



Asia-Pacific
Economic Cooperation



IMPACT OF
**CREATIVE
ECONOMIES**
ON THE FUTURE OF TOURISM
IN THE APEC REGION

APEC Tourism Working Group
February 2025



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EXECUTIVE SUMMARY

This handbook is a document commissioned by APEC on the impact of creative economies on the future of tourism, a research project that began in December 2023.

This research and handbook were led by Álex Paredes Lazo, a senior consultant in creative economies and territories, together with Elayne Bione and Antonio Iturra as the content development team.

This document is subdivided into two parts:

1 Research on the ways in which creative industries contribute to the growth and development of tourism and identify strategies to enhance the symbiotic relationship between them. For this purpose, the research investigated how creative industries contribute to the growth and development of tourism and identified strategies to improve their symbiotic relationship. This research focused on two key materials:

- **25 case studies**, which analyze the role of cultural heritage, the impact on women in relation to creative economies, creative tourism initiatives, events, festivals, and technological innovation to enhance visitor experiences.
- **15 application tools** that facilitate the development and implementation in the tourism industry where creativity plays a prominent role.

2 The Handbook of Training Materials, which aims to design and develop a Training Materials Manual to include and promote the development of creative economies in the context of tourism, share existing experiences and best practices.

To achieve this, a series of actions were carried out, including a survey of 91 agents from 12 economies, interviews with 6 experts in creative economies and the tourism industry, a forum with 14 presentations by speakers and authorities, and a workshop for the development of initiatives with 53 APEC agents.

Among the main conclusions, it is highlighted that; creative economies are the primary source of innovation for tourism; there are greater opportunities for women's leadership at the intersection of both industries; when local communities manage cultural heritage, they achieve the social cohesion necessary for sustainable development; and early education is essential for fostering environmental awareness, with creative educational content becoming tools for future change.



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INDEX

EXECUTIVE SUMMARY	4
INTRODUCTION	8
RESEARCH WORK	9
METHODOLOGICAL DESIGN	10
THEORETICAL FRAMEWORK	12
CREATIVE ECONOMY	12
TOURISM INDUSTRY	13
GENDER EQUALITY IN TOURISM AND CREATIVE ECONOMIES	14
STRENGTHENING OF WOMEN IN TOURISM	15
GENDER EQUALITY GAPS IN CREATIVE INDUSTRY	16
IMPACT OF CREATIVE ECONOMIES ON THE FUTURE OF TOURISM	20
RECOMMENDATIONS FOR DECISION MAKERS ON PUBLIC POLICIES	28
HANDBOOK OF TRAINING MATERIALS	35
THE SURVEY	36
PRELIMINARY ANALYSIS OF THE SURVEY	36
INTERACTIONS BETWEEN CREATIVE ECONOMIES AND TOURISM	38
CROSS-CUTTING DIMENSIONS	39
SURVEY APPLICATION	40
KEY CONCEPTS FROM ANSWERS	42
ANALYSIS OF INTERACTIONS BETWEEN SECTORS	44
CO-CREATION EVENT	46
AGENDA	46
MAIN CONCLUSIONS OF THE PRESENTATION	48
INITIATIVE GATHERING WORKSHOP - WORLD CAFÉ	49
MAIN CONCLUSIONS FOR THE INITIATIVE GATHERING WORKSHOP	58

MAIN CONCLUSIONS OF THE INTERVIEWS WITH SPECIALISTS	60
FINAL CONCLUSIONS	62
ANNEXES	64
APPENDIX 1: CASE STUDIES	65
COMMON ELEMENTS BETWEEN THE CASE STUDIES	78
APPENDIX 2: PRACTICAL TOOLS AVAILABLE	80
RESUME OF BEST PRACTICES FROM THE PREVIOUS CASES	89
APPENDIX 3: PRESENTATIONS OF SPEAKERS	91
GREETINGS FROM AUTHORITIES	92
SESSION I: POWER OF THE ARTS IN TOURISM SECTOR	94
SESSION II: DEVELOPMENT OF CREATIVE ECOSYSTEMS: COLLABORATION BETWEEN CREATIVE AND TOURISM SECTORS	96
SESSION III: TECHNOLOGIES, MAKER MOVEMENT AND TOURISM ENTREPRENEURSHIP IN CREATIVE TOURISM: INNOVATION AND TECHNOLOGIES IN TOURISM	98
APPENDIX 4: INTERVIEWS WITH SPECIALISTS	100
SUMMARY OF EXPERT INTERVIEWS	107
BIBLIOGRAPHICAL REFERENCES	109

INTRODUCTION

Tourism in the economies of the APEC region is undergoing continuous and evolving changes over time. Creative industries emerge as fundamental elements for sustainable growth by providing innovative cultural experiences that enrich visitors' stays. Elements such as urban or traditional art, local or contemporary music, creative design, historical heritage, and unique gastronomy add special value to tourist destinations, thus capturing the interest of travelers seeking authentic experiences. These contributions not only have a positive impact on the visited areas and local communities but also promote economic growth throughout the region.

This research aims to drive economic growth through a detailed analysis of how creative industries can enhance tourism and promote integration between these industries and the tourism sector, identifying strategies to strengthen the symbiotic relationship between them.

The beginning of this study was based on the review of secondary sources that allowed us to identify concepts and potential relevant topics for the research. With this information, the survey was designed considering the 2030 Sustainable Development Goals (SDG). The survey revealed the main interests and key aspects for organizing the workshop, which focused on six specific challenges. During the plenary session of the workshop, more than 80 proposals were discussed, which were analyzed and turned into conclusions and recommendations through the collaboration of the participants.

During these actions, six interviews were conducted, which proved valuable for gathering relevant information from the case studies and analyzing the survey findings along with the final conclusions of this research.



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1 RESEARCH WORK

The following research aims to explore the importance of creative economies in the tourism sector.

The study investigated the ways in which creative industries contribute to the growth and development of tourism and will identify strategies to enhance the symbiotic relationship between them.

This research focused on two key materials:

- **25 case studies**, which analyze the role of cultural heritage, the impact on women in relation to creative economies, creative tourism initiatives, events, festivals, and technological innovation to enhance visitor experiences.
- **14 application tools** that facilitate development and implementation in the tourism industry, where creativity plays a prominent role.

We begin by defining the methodology and theoretical framework for this research.

METHODOLOGICAL DESIGN

General Objective

To conduct research on the importance of creative economies in tourism, exploring their potential future impact on the sector.

Specific Objectives:

- i) To promote economic growth through a detailed analysis of how creative economies can contribute to the expansion of tourism.
- ii) To foster integration between creative economies and the tourism sector by identifying strategies to enhance the symbiotic relationship between them.

Justification

This research aims to identify best practices, recommendations, and key findings regarding the role of creative economies in the future impact of the tourism sector. The goal is to understand how these economies can contribute to sustainable development and mutual growth in both sectors.

Relevance

Creative economies are crucial drivers for the growth and future development of the tourism sector. This study intends to highlight the symbiosis between the two, where the development of creative economies beneficially intertwines with the growth of tourism, creating a virtuous circle of sustainability.

Type of Research

The research will adopt a qualitative approach, allowing for an in-depth analysis of significant realities. It will be based on the experiences and perceptions of recognized experts in each sector, seeking to understand their perspectives and reflections on the interaction between creative economies and tourism.

Hypothesis

The hypothesis proposes that creative economies have significant potential to generate a positive impact. This report analyzes the impact they will have on the future of tourism in APEC economies, acting as catalysts for innovation, tourist attraction, and sustainable economic development.

Methodology

The proposed approach involves a set of organized procedures to conduct this research.

Exploring Key Aspects of Tourism:

A review of reports from sources such as UNESCO, the UN World Tourism Organization, the Inter-American Development Bank, and other relevant organizations is conducted to identify key dimensions of tourism and investigate the influence of creative economies in these areas or their potential impact, which will be the main focus of the research study.



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Development of Inquiries:

Experts in economies and tourism, including individuals in governmental positions and UNESCO-designated creative cities, as well as academics and key players in different sectors within these economies, will receive questions designed to uncover gaps and opportunities at the intersection of these domains.

Connections with Experts for APEC:

Connections are made with specialists in economies and tourism from APEC member economies. This group includes government officials, individuals recognized by UNESCO for their contributions to creative cities, academics, and other key players in different sectors of these economies. They participate in surveys, presentations, plenary sessions, and interviews.

List of Recommendations:

An evaluation will be conducted to identify the main recommendations on the connection between tourism and creative economies.

THEORETICAL FRAMEWORK

CREATIVE ECONOMY

In 2023, cultural and creative industries generate around 2.3 trillion dollars in annual revenues worldwide and contribute 3.1% to the Gross Domestic Product (GDP), according to UNESCO.

The creative economy encompasses economic activities related to the generation of ideas and knowledge in areas such as performing and visual arts, and design in its various forms; advertising and architecture; the fashion and film industries; the musical and television world along with radio media; as well as software and video games, extending to research and development Information technologies as software and video games, etc.

The creative economy involves the production and distribution of products and services that are based on creativity and knowledge as fundamental elements of production. This field encompasses a wide range of sectors such as advertising, architecture, arts, design, music and film production, publishing, and video games.

The creative economy is experiencing rapid growth and offers various opportunities for economic progress. The range of options available in the labor market is constantly evolving. According to studies conducted by UNCTAD, there are considerable disparities between economies in terms of their progress and economic development related to the creative industry.

Creative content in digital format is increasingly present in our daily lives and has begun to replace traditional physical goods such as books, movies, music, and video games. Digitalization is not only changing the way we consume entertainment but is also giving rise to new business models, such as streaming platforms and inter-industry collaboration. This trend is clearly seen in the synergy between video game companies, musicians, publishers, and film studios, as well as in the growing interest in gamification in different fields.

Thanks to the cross-cutting nature of the creative industries, they are capable of adding value to other industries, acting as amplifiers of other economies. Especially in tourism, there is a symbiosis where the creative economy delivers innovation, and tourism provides access to creative consumption.

TOURISM INDUSTRY

The tourism industry includes all activities related to travel and stays of individuals outside their usual environment for recreational or professional reasons, involving services such as accommodation and transportation, along with food and cultural entertainment options.

Tourism plays an important role in many economies by contributing significantly at a global level. The field of tourism has a substantial influence on the economy and job creation.

According to the World Travel & Tourism Council, tourism contributed 9.1% to the global GDP in 2023, representing a 23.2% increase compared to the previous year. Additionally, 27 million new jobs were created, marking a 9.1% increase from 2022. International tourism contributes significantly to export revenues as visitors spend on local products and services.

Growing geopolitical tensions, cost-of-living pressures, and climate-related events present new challenges for the tourism industry, according to the OECD Tourism Trends and Policies 2024 report.

It is vital to find a balance between environmental, economic, and socio-cultural aspects in tourism growth. It is crucial to optimize the use of natural resources, respect the cultural authenticity of local communities, and ensure the long-term economic viability of activities.

Creativity, innovation, and digitalization are key to making tourism smarter, thus fundamentally improving the sector's competitiveness and resilience. It is crucial for the sustainable development of the tourism sector to generate more quality jobs and provide relevant training.

These challenges demand global cooperation and a holistic approach to ensure sustainable and community-friendly tourism growth.



