Creative solutions for attractive and competitive region

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Creativity Lab
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)