of customs and traditions, which can be attractive to visitors by their nature, historical or cultural-religious value. There is also a significant potential to create new experiences, spirituality, singing, dancing in customs and traditions. Religious and pilgrimage sites are also sites where visitors can experience strong emotions. While this chapter deals with an influence of social networks on the decision to travel and experience something creative or spiritual, the focus of the analysis was whether and to what extent the social networks influence was present. The results of the research show that the age of respondents statistically significantly influences the measure of perceived influence of social networks information when deciding to travel to experience something creative. With increasing age, the measure of the effect of this information on deciding decreases.

Chapter 14: The chapter explores the role and importance of Destination Management Organizations in managing the delivery of creative tourist experience. The study is divided into two parts whereby the first part adopts a qualitative methodology of exploration regarding Destination Management Organizations and Creative Tourist Experiences while the second part is a case study of the tourism organizations of the United Arab Emirates. The study finds that co-creation of tourist experiences have a lasting memory value. Creative tourist experience can be achieved in the creative theater by a combination of designed aesthetics, choreographed activities and co-created souvenirs as the major elements. The extensive
exploration of relevant literature and keen observation of the functioning of DMOs brings the study to the conclusion that the role of DMO needs expansion whereby it has to become proactive in stimulating the industry instead of just coordinating; it must regularly come up with thrilling ideas of co-creation of experiences that do not lose the local flavor.

Chapter 15: The chapter discusses the role of creativity in the development of tourism. Given the different approach to measuring the level of tourism development in regions and creativity, the study included two measures of each of these factors. Therefore, creativity is seen through the prism of the dimension of human capital by the European Science Foundation - European Social Survey and Global Creativity Index. In contrast, the development of tourism - through the number of overnight stays of residents and Travel & Tourism Competitiveness Index. The aim of the chapter is to present and analyze the issues related to creativity in the development of tourism, with particular emphasis on creativity stimulators and analysis of the relationship between creativity and competitiveness of tourism in Europe as well as of the number of overnight stays of residents. The results of the analysis show that creativity is an important competence that contributes to the new dynamics of tourism development. Activation of human creativity and the use of its effects in the context of tourism development seem to be one of the most important challenges of modern knowledge-based tourism economy and tourism policies of both EU and regions.

The chapters in this book show that tourism, influenced by globalization, is extremely competitive sector influenced by changes in visitors’ lifestyle, greater use of information and communication technologies and by the focus on sustainability. The most successful new tourism products offer exceptional and unique value, based on innovations that take into account the interests and needs of the visitors. Such innovation leads to a greater market share, increase efficiency and facilitate the achievement of the objectives. Destinations that do not adapt new products that better satisfy the emotional, social and practical needs of visitors lose their competitiveness.

The contributions from different countries also underline that creative tourism diversifies the tourism offers without significant investment, by optimizing existing tangible and intangible heritage of the destination. It has a positive impact on the profitability of the cultural infrastructure and adds value to tourism offer. It helps to retain authenticity and sustainability of the destinations and has a positive effect on the residents as visitors are interested in their culture and traditions. At the same time, it helps to recover the destinations’ intangible heritage. Creative tourism positively affects seasonality as it allows a better distribution of the visitors’ activities along the year. It contributes to a better spatial distribution within the destination as creative visitors usually, has minor interest in typical attractions.

Based on the best practices presented in the book it can be assumed that the growing demand for creative tourism raised the attention of the destination managers, who took the opportunity to attract a creative visitors by fostering their tangible and intangible heritage and optimizing the use of existing infrastructures in their destinations.

The significance of creative tourism is growing with time. Creative tourism is an opportunity for destinations; it can help to distinguish the particular destination from others and stay competitive in the tourism market. Creative Tourism also represents an opportunity for those destinations, where the cultural infrastructure is not fully developed, and it can help to solve some particular problems of less competitive destinations.