

PRESS RELEASE

**International Conference “Creative tourism,
regenerative development, and destination resilience”**

November 8-10, 2022 in Ribeira Grande, São Miguel Island (Azores)

The Observatory of Tourism of the Azores (OTA), the University of the Azores, and the Centre for Social Studies (CES) of the University of Coimbra (UC), in partnership with the Guangzhou International Sister Cities University Alliance (GISU), are co-organizing the **international conference “Creative tourism, regenerative development, and destination resilience.”** Organized within the CREATOUR Azores project, the conference will be held **November 8-10, 2022 in Ribeira Grande, São Miguel Island, Azores.**

Having in mind the hurdles and dilemmas confronting the tourism industry in the wake of the Covid-19 pandemic, and the need to reevaluate the tourism sector, the conference will discuss the potential of culture-based creative tourism as a pathway to regenerative development and destination resilience, two essential components of sustainable tourism and development.

The conference brings together leading creative tourism researchers and practitioners from different countries, including Australia, Canada, China, Croatia, France, Germany, Italy, Japan, Portugal, Scotland, Spain, The Netherlands, and Ukraine, among others. **Earlybird registration is open until September 12 at: <https://www.ces.uc.pt/creative-azores/#registration>**

Keynote speakers are: **Vitor Ambrósio**, Escola Superior de Hotelaria e Turismo do Estoril and CiTUR - Center for Tourism Research, Development and Innovation, Portugal; **Kathryn A. Burnett**, University of the West of Scotland, Scotland; **Inês Câmara**, Culture Action Europe, and Mapa das Ideias, Portugal; **Alvaro Carrillo**, Instituto Tecnológico Hotelero, Madrid, Spain; **Dianne Dredge**, The Tourism CoLab, Australia; **Nicolas Peypoch**, Université de Perpignan, France; **Greg Richards**, Breda University of Applied Sciences and the University of Tilburg, The Netherlands; **Giovanni Ruggieri**, University of Palermo, Palermo, Italy; and **Nicole Vaugeois**, Vancouver Island University, Canada. A special online session in Chinese will also take place, with simultaneous interpretation in English.

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 (2016-2020), and now as CREATOUR® Observatory. The main objective of CREATOUR Azores is to empower various agents located in the Azores archipelago to develop, implement, and promote creative tourism experiences through which tourists are provided opportunities to actively participate in creative activities providing opportunities for learning, creative self-expression, and interaction with local communities.

CREATOUR Azores is coordinated by the Observatory of Tourism of the Azores (OTA) and the University of the Azores, in partnership with the Centre for Social Studies (CES) of the University of Coimbra. It is funded by FEDER through the operational program Azores 2020 and by regional funds through the Regional Directorate of Science and Technology.

The CREATOUR® Observatory, coordinated by CES, originates in the project CREATOUR, “Developing Creative Tourism Destinations and Rural Areas and Small Cities” (2016-2020), that served as a research, development and catalyst phase for a creative tourism supply network. The CREATOUR® Observatory focuses on 3 thematic areas: 1) Cultural and Creative Ecologies; 2) Cultural, Creative and Regenerative Tourism; and 3) Local, Regional and Community Development. From a transdisciplinary, critical, and reflexive perspective, and focusing on extra-metropolitan areas of Portugal, it is a cross-sectoral platform that brings together researchers and practitioners from the tourism and cultural and creative sectors, following a logic of capacity-building, evaluation and knowledge co-production with practitioners and decision-makers.

Additional information and the programme of the conference are available at: <https://www.ces.uc.pt/creative-azores/>

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