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GENDER EQUALITY IN TOURISM AND CREATIVE ECONOMIES

According to the World Tourism Organization, the tourism field is recognized as one of the largest job generators globally and stands out for having mostly women workers—between 55% and 65%—within this particular industry. Although the wage gap is somewhat smaller in the tourism sector compared to other traditional labor sectors, women continue to predominantly and unfortunately occupy less specialized and poorly paid roles within this sector. However, despite this, the tourism sector offers special opportunities for women's entrepreneurship, especially in Latin America, where women lead more than 50% of tourism-related businesses.

However, in the tourism sector, it is still common for leadership roles to be predominantly occupied by men, and differences persist in the distribution of jobs between men and women in the tourism sector. To address these inequalities, it is advisable for

governments to implement measures that promote the formalization of the sector and improve the professional and educational training of women, in addition to promoting women's entrepreneurship. Additionally, the dissemination of detailed salary information is proposed to identify and address existing disparities.

The conclusions of the 2nd Regional Conference on Advancing Women in Tourism in Asia and the Pacific (held in Bali, Indonesia, from 02/05/2024 to 04/05/2024) highlight the need to implement a comprehensive and varied approach to promoting gender equality in the tourism industry. Addressing important topics such as business and community leadership emphasizes the urgency of implementing policies and measures that not only value the role of women in various fields such as sustainability or entrepreneurship but also eliminate obstacles that hinder their full development.

STRENGTHENING OF WOMEN IN TOURISM

To achieve genuine empowerment of women in the tourism industry, it is crucial that governments, along with businesses and social organizations, collaborate to create an enabling environment that enables greater participation and leadership of women. This approach will not only contribute to the advancement of gender equality but also strengthen the sustainability and competitiveness of the sector in the region, thus promoting a more inclusive and equitable tourism industry.

Eight key areas of action were highlighted to strengthen the role of women in the tourism sector:

1. **Leadership and Politics:** It is important to promote women's leadership in the tourism industry through mentoring programs and diversity training, as well as implementing policies that enable women to make empowered decisions and challenge sociocultural expectations that favor domestic roles over their professional careers.
2. **Sustainability:** Women have the potential to play a crucial role in promoting economic and environmental sustainability through their role as cultural ambassadors; however, investment in their education is necessary to enable them to challenge existing sociocultural norms.
3. **Entrepreneurship:** Women's entrepreneurship in the tourism sector is more common than in other sectors; therefore, the importance of fostering networks and mentoring programs led by women to strengthen entrepreneurial skills is highlighted.
4. **Employment:** In the tourism labor field, diversity training is required to advocate against stereotypes and prejudices towards women; business policies that prioritize their professional careers are also needed.
5. **Education and Training:** It is key to incorporate perspectives that consider differences of men and women into education and professional training in the tourism sector to reduce social bias.
6. **Finance and Investment:** It is crucial to provide financial support to women entrepreneurs and travelers who are increasingly present in women-led business markets and in strengthening strategic skills.
7. **Security and Accessibility:** This involves implementing structural and sociocultural measures to establish safe and welcoming environments for all women involved in tourism activities.
8. **Community and Civil Society:** Facilitating empowered decision-making for women in various aspects of tourism can enhance their contribution to the social structure and decision-making processes.

GENDER EQUALITY GAPS IN CREATIVE INDUSTRY

The Inter-American Development Bank report titled 'Gender Inequalities: Women's Work in Cultural and Creative Areas' examines the differences between men and women in labor participation in the cultural and creative sectors of Latin America and the Caribbean. According to the study, although women are largely present in these sectors, they face significant gaps in terms of access to employment, wages, and leadership opportunities.

This report states that in the areas of culture and creation, women represent between 40% and 50% of workers in Latin America and the Caribbean, while the gender wage inequality is approximately 20%. Less than 25% of women hold managerial roles in these fields, highlighting the importance of implementing policies that promote gender equality in these spheres. According to the World Economic Forum's Global Gender Gap Report 2024, women's participation in leadership roles in the Asia-Pacific region stands at approximately 31.7%.

Main Points of the Report:

1. **Women's Labor Participation:** Women are overrepresented in certain cultural and creative subsectors, such as artistic education and performing arts. However, this high participation does not translate into equality at all levels.
2. **Wage Gap:** Despite their presence, women in the cultural and creative sectors earn less than men in similar roles. The wage gap persists and is more pronounced in subsectors where informality is high.
3. **Leadership Access:** Women face more obstacles in reaching leadership positions and participation in decision-making in these specific areas of work.
4. **Working Conditions:** Women in these fields experience precarious working conditions, facing high levels of informality and lacking adequate access to labor benefits such as social security and protection against unemployment.
5. **Structural Inequalities:** Structural factors, such as the division of labor between women and men and their domestic responsibilities, limit women's opportunities to develop professionally in the cultural and creative sectors and maintain work-life balance.

Report Recommendations:

1. **Gender Equality Policies:** Implement policies that promote gender equality in both access to employment and in working and salary conditions.
2. **Training and Development:** Encourage specific training programs for women in creative sectors, aimed at developing high value-added skills.
3. **Support for Women's Entrepreneurship:** Promote women's access to financing and business support networks to foster entrepreneurship in these sectors.
4. **Visibility of the Gender Equality Gap:** Collect and publish sex-disaggregated data to monitor and address disparities in the cultural and creative sectors.





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Although both sectors have high female participation and face similar challenges regarding leadership and wage gaps, women in the tourism sector achieve higher levels of participation and leadership, according to the World Tourism Organization. This presents an opportunity for creative women offering services in tourism, where female leadership rates exceed those in the creative industries.

In the framework of the APEC project, it is essential to promote adoption policies that ensure an effective and lasting integration of emerging innovations and practices in the creative industries within the tourism sector. These policies not only facilitate the implementation of new strategies and technologies but also ensure that member economies can quickly adjust to global and regional changes. The correct implementation of policies enables the involved economies to make the most of available economic opportunities and improve their international competitiveness, as well as to foster a more inclusive and sustainable tourism that is in harmony with both cultural development and global trends towards sustainability.

Based on all the activities covered in the study, the following recommendations regarding adoption policies are proposed:

Adaptive Governance: Adaptive governance involves creating entities similar to National Trade Facilitation Committees as cited by Mr. Valentine, but focused on the creative industries to coordinate collaboration between the public and private sectors and solve challenges together.

Integration: According to María Teresa Díaz, it is essential to incorporate the creative economy into government decisions and enhance interaction through management committees and regional policies to achieve an effective connection between tourism and culture.

Flexibility: Flexibility and adaptability were highlighted topics in the World Café when discussing the relevance of establishing flexible public policies coordinated among various sectors to protect and effectively promote cultural heritage. In an interview with Vincent Valentine, the importance of tourism and creative industry-related policies being adaptable and flexible to react quickly to any changes that may arise was emphasized.

Policy in Technology: Policy and technology go hand in hand in the need to have, both legally and politically, an environment that fosters technological advancement in a highly digitalized world and the constantly evolving field of artificial intelligence. Additionally, it is crucial to implement digital inclusion strategies that allow local communities to access this knowledge effectively.

Observatories: Recommended by Mr. Valentine, based on his experience at UNCTAD, they could be a valuable tool for mapping the cultural industry and facilitating the formulation of efficient policies and the implementation of effective strategies that foster dialogue between various actors and promote more integrated tourism.

Centralized Legal Framework: During the World Café meeting, inspired by the example of Indonesia, the idea of establishing a centralized legal framework for the creative sector was proposed, which would allow for a more detailed subdivision of the industry and support both intellectual property and cultural development.

Guiding Principles: According to Duitama Larasati from the Indonesian Institute of Technology, policies should consider the local environment and be based on a sustainable and regenerative tourism approach.

IMPACT OF CREATIVE ECONOMIES ON THE FUTURE OF TOURISM

According to the content provided in case studies, tools, the conducted survey, expert presentations, interviews, and the World Café workshop, creative economies generate and will continue to generate a significant impact on the future of tourism in several key areas.

The main opportunities identified in this research, where creative economies can impact the tourism industry, are presented below:

1. DIVERSIFICATION AND ENRICHMENT OF THE TOURISM OFFER

Opportunities:

- **Creation of new Tourist Destinations:** The creation of new tourist destinations can be driven by economies based on creativity, thus creating emerging alternatives that provide unique and culturally enriching experiences for visitors eager to discover less conventional, authentic, and unusual places.
- **Development of Authentic Cultural Experiences:** Including cultural and artistic aspects unique to the region in the tourism offering provides tourists with genuine experiences, such as participating in local crafts workshops, cultural festivals, and tours of nearby communities.

Potential Impact:

- **Greater Diversity of Tourist Options:** By expanding the range of available options, it is possible to attract a variety of tourists, which would increase the competitive appeal of destinations.
- **Valuation of Local Heritage:** Genuine experiences contribute to the conservation and enhancement of the cultural heritage and customs rooted in the local community, thus strengthening the bond between tourists and the local inhabitants.

2. INNOVATION AND SUSTAINABILITY IN TOURISM INFRASTRUCTURES

Opportunities:

- **Architecture and Sustainable Design:** The use of innovative and sustainable designs, such as green roofs and vertical gardens, can enhance the sustainability of tourism infrastructure and reduce its environmental impact.
- **Water and Energy Management:** Implementing ancient technologies (culturally used for centuries by Indigenous Peoples) for water harvesting and care, as well as the use of renewable energies (wind and solar), can make tourist facilities more self-sufficient, interesting, and environmentally friendly.

Potential Impact:

- **Reduction of the Tourism Ecological Footprint:** By adopting sustainable practices, tourist destinations can minimize their environmental impact and promote (through media) a culture of responsible tourism.
- **Appeal to Environmentally Conscious Tourists:** Sustainable infrastructures can attract tourists who value sustainability and are willing to choose destinations that promote ecological practices.



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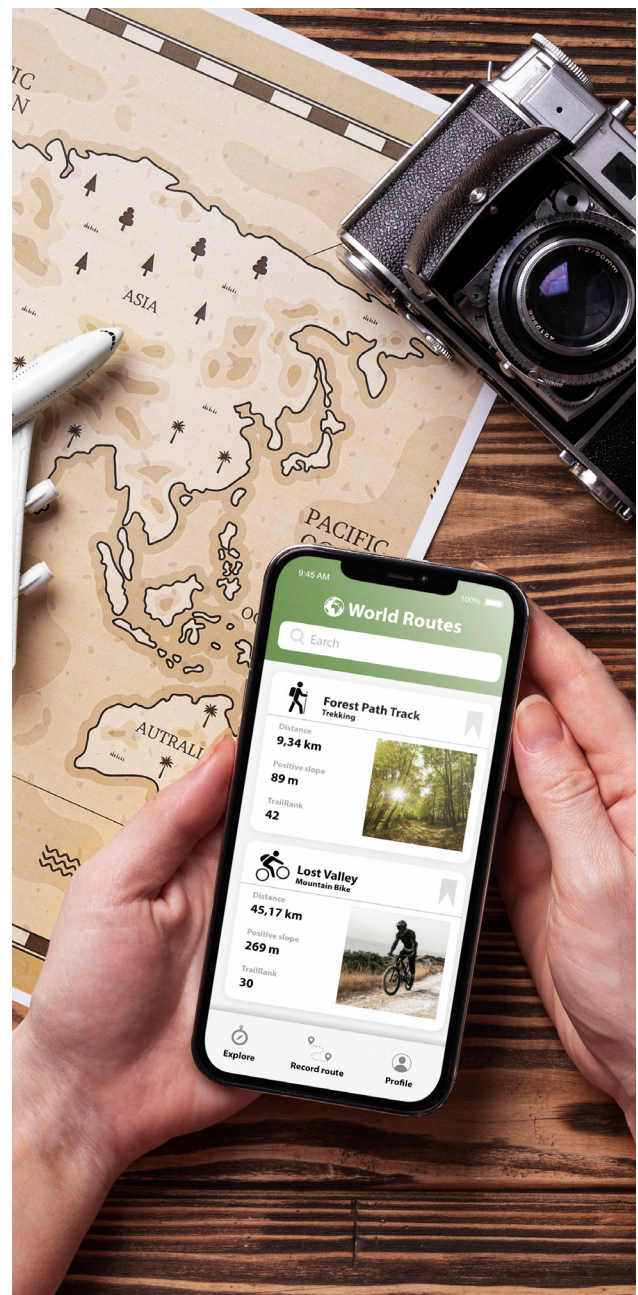
3. INTEGRATION OF TECHNOLOGIES AND DIGITIZATION OF TOURISM

Opportunities:

- **Digital Tourism and Virtual Reality:** Creating online platforms and apps that provide virtual experiences can captivate travelers interested in discovering destinations in a new way from home, influencing their decisions on future destinations to explore.
- **Digitization of Community Tourism:** The incorporation of technology into community tourism initiatives can enhance exposure and facilitate access to these experiences, attracting a broader and more diverse audience.

