

# Creative solutions for attractive and competitive region

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# Role of Culture and Creativity

Designing a **logo**

Designing an **event**

Designing a **story**

Designing an **experience**

Designing an **identity**

Designing a **community** (empowerment)

Designing a **better world** (spill-overs)

*Preparing talent - Attracting talent - Retaining talent*

*Building competitive economy*









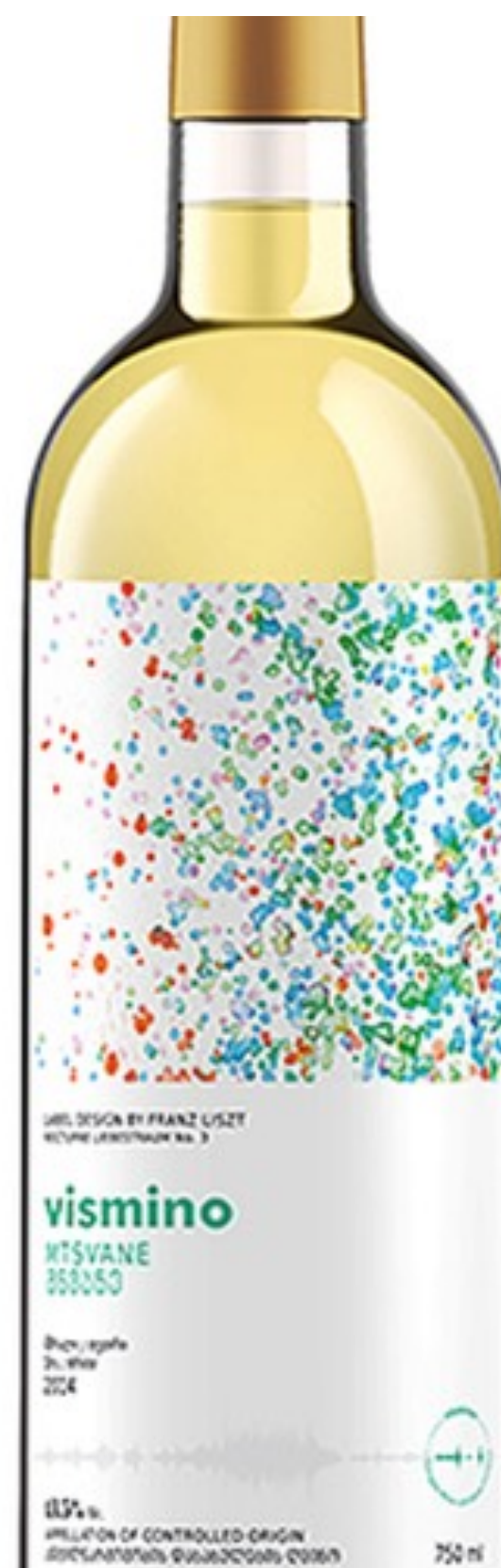






# CREATIVITY AS SOURCE OF ADDING VALUE





# Cultural Tourism - Creative Tourism

7 types of cultural tourist  
(Smith, 2003):

- heritage tourist
- arts tourist
- creative tourist
- urban cultural tourist
- rural cultural tourist
- indigenous cultural tourist
- popular cultural tourist

Creative Tourism - *"tourism which offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of the holiday destination where they are taken"* (Raymond & Richards, 2000)





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