



## ABOUT THE CONFERENCE

Many are the hurdles and dilemmas confronting the tourism industry in the wake of the Covid-19 pandemic, the epicenter of a global upheaval which has exacerbated the already impending threats of the environmental and climate crisis. As never before, this is the time for serious re-evaluation of the tourism sector, and for the redesign of previous models and practices that have proven to be detrimental to destination communities and local ecosystems, and to the revival of the industry in a post-pandemic world.

Among the most-promising trends in the sector, culture-based creative tourism has garnered increasing support and enthusiasm as a pathway to regenerative development and destination resilience, two essential components of sustainable tourism and development. Inherently personalized and participative in practice, creative tourism is based on the personal contact of one-on-one and small-group experiences based on the culture of a place and its people. Focused in its dimension and emphasis, creative tourism offers visitors the opportunity to hone their creative instincts and tendencies, as they learn about the local culture through direct contact with artists, artisans, and cultural agents of the destination community. The result is a dynamic, interactive exchange that both incorporates and promotes regenerative, sustainable local development and destination resilience.

## CALL FOR PROPOSALS

We are inviting proposals for individual paper/project presentations, thematic panel sessions and workshops.

The primary language of the event will be English, but proposals for presentations in Portuguese are also welcome.

**This is being planned as an in-person conference.**

(We are also considering options to include online panels within the overall programme.)

**Deadline for proposals: 31 May 2022**

Conference Organizers



Supporters



GOVERNO DOS AÇORES



UNIÃO EUROPEIA

Fundo Europeu de Desenvolvimento Regional



UNIVERSIDADE DE COIMBRA



Associação de Universidades Internacionais

## KEY THEMES

- Creative and regenerative tourism
- Linking culture, tourism, and local well-being
- Cultural trends in sustainable tourism
- Culture and regenerative tourism
- Culture and destination resilience
- Cultural sustainability and tourism
- Cultural mapping and 'visibilization' of resources
- Culture-based development
- Art and place identity
- Linking art and environment in tourism contexts
- Inclusive tourism development
- Art-based and creative tourism on islands
- Innovation and technology in sustainable creative tourism
- Smart Cities, culture, and tourism

\* *In these topics, culture includes heritage, art, and other expressions of 'everyday' culture.*

We invite researchers/academics, artists, tourism practitioners, and students to propose presentations or workshops in these areas, or to suggest other innovative and provocative themes.

## Deadline for proposals: 31 May 2022

SUBMITTING A PROPOSAL	TIMELINE (2022)	
<p><b>Submit your proposal</b> using the <b>online form</b> on the conference website at: <a href="http://www.ces.uc.pt/creative-azores">www.ces.uc.pt/creative-azores</a></p> <p><i>Information requested:</i></p> <p><b>Personal information:</b></p> <ul style="list-style-type: none"><li>▪ Name of lead author (key contact)</li><li>▪ Names of any co-authors</li><li>▪ Institution(s)</li><li>▪ Country</li><li>▪ Email address (for lead/contact author)</li><li>▪ Website (optional)</li><li>▪ Brief bio note about authors (overall, maximum of 100 words)</li></ul> <p><b>Proposal information:</b></p> <ul style="list-style-type: none"><li>▪ Title of presentation</li><li>▪ Abstract (maximum of 200 words)</li><li>▪ Key theme(s) addressed</li></ul>	February	Conference website launched
	Saturday, 30 April	First CFP deadline
	Tuesday, 31 May	Feedback and decisions communicated for <i>first deadline</i> submissions
	<b>Tuesday, 31 May</b>	<b>Second CFP deadline</b>
	Thursday, 30 June	Feedback and decisions communicated for <i>second deadline</i> submissions
	<b>Monday, 12 September</b>	<b>Earlybird registration deadline</b>
	Thursday, 20 October	Registrations close
	Monday, 7 November	Pre-conference event (TBC)
	Tuesday to Thursday, 8-10 November	Conference
	Friday, 11 November	Post-conference event (TBC)

The conference website: [www.ces.uc.pt/creative-azores/](http://www.ces.uc.pt/creative-azores/)

... is hosted by the Centre for Social Studies of the University of Coimbra ([www.ces.uc.pt](http://www.ces.uc.pt)).

The CREATOUR AZORES project website is hosted by the Observatory of Tourism of the Azores (OTA): [www.ota.pt](http://www.ota.pt).

Information about conference fees will be available on the conference website shortly.

Following the conference, we are planning to organize a special journal issue with selected papers from the conference. Further details will be placed on the conference website.

## QUESTIONS?

If you have any questions, please email:

[creatour-azores@ces.uc.pt](mailto:creatour-azores@ces.uc.pt)

Supporters



GÓVERNO DOS AÇORES



UNIÃO EUROPEIA  
Fundo Europeu de Desenvolvimento Regional



## ABOUT THE CREATOUR AZORES PROJECT

**CREATOUR Azores - Turning the Azores into a Creative Tourism Destination** is an integrated research-and-application project that aims to advance research focused on creative tourism in island regions, diversify tourism offers in the Azores, and strengthen links with other regions of Portugal where this model has already been implemented through the CREATOUR project as well as with other islands where the approach could be replicated. 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 can actively participate in creative activities, providing opportunities for learning, creative self-expression, and interaction with local communities. 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.

In addition, the CREATOUR Azores project intends not only to strengthen knowledge about specific market segments that may have greater interest in the products of creative tourism available in the region (matching profile characteristics and offers of specific destinations) but also to identify the most appropriate channels to communicate with these differentiated segments. Given the unique location and intrinsic characteristics of the Azores – a nine-island archipelago located in the North Atlantic – there is a very high potential for the development of internationally attractive and unique creative tourism offers in this island region.

*The CREATOUR Azores project is coordinated by the Observatory of Sustainable Tourism of the Azores (OTA) and the University of the Azores/Gaspar Frutuoso Foundation, in partnership with the Centre for Social Studies (CES) of the University of Coimbra, Portugal.*

## ABOUT THE ALLIANCE OF GUANGZHOU INTERNATIONAL SISTER-CITY UNIVERSITIES (GISU)

In December 2018, the Guangzhou International Sister Cities University Alliance (GISU) was created. The Alliance aims to strengthen the ties and exchanges between Guangzhou's international sister cities and their local universities, and provide a platform for member universities to share international academic resources, encourage education and scientific and technological cooperation, enhance the vitality of urban development, and promote urban development.

Supported by the People's Government of the Guangzhou Municipality, GISU's mission is to attract and leverage the academic resources of its members in close collaboration for the sustainable development of our cities. Strategic goals of each city's economic and social development should be considered with the basic idea of promoting sustainable urban development through scientific and technological innovation.

The Alliance of Guangzhou International Sister-City Universities (GISU) currently includes 18 members, representing 15 countries, 17 sister and friendly cities, with a combined population of almost 38 million, over half a million students and 44,000 faculty and staff.



### GISU Alliance Members

- Guangzhou University
- Linköping University
- University of Coimbra
- University of Padua
- University of Quebec at Montreal
- Tampere University
- Western Sydney University
- Guangzhou Medical University
- Incheon National University
- Middle East Technical University
- University of the West of England
- National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute"
- Durban University of Technology
- Charles Darwin University
- Belarusian State University of Physical Culture
- Gorgan University of Agricultural Sciences and Natural Resources
- University of Zaragoza
- Polytechnic University of Valencia



### Supporters