Potential Impact:

- **Expanded Access and Tourism:** Democratization: Technologies allow more people to access tourist experiences, regardless of their location or resources.
- **Improvement of the Visitor's Experience:** Digital solutions can improve the tourist experience by providing information and services more efficiently and personalized.



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4. PROMOTION OF INCLUSIVE AND PARTICIPATORY TOURISM



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Opportunities:

- **Purpose-driven Tourism:** Creation of tourism initiatives that incorporate practices such as tree planting and the transmission of local knowledge to visitors to promote a tourism approach that not only takes resources but also benefits local communities by appreciating and valuing their traditions.
- **Community Participation in Tourism Management:** Involving local communities in the development and management of tourism products can ensure that the benefits of tourism are distributed equitably and that activities are respectful of local cultures.

Potential Impact:

- **Local Community Empowerment:** Active community participation can lead to greater empowerment and an improvement in the quality of local life. This is especially true for women-led enterprises.
- **Responsible and Ethical Tourism:** An inclusive and participatory approach promotes tourism practices that respect and value local cultures and contribute to sustainable development.

5. PROMOTION AND DISSEMINATION OF CULTURAL HERITAGE



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Opportunities:

- **Artistic and Cultural Events:** Creative cultures can organize and promote events that attract tourists interested in cultural experiences, such as music festivals, art exhibitions, theater performances, and other forms of artistic cultural experiences.
- **Media and Social Networks:** Using digital platforms to promote destinations and cultural events to reach a global and diverse audience.

Potential Impact:

- **Increased Visibility of the Local Culture:** The effective promotion of culture and heritage can enhance the visibility of destinations and attract visitors interested in cultural experiences.
- **Cultural and Educational Awareness:** Media can play a crucial role in educating and raising awareness about the importance of preserving and valuing cultural heritage.

6. CREATION OF INNOVATIVE TOURISM EXPERIENCES

Opportunities:

- **Creative and Experiential Tourism:** Developing activities that involve tourists in artistic and cultural creation, such as art workshops, traditional cooking, and hands-on activities such as Maker Faires or Fab events, can provide unique and enriching experiences.
- **Thematic and Narrative Tourism:** Creating storytelling for tourist routes based on specific themes, such as intangible heritage, local stories, and cultural traditions, can attract an audience seeking narrative and educational experiences.

Potential Impact:

- **Destination Differentiation:** Innovative tourist experiences can help differentiate destinations and attract a specific niche market looking for cultural and creative activities.
- **Enrichment of the Tourist Experience:** Providing unique and personalized experiences can increase tourist satisfaction and loyalty towards destinations that offer these opportunities.



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7. ADAPTATION AND RESILIENCE TO CLIMATE CRISES

Opportunities:

- **Development of Sustainable/Regenerative Tourism:** The advancement of Sustainable Tourism and the Generation of Natural Resources and Ancestral Cultures can be beneficial for destinations by minimizing environmental impact and maintaining the conservation of their natural resources and traditional cultural expressions in the face of climate change. In addition to the aforementioned, it is vital to shift towards a regenerative approach that not only conserves natural resources but also has a positive and lasting effect on the entire ecosystem network.
- **Engaging Tourists in Sustainability Efforts:** Engaging visitors in sustainability initiatives is crucial to raising awareness about the protection of the local natural environment by participating in activities such as cultural anthropological studies and reforestation and water management projects.

Potential Impact:

- **Resilience to Climate Crises:** Sustainable practices can strengthen the ability of tourist destinations to adapt to climate challenges and maintain their long-term appeal.
- **Appeal for Conscious Tourists:** Sustainability initiatives can attract tourists who value environmental conservation and seek destinations committed to the protection of culture and nature.



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RECOMMENDATIONS FOR DECISION MAKERS ON PUBLIC POLICIES

This handbook aims to provide decision-makers with sufficient recommendations for the subsequent development of action plans for public policies.

The process of gathering information, including case studies, surveys, presentations, plenary workshop, and expert interviews, allows us to compile the following 15 most recurring and convergent recommendations for public policy action plans, that enable the application of creative economies for the development of tourism in APEC economies:

1. Collaboration and Innovation in Tourism

Impact:

- Promote the integration of creative industries into tourism, driving economic growth and creating jobs, leveraging the symbiosis between both industries.

Adoption Policy:

- Promote the integration of creative industries into tourism, leveraging the synergy between both sectors to foster dialogue and innovation.

2. Sustainable Tourism based on Cultural Heritage

Impact:

- Promote cultural preservation and economic regeneration of local communities and indigenous peoples.

Adoption Policy:

- Develop policies that promote collaboration between local actors contributing cultural expressions and traditions, and governments to foster regenerative and sustainable tourism.

3. Promotion of Local Culture in Tourism through Art

Impact:

- Enrich the tourist experience by integrating art and local culture and indigenous peoples, creating an emotional connection with tourists.

Adoption Policy:

- Support the creation of museums and artistic spaces in tourist destinations to highlight cultural diversity and strengthen local identity.



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4. Incorporation of Ancestrality in the Design of Tourism Spaces

Impact:

- Revive traditional techniques, preserves cultural identity of indigenous peoples, and adds value to tourist destinations.

Adoption Policy:

- Include ancestral practices in tourism planning and the promotion of destinations like Ollantaytambo, with tax incentives for cultural conservation projects.

5. Women's Empowerment in Tourism

Impact:

- Promote gender equality, women's leadership, and entrepreneurship, strengthening the creative industry and tourism.

Adoption Policy:

- Implement training and mentoring programs for women in creative sectors and develop gender equality policies in tourism.

6. Creative Tourism with spaces for Creativity

Impact:

- Enhance the tourist experience and offers using creative technology for educational activities for tourists and local communities.

Adoption Policy:

- Create creative spaces such as Fab Labs and MakerSpaces in tourist areas to encourage participation in artistic and technological projects.

7. Innovation in the use of Virtual Reality and Metaverse

Impact:

- Enhance the promotion of destinations and offers pre-trip experiences to tourists, especially post-pandemic, with tourists increasingly informed through information and communication technologies.

Adoption Policy:

- Invest in virtual reality technology to promote tourist destinations globally.



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8. Promotion of Tourism based on Cultural Events

Impact:

- Increase the cultural value of destinations by promoting creative events such as festivals, festivities, and concerts like Madonna's in Rio de Janeiro.

Adoption Policy:

- Develop a support fund for international events that integrate creative industries as the main attraction.

9. Economic Diversification Strategy in Tourism-Dependent Regions

Impact:

- Reduce the economic vulnerability of tourism-dependent regions by complementing their offerings with creative industries.

Adoption Policy:

- Create incentives for creative industries to complement tourism in regions like the Caribbean through training and financing programs.

10. Sustainability Strategy in Creative Tourism

Impact:

- Promote responsible and environmentally friendly tourism that also supports the economic and social development of local communities, aligned with global efforts against climate change.

Adoption Policy:

- Develop sustainability policies for tourism businesses that focus on reducing the carbon footprint and promoting the use of renewable energy, while also encouraging local employment and social inclusion. This includes incentives for businesses that offer training to local communities in sustainable practices and collaborate on projects that benefit both the environment and the regional economy.

11. Educational Tourism based on Culture and Sustainability

Impact:

- Provide educational experiences where tourists actively participate in sustainable activities.

Adoption Policy:

- Create educational tourism programs where visitors engage in sustainable activities, such as reforestation or recycling workshops.

12. Training in New Technologies for Tourism Development

Impact:

- Empower local communities to use innovative technologies and improve their competitiveness in tourism.

Adoption Policy:

- Offer technological training programs to artisans and small entrepreneurs in tourist regions.

13. Integration of Speculative Design in Tourism Projects

Impact:

- Transform cities into more inclusive and sustainable destinations using design.

Adoption Policy:

- Include speculative urban design in tourism planning, supporting innovation in cities with high tourism potential.

14. Resilience to the Climate Crisis in Tourist Areas

Impact:

- Strengthen the adaptation of tourist areas to the impacts of climate change, minimizing long-term effects.

Adoption Policy:

- Create policies that encourage the adaptation of tourism infrastructure to the climate crisis, such as the construction of green roofs and vertical gardens. Incorporate local creatives in generating solutions.

15. Creative Observatories for the Monitoring of Creative Tourism

Impact:

- Facilitate the creation of strategies based on data and indicators on the impact of creative industries on tourism.

Adoption Policy:

- Create intern and regional observatories to map the impact of creative economies on tourism and formulate more effective policies.

16. Improved Accessibility in Tourist and Cultural Spaces

Impact:

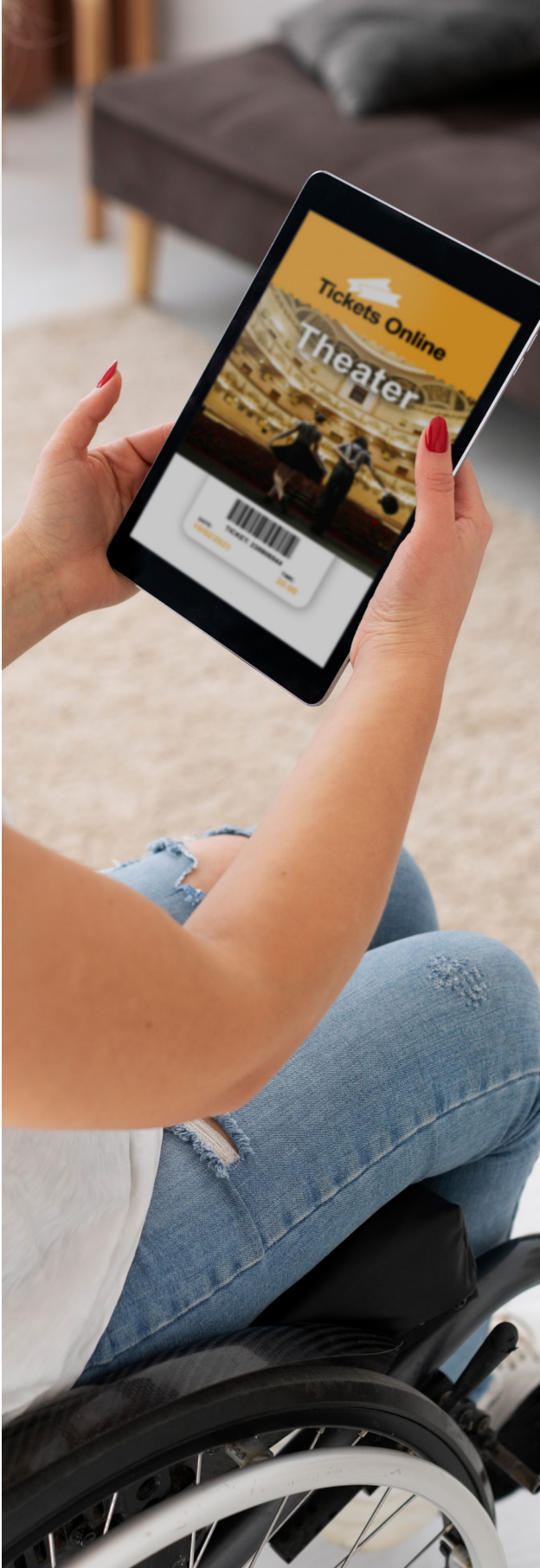
- Ensures that all tourists, including those with disabilities, can enjoy cultural and creative experiences, enhancing inclusion and accessibility.

Adoption Policy:

- Develop standards and guidelines that involve creative industries in the planning of accessible tourism infrastructure, with a focus on routes, signage, and adaptation of cultural spaces.



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17. Digital Accessibility for Inclusive Tourism

Impact:

- Enables tourists with disabilities to access information, make reservations, and experience virtual tours of cultural and tourist destinations using accessible tools.

Adoption Policy:

- Encourage the adoption of accessibility technologies on tourism websites and apps, such as screen readers and voice navigation options, to ensure an inclusive experience in digital environments.

2

HANDBOOK OF TRAINING MATERIALS

This document aims to design and develop a Training Materials Handbook intended to include and promote the development of creative economies in the context of tourism, share existing experiences, and share best practices.

To achieve this, a series of actions were carried out, such as a survey of 91 agents from 12 economies, interviews with 6 experts in creative economies and the tourism industry, a forum with 14 presentations by speakers and authorities, and an initiative development workshop with 53 APEC agents.

An analysis was conducted on 6 interviews with experts in the creative industries and tourism, who provided valuable information on how creative industries add value to tourism. Much of their content was used to identify the case studies.

An analysis of the presentations from the co-creation forum held on 05/06/2024 in Cusco, Peru, was also conducted. The initiatives presented in the development workshop by a group of 53 agents from APEC economies are highlighted.

Finally, the potential of creative economies to impact the future of tourism, women's empowerment, and gender equality in these two sectors were analyzed, as well as presenting policies for adopting the best practices. The document concludes with 8 findings, highlighting that the creative economy is the main source of innovation for tourism; that the symbiosis between both industries fosters women's empowerment; and that the main driver of change comes from the use of technologies and how they modify the tourism value chain.

THE SURVEY

PRELIMINARY ANALYSIS OF THE SURVEY

The following is the strategy designed to develop a survey aimed at experts in creative economies and tourism. An analysis table has been created that crosses eight types of interactions between creative economies and tourism with five transversal dimensions, inspired by UNESCO's 2030 Sustainable Development Goals (SDGs).

Based on these axes, which represent the interactions between creative economies and the dimensions, the topics that have served as the basis for creating the survey questions have been defined. These questions have been answered by experts in creative economies and tourism.



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DIMENSIONS	Environment and Resilience	Prosperity and Livelihoods	Knowledge and Competencies	Inclusion and y Participation	Art and Technology Relationship
INTERACTIONS					
Development of creative destinations	Fight against poverty and promotion of sustainable development	Supply chain of small territories		Accessible and inclusive tourism	Accessibility and comfort in tourist travel
Impact of culture in the tourism experience	Efficient use of resources and energy solutions		Educate and build capacities to develop new knowledge		Impact of music and visual arts on destination differentiation
Creative entrepreneurship in tourism		Trade of cultural goods and services	Training and education policies against inequality		Innovate in the creation of tourist spaces
Management of cultural heritage and tourism	Preservation of common heritage treasures			Government-private-community collaboration for environmental and cultural protection	
Digitization and creative tourism		Attraction and retention of young talents			Transformation of tourist experiences through technologies
Creative tourism and local communities	Sustainable development and biological diversity	Training to balance inequalities		Familiarization of tourists with local customs and cultures	
Collaboration between creative and tourism sectors	Sustainable management of cultural heritage and public cultural spaces	Women empowerment	Forms and systems of knowledge exchange between tourism and cultural actors		
Crisis and resilience and creative tourism	Contingency planning and crisis management in the face of environmental, economic, and social disasters	Promotion of entrepreneurship in groups with untapped economic potential		Minimization of economic leaks and social cohesion	

INTERACTIONS BETWEEN CREATIVE ECONOMIES AND TOURISM

In recent years, the interplay between creativity, culture, and tourism has become a critical driver for sustainable development in cities and regions worldwide. As destinations seek to enhance the visitor experience and promote local culture, initiatives such as UNESCO's Creative Cities Network have demonstrated how creative sectors can redefine tourism. This exploration delves into how creative entrepreneurship, digitalization, cultural heritage management, and collaboration between creative and tourism industries shape innovative, resilient, and enriching tourist experiences. This analysis highlights how creativity is becoming increasingly vital in tourism through its examination of the effects on local communities and methods, for navigating challenges.

Here are some of the main interactions between creative economies and tourism to pay attention to:

Development of Creative Destinations

Explore how cities and regions use creativity and culture to develop sustainable tourism. We highlight the work of the 350 UNESCO Creative Cities.

Cultural Impact on the Tourist Experience

Investigate how cultural and creative elements in the tourism offer enhance the visitor's experience, from cultural events to heritage visits.

Creative Entrepreneurship in Tourism

Examine how creative entrepreneurs contribute to innovative tourist products and services that create unique experiences.

Cultural Heritage Management and Tourism

Analyze how to preserve and promote cultural heritage, turning it into a key asset for tourism.

Digitalization and Creative Tourist Experience

Investigate how technology and digitalization transform the tourist experience with creative elements, such as augmented reality and virtual tours.

Creative Tourism and Local Communities

Examine the positive impact of creative tourism on local communities, generating employment and boosting cultural identity.

Collaboration between Creative and Tourism Sectors

Investigate how collaboration between creative and tourism industries generates beneficial synergies.

Crisis and Resilience in Creative Tourism

Examine how creative tourism communities face crises, such as the pandemic, and develop strategies for recovery.

CROSS-CUTTING DIMENSIONS

To achieve cross-cutting dimensions in the economic interactions between creativity and tourism, the UNESCO 2030 Sustainable Development Goals (SDGs) were chosen. These goals have a cross-cutting nature and allow for the identification of the contribution of culture to the sustainable development of tourism:

Environment and Resilience

This dimension focuses on promoting sustainable practices and resilience to environmental impacts. It involves adopting ecological approaches in the development of creative and tourism projects, responsible management of natural resources, and mitigating negative impacts on local ecosystems.

Prosperity and Livelihoods

This refers to generating sustainable economic opportunities and improving local livelihoods. It seeks to ensure that creative and tourism activities contribute to the economic development of communities, providing employment and promoting the equitable distribution of benefits.

Knowledge and Skills

It centers on developing the specific skills needed for the creative industries and the tourism sector. It involves promoting training and education in creative, technological, and tourism management areas, ensuring that local communities are prepared to participate and benefit from these industries.

Inclusion and Participation

It aims to ensure that creative industries and tourism are inclusive and encourage the participation of all groups with untapped economic potential. This involves creating accessible opportunities for all and promoting the active participation of local communities in decision-making related to creative and tourism development.

Relationship Between Art and Technology

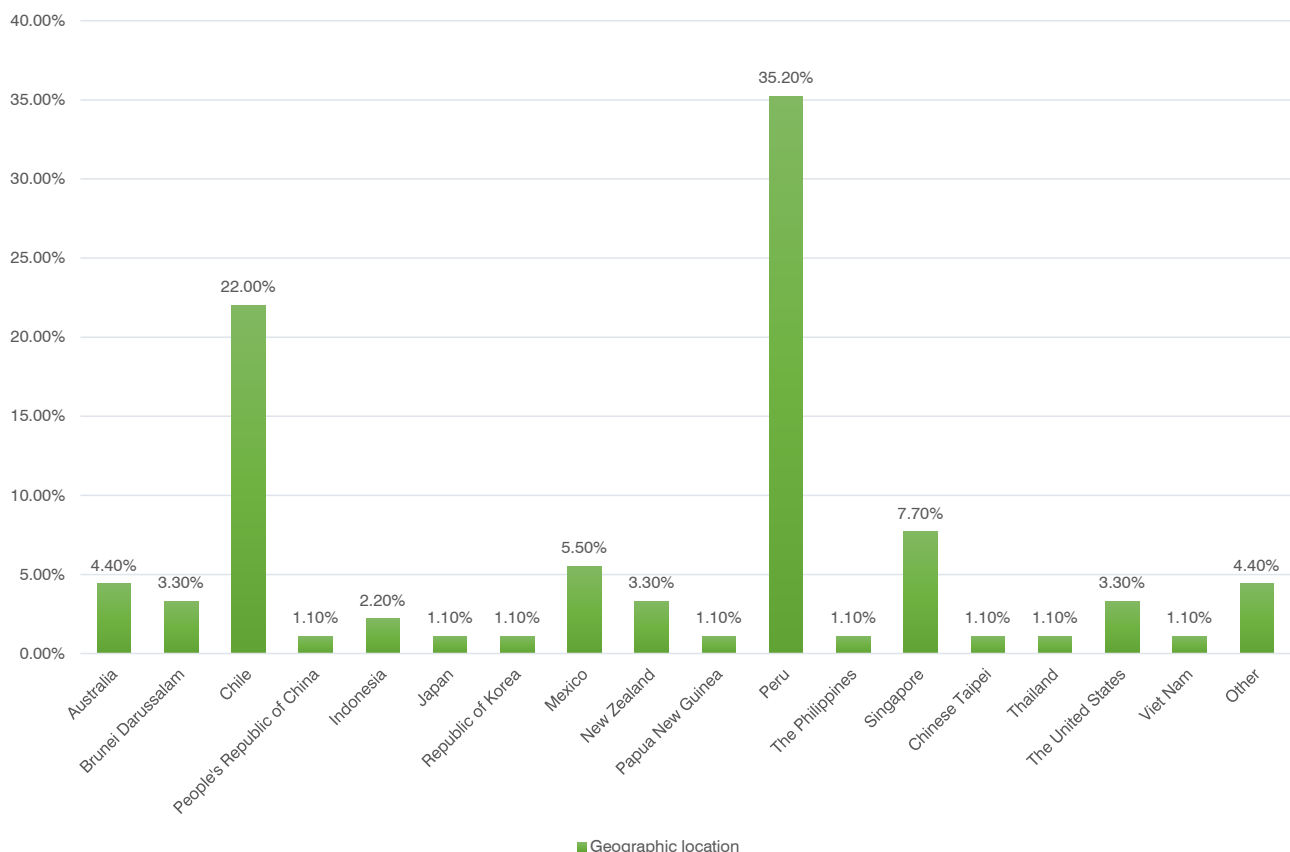
It highlights the intersection between art and technology as catalysts for innovation and unique experiences. It involves exploring how technology can enhance artistic creativity, improve tourist experiences, and contribute to the promotion of destinations through innovative approaches.

SURVEY APPLICATION

Thirty questions were developed (questions in the Annex 2) using a mixed methodology (open and closed questions) and were answered by 91 experts in tourism, the creative industry, and related fields.

From the responses, we highlight the following:
We have received responses from 12 APEC economies.

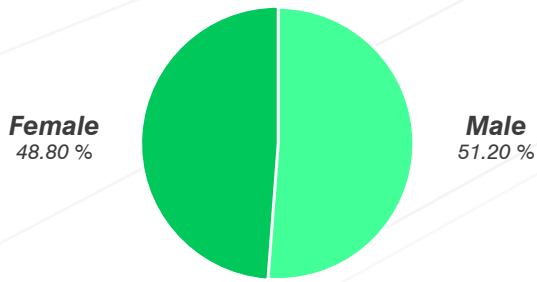
Figure 1: Survey respondents by economy.



We have received only one response from the economies of Brunei Darussalam; China; Japan; Korea; Thailand and Viet Nam.

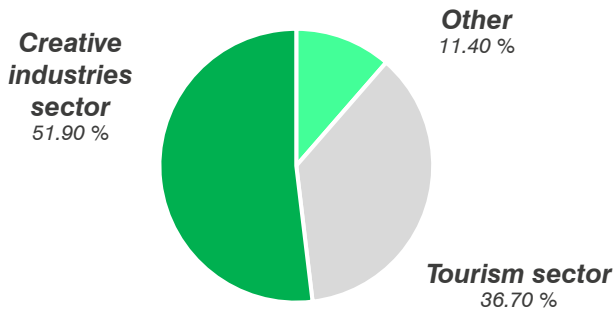
We have not had participation from the economies of Canada; Hong Kong, China; Indonesia; Malaysia; New Zealand; Papua New Guinea; the Philippines; Russia or Chinese Taipei.

Figure 2: Distribution of the survey by sex.



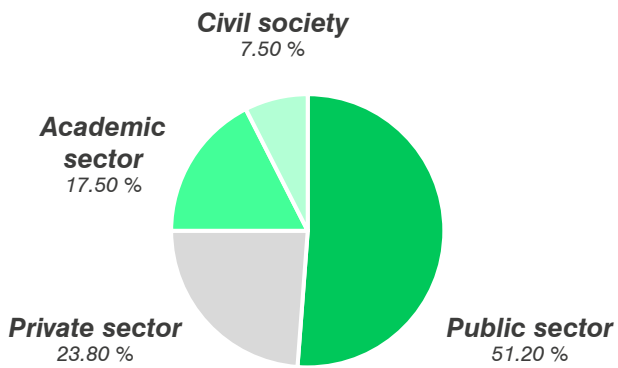
We have achieved near gender equality, with almost half of the responses provided by women.

Figure 3: Distribution by creative sector.

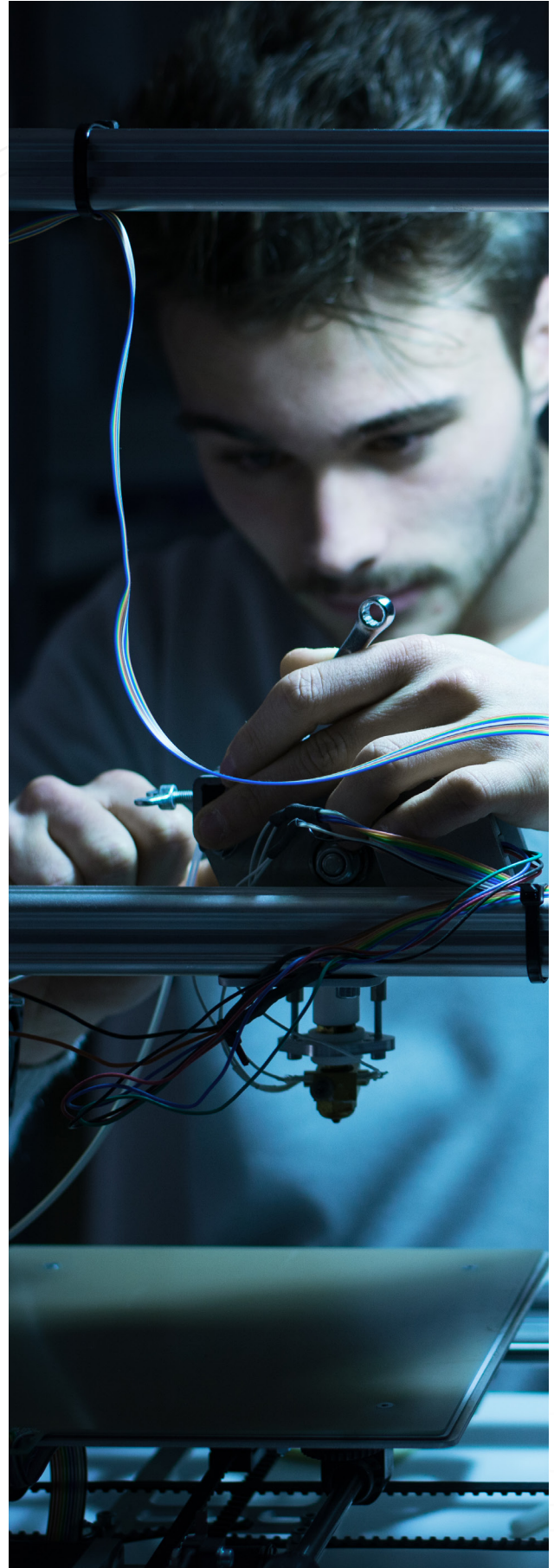


We have had greater participation from the creative sector, requiring more presence from the tourism sector.

Figure 4: Quadruple helix distribution from the responses.



We have attained a balanced participation of the different sectors of the quadruple helix.



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KEY CONCEPTS FROM ANSWERS

In order to see the distribution of the answers in a qualitative way, the wordcloud (Milgram, 1976) tool was used.



On one hand, according to the options most chosen by the experts (words with the highest recurrence in the responses), the key concepts with the highest preference are ALLIANCES, POLICIES, and EDUCATION.

On the other hand, if we classify it by the different dimensions, the preferences are as follows:

Environment and Resilience:

Education, policies, alliances, development, research.

Prosperity and Livelihoods:

Alliances, education, investment, policies.

Knowledge and Skills:

Policies, education, alliances, programs.

Inclusion and Participation:

Promotion, alliances, policies, programs, infrastructure.

Relationship Between Art and Technology:

Facilitation, integration, identity, access.

In general, consistent responses were obtained, with experts being coherent throughout their participation in the 30 survey questions.

On one hand, there was a strong preference for choosing options related to policy creation, such as protection, promotion, development, microcredits, benefits, salaries, and transportation. Options related to education to improve local opportunities and conditions were also preferred, both for social development and heritage protection and the tourism industry. Other topics where education becomes a solution include combating gender inequalities, wage gaps, talent retention, entrepreneurship development, and citizen participation. It is noteworthy that online/virtual education did not have preferences; some experts even stated that they prefer in-person and practical education for the tourism industry. The option with the most preferences was alliances, in their various forms, such as public-private, community, cooperative, local producer, and market alliances.

Finally, other concepts had a lower but relevant preference for analysis, such as the promotion of social development, markets, and investment in both working capital and infrastructure.

ANALYSIS OF INTERACTIONS BETWEEN SECTORS

Regarding the relationship between creative industries and tourism, we can observe that it is the creative industries that provide the necessary technologies to enrich new experiences for tourists and travelers; therefore, it could be argued that the creative industries are the main source of innovation for the tourism sector, which we evidence later in this investigation.

It is feasible to understand how entrepreneurship can be an effective tool to promote tourism and achieve significant social benefits when implemented at the local level as a territorial policy. Entrepreneurs need to establish collaborative alliances and be supported both in times of post-pandemic crises and in facing climate, geopolitical, and migratory challenges, protected through public and financial policies.

The conservation of cultural and natural legacies is a crucial aspect in the constantly evolving tourism field. There are increasing obstacles to preserving biological diversity in urban environments and to dealing with natural disruptions resulting from the climate crisis. Territorial planning and the active participation of local communities can make a difference; however, it is necessary to have both education and services that also raise awareness among visitors about cultural and natural heritage. The creative fields have the capacity to impact the dissemination of messages and educational information to promote and highlight the importance of local resources.

Based on these preferences, the curation of the conferences and the challenges for the World Café held during the afternoon of the Co-Creation event on 05/06/2024, in Cusco, Peru, were determined. They also provided guidance for the interviews conducted.



CO-CREATION EVENT

During the event held on 05/06/2024, in Urubamba, Cusco, Peru, a series of activities were conducted, divided into two parts: presentations by distinguished speakers and an initiative development workshop.

AGENDA

The presentation program was conducted according to the following schedule:

Session / Time	Agenda	Remarks
08:30 AM - 09:00 AM	Registration	
09:00 AM - 09:15 AM	Opening and welcome remarks	<p>Mrs. Madeleine Burns Vidaurrazaga - Vice Minister of Tourism - MINCETUR (Perú)</p> <p>Mr. Ronald Vera Gallegos - Mayor of Urubamba - Cusco (Perú)</p> <p>Mr. Paull Ferenk Palma Herrera – Mayor of Ollantaytambo – Cusco (Perú)</p> <p>Mr. Félix Lossio Chávez- PUCP (Perú) – Moderator</p>
09:15 AM - 10:15 AM	<p>Session I: The Power of Arts for the Tourism Sector</p> <ul style="list-style-type: none"> • The role of sculpture to promote an economy. • Fashion and crafts. • Digital Fabrication and wearables. <p>Discussion / Q&A</p>	<p>Mr. Edilberto Mérida - Museo INKARIY (Peru)</p> <p>Mr. Jorge Luis Salinas - J. SALINAS (Perú)</p> <p>Ms. Anouk Wipprecht - Anouk Wipprecht Fashiontech (The Netherlands)</p>

Session / Time	Agenda	Remarks
10:15 AM - 11:15 AM	<p>Session II: Development of Creative Territories: Collaboration between Creative and Tourism Sectors</p> <ul style="list-style-type: none"> Creative products and digital economy for tourism. Architecture and cities. Creating creative networks. <p>Discussion / Q&A</p>	<p>Mr. Muhammad Neil El Himam - Ministry of Tourism and Creative Economy (Indonesia)</p> <p>Mr. Luis Gonzalez-Arenal - Rearquitectura (Mexico)</p> <p>Ms. Teresa Díaz Ibañez - National Network of Creative Territories (Chile)</p>
11:15 AM - 11:30 AM	Coffee break	
11:30 AM - 12:30 AM	<p>Session III: Technologies, maker movement and tourism Entrepreneurship in Creative Tourism: Innovation and Technologies in Tourism</p> <ul style="list-style-type: none"> Industrial design to develop cities. The power of distributed design. Fab Labs, maker movement and tourism. <p>Discussion / Q&A</p>	<p>Ms. Shirley Feng - Shenzhen Industrial Design Profession Association (SIDA) (China)</p> <p>Ms. Kate Armstrong - Fab City Foundation (Australia)</p> <p>Mr. Oliver Chong - Singapore Tourism Board (Singapore)</p> <p>Dr. Dwinita Larasati - Faculty of Art and Design, Institut Teknologi Bandung (Indonesia)</p>
12:30 AM - 12:35 AM	Summary and close discussion.	
12:35 AM - 02:00 PM	Lunch and fair.	
Part II: Workshop		
02:00 PM- 02:15 PM	<p>Workshop I: Working Tables: Research Presentation</p> <ul style="list-style-type: none"> Overview of the direction and objectives of the research, focusing on how creative economies can influence the future of tourism in the APEC region. Presentation of preliminary survey analysis and case studies. 	Alex Paredes - Planeas
02:15 PM- 04:30 PM	<p>Workshop II: “World Cafe” dynamic for discussion and consensus</p> <ul style="list-style-type: none"> Co-creation of a collective document involving key stakeholders from the realms of tourism and creative economy sectors in APEC region. 	Alex Alberto Paredes Lazo / Antonio Iturra - Planeas
04:30 PM- 05:30 PM	Workshop Synthesis and Moving Forward Closing	Alex Alberto Paredes Lazo / Antonio Iturra - Planeas
05:30 PM - 05:40 PM	Closing remarks	<p>Ms. Maria del Pilar Sanchez Condori - Project Overseer (PO) – TWG 01 2023 - Impact of Creative Economies on the Future of Tourism in the APEC region</p> <p>Rosa Emilia Bianchi Gainza De Urrutia Director of the Department of Facilitation and Tourism Culture</p>

MAIN CONCLUSIONS OF THE PRESENTATION

The key insights and conclusions of the previous presentations were as follows:

1. Importance of Art and Entertainment in Tourism:

- Tourism must foster growth through quality experiences, achieved through innovation, destination redefinition, and public and private support for industry competitiveness.
- Sustainable tourism not only preserves natural resources but also positively and durably impacts local communities.

2. Focus on Quality and Sustainable Tourism:

- Tourism must foster growth through quality experiences, achieved through innovation, destination redefinition, and public and private support for industry competitiveness.
- Sustainable tourism not only preserves natural resources but also positively and durably impacts local communities.

3. Synergy between Creative Economy and Tourism:

- The creative economy and tourism, by complementing each other, drive economic, social, and cultural growth for a destination.
- Successful tourism strategies promote sustainable business models that integrate cultural heritage and innovation.

4. Collaboration and Institutional Support:

- Collaboration between governments, creative industries, and local communities is essential for developing vibrant and sustainable tourism.
- Government commitment, through funding and policies, is fundamental for driving innovation, improving infrastructure, and promoting cultural diversity in the tourism sector.

5. Regenerative and Participatory Tourism:

- Tourist destinations must involve local communities in the tourism process, ensuring they benefit from and actively participate in creating authentic experiences.
- Tourism should be a tool for sustainable development, leaving a positive legacy in destinations that goes beyond mere maintenance, fostering cultural, economic, and social growth.

INITIATIVE GATHERING WORKSHOP - WORLD CAFÉ

As part of the Co-Creation Workshop, a joint activity was conducted with 53 invited participants from different economies. Six working groups were formed using the World Café methodology (Brown and Isaacs, 1995). Each group addressed a specific challenge.

The main ideas generated by each group were as follows:

CHALLENGE 1: CONSERVATION IN NATURAL SPACES

1. Learning from Local Communities:

- Focuses on separating recycling and composting to achieve a waste management approach aiming for zero-waste.
- Reducing the amount of waste generated and integrating it into cultural preservation programs.

2. Recovering Cultural Heritage:

- Importance of rediscovering and appreciating ancestral symbolism and traditional techniques in the design of urban and rural environments.
- Incorporating cultural aspects to preserve each local community's unique identity.



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3. Environmental Awareness:

- It is crucial to direct awareness campaigns towards children to instill sustainable practices from an early age.
- Promote reduction, reuse, and recycling from childhood.

4. Sustainable Cultural Events:

- Cultural events should focus on minimizing waste production and fostering collaborations with recycling companies.
- Creative actions, such as monitoring the weight of attendees to reduce generated waste, can be considered.

5. Effective Public Policies:

- Bali is implementing a total plastic bag ban as a model worthy of imitation.
- Peru proposes initiatives such as “tourist towns,” which encourage conservation through tax benefits and technologies for managing tourism sustainably.

6. Protection of Natural Resources:

- Similarly, it is important to respect ancestral traditions such as making offerings to the Apu to encourage rain.
- Communities have transmitted this knowledge over the years, and it is imperative to rescue and honor these practices to prevent the pollution of such vital resources.



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CHALLENGE 2:

RESILIENCE AND INNOVATION IN MANAGEMENT OF WATER AND RENEWABLE ENERGIES

1. Importance of Alliances:

- Collaboration between government, academia, and civil society is essential for addressing resource and renewable energy management challenges.
- Alliances should be integrated with the development of local public policies to maximize their impact.

2. Value of Ancestral Knowledge:

- Ancestral wisdom is crucial for managing and coexisting with nature. For instance, in Quechua culture, there is no word for “waste,” reflecting a harmonious relationship with the environment.
- The importance of practices such as water planting and harvesting, common in high Andean regions, was emphasized.

3. Integration of Environmental Consciousness in Education:

- It is essential to incorporate environmental awareness into school curricula. Tools like symbiocreation and hackathons are suggested to foster innovation for this purpose.
- Maintaining a historical record of carbon footprint reduction using existing technologies

4. Public Policies for Water and Energy Management:

- Implement policies that allow for calculating and offsetting the carbon footprint generated by land and air transport.
- Regulate tourist participation and their contribution to environmental conservation in the regions they visit.

5. Connection with Nature and Circular Economy:

- Recover proximity to nature, as our ancestors did through cultural expressions such as ceremonies and rituals that showed respect for natural elements.
- Examples of circular economy include transforming used oils into diesel fuel and soaps, as done in Ollantaytambo in collaboration with the University of La Molina.

6. Culture and Water Management as Immaterial Heritage:

- Water management is integrated into intangible cultural heritage in many APEC economies.
- More historical and ethnographic research is needed to value and preserve these ancestral water care systems.

CHALLENGE 3:

POVERTY REDUCTION AND SUSTAINABLE DEVELOPMENT

1. Expanding Access to Technologies (ICTs):

- Several economies are working on expanding broadband access in rural areas, such as Malaysia; the United States and Chinese Taipei.
- Malaysia is digitizing community tourism, while Peru and Chinese Taipei are improving education and access to satellite internet in rural areas.
- Chile promotes governance to facilitate access to information and communication technologies for artisans.

2. Promotion of Design and Visual Arts:

- The development of new recyclable materials and the expansion of traditional textiles in Malaysia and Peru is highlighted.
- China promotes the integration of science in multiple languages and the development of sustainable textile materials.
- The United States and other economies are working on governance for art exhibitions and grant allocation to artisans.

3. Use of Social Networks and Media:

- Social media is widely used to promote cultural and artistic initiatives. However, some economies face challenges due to government regulation.
- The importance of individual social influencers for effectively conveying cultural messages is emphasized.

4. Promotion of Artistic and Cultural Events:

- Economies like Malaysia; Peru and the United States are organizing and promoting significant cultural events to boost tourism.
- Examples include the World Music Festival in Malaysia, the Olympics in the U.S., and cultural ceremonies in Peru.

5. Inequality in the Fight against Poverty:

- There is a marked difference between developed APEC economies and others like Peru in terms of combating poverty.
- In Peru, poverty is linked to a lack of access to education and child nutrition, especially in high Andean rural communities.
- Initiatives such as the “tambos” from the Ministry of Development and Social Inclusion program, which aim to close social gaps in remote communities, are mentioned.



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6. Importance of Education and Child Nutrition:

- Education and nutrition are fundamental to breaking the cycle of poverty, especially in high Andean regions of Peru.
- Improving governance and access to basic services is crucial for closing social gaps and facilitating sustainable development.

CHALLENGE 4: CONTINGENCY AND CRISIS MANAGEMENT

1. Crisis Prevention and Management in Tourism Destinations:

- It is crucial for the state, through public policies, to establish preventive plans for managing crises that may trap tourists in specific destinations.
- The creation of aerial tourist corridors is suggested to allow for the safe evacuation of tourists in emergencies.
- If a tourist cannot access a destination, developing alternative tourist destinations with high-quality standards is proposed.

2. Management of Technological Crises:

- Collaboration between the public and private sectors and academia is recommended to research and develop technological solutions to prevent incidents.
- Examples include automated systems that inform the operational team about imminent crises, similar to how boarding passes are received via messaging apps.
- The need for alternative airports ready to operate in emergencies, such as the Pisco airport in Peru, is highlighted.

3. Adaptation of Tourism Offering in the event of Natural Disasters:

- Learning from experiences in economies like Malaysia, adapting the tourist offer in cases of natural disasters like heavy rains is proposed.
- Instead of discouraging visits, offering experiences that allow tourists to observe and understand these phenomena, such as educational visits to affected areas, is suggested.
- Indoor activities in collaboration with local artisans, such as weaving and ceramics workshops, can be organized to maintain tourist interest and offer enriching cultural experiences.



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4. Creation of Public Policies for Prevention:

- Public policies must focus on prevention and effective crisis management in the tourism sector.
- Solutions should include both the necessary infrastructure and rapid response protocols to minimize the impact of any contingency.

CHALLENGE 5: MANAGEMENT OF CULTURAL HERITAGE AND PUBLIC SPACES

1. Citizen and Community Approach to Heritage Management:

- Citizen Perspective: Heritage management should focus on the citizen experience and how they interact with their cultural and public environment.
- Community Experience: Active community participation in heritage management is fundamental. When communities feel that heritage belongs to them, they tend to engage more in its conservation and promotion, thus generating a sense of social ownership.

2. Importance of Education and Children Participation:

- Child Education: The need to consider children's perspectives in cultural heritage management is emphasized, recognizing their role as future generations who will inherit and manage these resources.
- Appreciation of Heritage from Childhood: Fostering appreciation of cultural heritage from a young age is crucial to ensure continuity in its valuation and conservation.

3. Voluntary Participation and Community Economy:

- Volunteering in Heritage Cataloging: Voluntary participation is essential in cataloging intangible heritage, such as collecting stories and identifying heritage elements at the local level.
- Generating Local Economy: Community involvement in cultural heritage management can create economic activities such as events and cultural tourism, thus relieving some of the state's responsibility.

4. Integration of Art and Media:

- Art and Cultural Education: Art and media should play a more active role in educating the population about their cultural wealth.
- Regulated Media: More effective regulation of media is needed to ensure balanced and wide participation in cultural dissemination and education.

5. Innovation and Flexibility in Public Policies:

- Flexibility and Interministerial Coordination: Public policies in Peru need to be more flexible and promote collaboration between different ministries (Culture, Education, Tourism, etc.) for more integrated heritage management.
- Development of Artificial Intelligences: The use of technologies such as artificial intelligence is proposed to create new ways of managing and promoting cultural heritage.

6. Promoting Cultural and Educational Initiatives:

- Innovative Cultural Initiatives: Creation of programs like a “Master Culture,” similar to culinary competition programs but focused on cultural knowledge, is suggested to foster appreciation and knowledge of traditional culture.
- Diverse Cultural Narratives: Creating varied cultural narratives that address different aspects of heritage, such as water, land, and emotions, is a powerful tool to engage the community.

7. Unwinding and Articulation of Public Policies:

- Reducing Bureaucracy: It is essential to remove bureaucratic barriers that currently hinder greater coordination between different areas of heritage management.

- Creating Collaboration Networks: Foster the creation of collaboration networks between different institutions and sectors for more effective and coordinated cultural heritage management.

CHALLENGE 6: ADAPTATION TO CLIMATE CRISIS

1. Promotion of Renewable Energies:

- Solar and Wind Energy: Implement solar panels and wind turbines for the development of sustainable energy processes.
- Modernized Steam Engines: Recover and modernize the use of steam engines as an alternative for certain applications, utilizing clean energy.

2. Ecological Infrastructure:

- Green Roofs and Vertical Gardens: Promote the construction of green roofs and vertical gardens to improve air quality, reduce urban temperature, and increase building energy efficiency.
- Water Management and Harvesting: Implement rainwater collection systems and other water management methods inspired by traditional cultural practices to ensure sustainable use of the resource.

3. Purposeful Tourism:

- Foster tourism that goes beyond the conventional, inviting tourists to participate in activities such as reforestation and the creation of sustainable infrastructures.
- Integration of Technology in Tourism: Use advanced technologies to design tourism experiences that promote conservation and environmental education.

4. Education and Local Culture:

- Culture-Based Education: Strengthen education that highlights local practices and knowledge on sustainability and environmental care, passing these values to new generations.
- Circular Economy in Educational Materials: Use and promote circular economy materials in education, encouraging reuse and recycling.

5. Innovation and Disruptive Solutions:

- Circular Economy: Promote the reuse and recycling of materials, including the reuse of clothing and long-lasting products, to minimize waste generation.
- Zero Emissions Designs: Encourage the design of infrastructure and products that generate zero emissions, including the creation of smart clothing that minimizes pollution.

6. Awareness through Media and Art:

- Promotion on Streaming Platforms: Use media and streaming platforms to disseminate the importance of addressing the climate crisis and available innovative solutions.
- Silent Concerts: Implement silent concerts and other environmentally friendly artistic events to reduce environmental impact and raise public awareness.

7. Inclusion and Training

- Inclusive Education in Art: Promote art and creativity as tools for social inclusion, especially for individuals with special abilities.
- Solid Capacities in Creative Education: Foster creative education that develops skills and capabilities to address environmental challenges in innovative and effective ways.

MAIN CONCLUSIONS FOR THE INITIATIVE GATHERING WORKSHOP

We summarize the key insights and strategies discussed during the workshop, emphasizing the integration of ancestral knowledge, local culture, sustainable tourism, and the importance of community participation. The workshop also allowed us to explore innovative approaches to addressing climate change challenges and highlighted the role of education, intersectoral collaboration, and technological access in promoting sustainable development:



TWG Tourism Working Group Workshop @APEC Perú

Value of Ancestral Knowledge and Integration of Local Culture:

The value of wisdom passed down through generations and the integration of local culture are highlighted in various situations such as the preservation of cultural spaces and water management in the face of climate change challenges. Emphasizing the importance of rescuing and practicing ancestral knowledge and local customs, which encompass everything from cultural symbols to traditional agricultural techniques focused on a harmonious and sustainable relationship, helps strengthen our identity and promote durable development.

Education and Environmental Awareness from Childhood:

It's crucial to include environmental awareness and cultural heritage in children's education to promote sustainable practices and appreciate our cultural legacy in the near and distant future. Creative methods like idea marathons, symbiotic collaborations (working together and where all parties benefit), and educational initiatives that merge culture and environmental responsibility are emphasized.

Intersectoral Collaboration and Flexibility in Public Policies:

Strengthening coordination between governmental entities, private companies, and civil society organizations (a model known as the triple helix) is essential to address challenges such as promoting renewable energies, water management, and tourism development. Increasing flexibility in governmental guidelines and fostering inter-ministerial collaboration is suggested to achieve a more comprehensive and efficient management of natural and cultural resources.

Circular Economy and Innovative Solutions:

The importance of promoting circular economy approaches, including the reuse of natural resources and recycled materials, innovation in the production of environmentally friendly textiles, and the development of infrastructures that minimize pollutant emissions, was highlighted. Furthermore, the establishment of innovative projects integrating technology and creativity is encouraged to face the challenge of climate change and properly manage our cultural legacy.

Sustainable Tourism Management and Contingencies:

The tourism sector must address the challenges posed by climate change and unforeseen events on the path to sustainable development. Approaches such as the diversification of tourist destinations, the creation of air routes for emergency situations, and the adoption of technologies to improve early warning systems are proposed. Additionally, the idea of responsible tourism is promoted, where visitors actively participate in activities such as reforestation and environmental preservation.

Poverty Reduction and Access to Technology:

Expanding the availability of information and communication technologies (ICTs) is fundamental to reducing poverty and fostering sustainable development. Initiatives in different economies aimed at improving connectivity in rural areas, facilitating access to education, and promoting inclusive technological governance for manual workers and remote communities are highlighted.

Promotion of Citizen and Community Participation:

It's crucial for communities to actively participate in the preservation of cultural heritage and the protection of the natural environment. Social involvement in the care of cultural heritage and the promotion of the local economy through cultural activities are fundamental strategies to encourage community participation and reduce governmental dependency.

Awareness and Dissemination through Media and Art:

Awareness and dissemination through media and art are essential to educate the public on important environmental and cultural issues. Utilizing online streaming services, silent musical events, and regulating media outlets to creatively and impactfully disseminate sustainable and cultural messages is suggested.

MAIN CONCLUSIONS OF THE INTERVIEWS WITH SPECIALISTS

Six interviews were conducted with renowned experts from the creative industry and tourism:

- Neil El Himam, Deputy Chairman for Digital Economy and Creative Products at Ministry of Tourism and Creative Economy (Indonesia)
- Vincent Valentine, Expert in Transport for UN Trade and Development - UNCTAD.
- María Teresa Díaz, Director of the National Network of Creative Territories- RNTC (Chile).
- Mr. Oliver Chong, Executive Director International Group HQ & Oceania for Singapore Tourism Board (Singapore)
- Ana Carla Fonseca, Co-author of “Creative City, Perspectives” (UK, 2009)
- Ernesto Piedras, Author of “Cuanto Vale la Cultura” (México, 2004).

The shared conclusions from the interviews conducted with experts highlight key aspects of the possible integration and synergy between creative economies and tourism, presenting innovative and sustainable proposals.



TWG Tourism Working Group Workshop @APEC Perú

Revitalization of Post-Pandemic Tourism:

The pandemic has led to a shift towards more sustainable and local tourism that prioritizes personalized and local experiences. Economies are opting for less massive experiences in which local communities play a vital role while exploring the use of new technologies like the metaverse to provide pre-trip experiences.

Sustainability and Technological Innovation:

Technological innovation through tools such as artificial intelligence and augmented reality is increasingly relevant for the sustainability of the tourism industry, enhancing personalized experiences and reducing the environmental impact on the sector. In addition to technological development, tourism promotion strategies and optimal visitor flow management are also addressed.

Integration of Creative Industries in Tourism:

Creative industries are already closely linked to tourism. These industries not only enrich tourist experiences through cultural events, creative products, and local gastronomy but also represent an opportunity to diversify economies dependent on tourism, such as those in the Caribbean, and foster greater resilience to global crises.

Valuing the Local in a Global Context (Glocal):

It is important to focus on the local context while maintaining a perspective that enables artists to compete in a broad and highly competitive international arena. The appreciation of cultural heritage and meaningful experiences fosters a deep emotional connection between visitors, reinforcing local identity and promoting a more inclusive and sustainable experience.

Digital Transformation and New Tourism Models:

Digital platforms have had a significant impact on the tourism sector by allowing travelers to design their travel plans. At the same time, the incorporation of technologies such as artificial intelligence is changing the way tourist experiences are adapted to each individual.

Best Practices and Successful Examples:

The importance of developing creative strategies that highlight local art, culture, and design to attract visitors is emphasized. Collaboration within the community and co-creation of content are essential for successfully promoting destinations.

FINAL CONCLUSIONS

Can creative economies impact the future of tourism?

Not only can they impact the future conditions of the tourism industry, but they always have in some way or another. Both economic sectors are closely linked: the tourism offer would not be possible without creative and cultural elements. Creative economies significantly affect the tourism value chain, both in its content and in the technologies that enhance its operations.

In every symbiotic relationship, both parties benefit: tourism brings significant consumption of creative and cultural products and services, while creativity-based economies become the main source of innovation for the tourism industry. Additionally, other actors benefit from this symbiotic relationship, such as local communities that value their resources and create attractive experiences for tourists.

In the tourism and creative industries, there is a notable presence of women who face similar challenges in terms of leadership and wage disparities. Despite this common aspect in both sectors, women working in the tourism sector achieve greater empowerment and occupy leadership positions. This scenario can represent

an interesting opportunity for women dedicated to the creative sector who decide to venture into the tourism industry.

The importance of education in driving social change and promoting sustainability is repeatedly highlighted as a fundamental aspect of our current society. It is essential to instill a solid environmental awareness in children from an early age by including content on environmental conservation and the importance of adopting sustainable practices in the school curriculum. Education based on local customs and actively involving communities is crucial for achieving sustainable growth and properly managing it while preserving cultural heritage. For that education, creative content proves to be an effective tool.

The management of cultural heritage must be inclusive and participatory to foster social connection and active community involvement in preserving their cultural legacy. It is essential to recognize and appreciate cultural diversity and traditional knowledge as essential pillars for sustainable development and community resilience. The implementation of flexible public policies coordinated among various sectors is crucial to efficiently protect and promote cultural heritage.

Active participation of civil society and the establishment of strategic alliances between the government, educational institutions, and the community are essential for the success of any project undertaken. It is vital to promote interest in cultural heritage in society and encourage

cooperation among various sectors to achieve more efficient public policy implementation and create solutions tailored to local needs. Additionally, these partnerships also play a crucial role in effectively managing crisis situations and strengthening our ability to respond to natural disasters or adverse social situations.

There is a need to face complex challenges such as global warming and poverty through creative and revolutionary approaches. The circular economy is proposed as an essential measure to achieve sustainable growth by promoting the reduction and reuse of resources in the production of tourism-related products and services.

Efficient use of natural resources, as well as the promotion of renewable energies, are fundamental to facing the current climate challenge. Incorporating technologies such as solar cookers and windmills, along with promoting water management practices based on ancestral

knowledge, illustrate how we can progress towards a more sustainable and resilient economy in the face of climate change. It is essential to combine current technologies and ancestral knowledge to efficiently face contemporary challenges. The harmonious conjunction of these approaches fosters the generation of innovative and lasting solutions; for example, using ancestral methods to manage water and leveraging digital tools to boost educational and economic development in the local community.

Creativity-based economies have the potential to turn tourism into a driver of sustainable and inclusive development that culturally enriches the regions visited. By combining technology, promoting sustainability, and encouraging community participation while creating innovative and authentic tourism experiences, creative economies can play an important role in the growth and diversification of tourism to benefit both local communities and tourists.



ANNEXES

Annex 1 - Survey Results

Annex 2 - Analysis of survey results

Annex 3 - Transcript of Interviews

Annex 4 - Transcript of co-creation forum presentations

Annex 5 - World Café APEC Cusco Transcript



APPENDIX 1

CASE STUDIES

The following are several examples of internationally recognized case studies that highlight the importance of training and practical strategies in economies oriented towards the creative industries and tourism.

The strategy to find study examples and key principles in the field of tourism and the creative economy was carried out through the process of 'Benchmarking.' (Camp, 1989)

The following case studies were gathered from the available technical literature and the recommendations of experts who supported us by means of presentations, workshops, and interviews.

Australia - AUS (Music Sector)

Adelaide Creative City

Adelaide, a UNESCO Creative City, has a long-standing reputation as a music hub dating back to the 1960s, and its vibrant music culture continues to thrive. In recognition of this rich history, the city of Adelaide has renamed five laneways in honor of legendary musicians. In 2019, a census identified 76 live music venues in Adelaide, showcasing the city's enduring support for live music.

Link:

<https://www.unesco.org/en/creative-cities/adelaide>

<https://d31atr86jnqrq2.cloudfront.net/docs/action-plan-live-music.pdf?mtime=20190514134929>



Brazil - BR (Creative Industry)

Brasil Creativo Incubators

This is an example of how Brazil has chosen to implement a measure or policy to support cultural and creative enterprises. They have established incubators in 10 states of Brazil, where they have already carried out more than 25,000 actions, such as workshops, talks, in-between workshops, and both individual and group consultations. These incubators have become centers of association among creative entrepreneurs, government entities, and civil society.

Link:

<https://www.unesco.org/creativity/en/policy-monitoring-platform/rede-de-incubadoras-brasil-criativo-creative-brazil-incubators-network>



Brazil - BR (Music Sector)

Madonna Free Concert

This case is an example of how a large-scale event, such as a free Madonna concert in Rio de Janeiro, Brazil, generated a considerable impact both economically and culturally. While the event mobilized the local industry and had positive effects on the economy, it also brought significant issues such as waste generation and noise and visual pollution. Large concerts in Rio de Janeiro, like Madonna's, are known for attracting large crowds, which has a positive impact on tourism and the local economy. However, waste management and pollution are common challenges at events of this magnitude. The city has been working to mitigate these effects through sustainability policies and waste management practices at large-scale events.

Link:

<https://www.reuters.com/lifestyle/thousands-madonna-fans-gather-copacabana-beach-free-concert-2024-05-04/>



Caribbean (Tourism Sector)

Carnivals

Caribbean carnivals, such as those in Trinidad and Tobago, Barbados, and Jamaica, are a clear example of how creative industries and tourism can be effectively linked. These annual events attract thousands of tourists from around the world, offering a rich and vibrant cultural experience. The carnivals not only celebrate music, dance, and art but also have a significant economic impact by promoting tourism, hospitality, and local product sales. Caribbean carnivals have been essential in strengthening the cultural identity of the islands and projecting it globally. They also serve as a platform for soca and calypso music, promoting local artists on an international stage. The participation of costume designers, musicians, choreographers, and other local creatives has turned these carnivals into a driving force for the regional creative economy, boosting both cultural tourism and the Caribbean's creative industries.

Link:

<https://escales.ponant.com/en/caribbean-carnival/>



Colombia - CO (Design Sector)

Metro

This case highlights an urban development project in Medellín, Colombia, where community members, local artists, and representatives from the public and private sectors are involved in the planning and design of new metro stations. This collaborative approach has allowed the stations to become more than just transportation infrastructure, transforming into cultural meeting points that enrich urban life. The Medellín Metro is recognized for its innovative approach in integrating public transportation with local culture. It has been internationally awarded for its ability to transform not only urban mobility but also the social and cultural fabric of the city. The stations have become art galleries and community centers, enhancing the quality of life for residents and tourists.

Link:

<https://www.metrodemedellin.gov.co/>



Indonesia - INA (Tourism Sector)

Tourism Village Program

Bandung Regency, Indonesia, is one of the areas with the development of creative tourist villages in Indonesia, thanks to the Bandung Regency government's program that launched the development of 100 tourist villages. This program is recognized as an effort to exploit natural and cultural potentials, empower communities, and accelerate economic growth. According to a report by the head of the Bandung Regency government, Disparbud, up to 50 of the 100 selected tourist villages have now been designated as pilot villages. As of 2022, ten (10) villages have been designated as tourist villages by the Regent's Decree.

Link:

<https://www.nature.com/articles/s41598-023-49094-1>



Indonesia - INA (Tourism Sector)

Pokemon Safari & Pokemon Jet

Pokémon Go Safari Zones are regional events held regularly where players can purchase tickets to access the event. This event has been held in different locations in recent years, such as Denmark, France, Japan, Germany, Chinese Taipei, and Spain. However, for 2022, there has only been one confirmed Pokémon Go Safari Zone event, which was held in Spain in May. You can do several things at this event, so if you're a big fan, you should join at least one of the Safari Zone events. On the other hand, the airline Garuda Indonesia joins the 'Pokémon Air Adventures' project. The Pikachu Jet was born from the ideal of Pokémon Air Adventures to bring people and places closer together and make travel even more memorable. On the body of the plane, the nature that extends across Indonesia is represented with the corporate colors of Garuda Indonesia Airlines, along with ten different Pokémon species, including Pikachu, Squirtle, Aipom, and Oddish.

Link:

https://flying-pikachu.com/id/pikachujet/index_en.html



Indonesia - INA (Tourism Sector)

Eat, Pray, Love - Attraction of audiovisual productions

The movie 'Eat Pray Love,' starring Julia Roberts and based on the book by Elizabeth Gilbert, has had a lasting impact on tourism in Bali. Tourists continue to visit Bali seeking to replicate the experiences of the character in the film, which has significantly boosted tourism in the region. Bali has capitalized on the success of 'Eat Pray Love' by developing tourist routes that follow the footsteps of the protagonist in the movie. This type of film tourism is an example of how film and television productions can have a long-term economic impact on the destinations where they are filmed.

Link:

<https://www.thejakartapost.com/academia/2018/10/26/eat-pray-love-write.html>



Indonesia - INA (Gastronomy Sector)

Spice Up the World Program

This program is an initiative by the Indonesian government to promote Indonesian cuisine on a global level. The goal is to open hundreds of Indonesian restaurants around the world and export local spices and culinary products. Through this program, Indonesia aims to increase the presence of its cuisine abroad, strengthen its cultural identity, and attract gastronomic tourism. 'Indonesia Spice Up The World' focuses not only on the opening of restaurants but also on creating an ecosystem that supports the export of Indonesian spices and other culinary products. The initiative aligns with the economy's efforts to position itself as an international culinary destination, highlighting the rich diversity of its cuisine and its unique culinary traditions.

Link:

<https://sutw.gapmmi.id/>



Indonesia - INA (Tourism Sector)

Work with Local Entrepreneurs and WIPO

In Indonesia, the collaboration between local communities and the World Intellectual Property Organization (WIPO) has focused on protecting and promoting intellectual property rights associated with traditional cultural expressions. This effort includes the documentation, registration, and commercialization of cultural products such as handicrafts, textiles, and music, ensuring that the economic benefits of their exploitation reach local communities. WIPO has worked with communities in Indonesia to develop projects that not only preserve cultural heritage but also turn it into a sustainable source of income. Through this collaboration, local communities have been able to register their creations under intellectual property rights, preventing misappropriation by third parties and ensuring that cultural products are commercialized in a way that benefits the original creators. This collaborative model is an example of how intellectual property can be used as a tool for economic development and cultural protection.

Link:

<https://www.wipo.int/web/office-singapore/w/news/2024/kicking-off-the-strategic-ip-assist-program-in-indonesia>



Indonesia - INA (Tourism Sector)

Desa Gamplong Village

In Yogyakarta, Indonesia, a village became a tourist destination after being used as a filming location for several local movies. The sets have been preserved and now attract tens of thousands of tourists monthly, demonstrating how film production infrastructure can be repurposed for tourism purposes. This phenomenon is similar to the case of New Zealand with 'The Lord of the Rings,' where the sets have been maintained as tourist attractions. In Yogyakarta, the village of Gamplong has become a model of how creative resources can be reused to boost local tourism, offering unique experiences to visitors.

Link:

<https://visitingjogja.jogjaprov.go.id/en/17777/gamplong-studio-alam/>



Japan - JPN (Tourism Sector)

Mt. Fuji Payment System

In response to environmental degradation and infrastructure challenges due to the high volume of visitors, Japanese authorities introduced a voluntary admission fee of 1,000 yen for climbers on Mt. Fuji in 2013. The fee, collected at the main starting point, is used to fund trail maintenance, environmental conservation, and emergency services. While voluntary, the fee has been largely accepted by climbers who recognize the need for sustainable tourism practices. This initiative has successfully improved conditions on the mountain and serves as a model for balancing tourism with environmental preservation.

Link:

<https://www.japantimes.co.jp/news/2024/06/30/japan/society/mount-fuji-entrance-fee/>



Korea - ROK (Entertainment Sector)

K Content

Korea has used its cultural content, such as the successful series 'Squid Game,' to promote its global image and attract tourism. This case demonstrates how the audiovisual content of an economy can be a powerful tool for promoting tourism and the creative economy. Additionally, the success of 'Squid Game' has led to a significant increase in tourism interest in Korea. Filming locations and themed experiences based on the series have attracted tourists from around the world, helping to position South Korea as an innovative and culturally rich tourist destination.

Link:

<https://unctad.org/publication/k-content-goes-global>



People's Republic of China - PRC (Cultural Heritage Sector)

China Tourism Academy

In 2023, the People's Republic of China has focused its tourism drive on three key pillars: easing travel restrictions, increasing disposable income for Chinese consumers, and the growing popularity of domestic tourism. Many public strategies have translated into subsidies and tax exemptions for tourism businesses. Additionally, international tourism is expected to recover to pre-pandemic levels by 2024, marking a rapid sectoral recovery. The Chinese Tourism Academy focuses on heritage tourism and measures to facilitate domestic traveling.

Link:

https://english.www.gov.cn/archive/statistics/202402/12/content_WS65c95fefc6d0868f4e8e3f7f.html



Peru - PE (Gastronomy, Popular Art and Music Sector)

Bicentennial Special Project

In Peru, the Ministry of Culture announced the 'Bicentennial Special Project,' which will take place in 2024 to jointly promote the three UNESCO Creative Cities in the context of the two hundredth anniversaries of the battles of Junín and Ayacucho, which sealed the independence of Peru. With the aim of revaluing domestic traditions and customs, the cultural and tourist convergence of the cities of Arequipa (declared a UNESCO World Heritage Site, specifically its Historic Center as a Monumental Zone and the most important buildings with heritage value as Monuments), Ayacucho, and Huancayo is highlighted, with their titles in the categories of Gastronomy and Folk Art and Music, respectively.

Link:

<https://bicentenario.gob.pe/>



Russian Federation - RUS (Cultural Heritage Sector)

Kargopol Creative City

The Ministry of Economic Development of Russia promotes tourism by creating favorable conditions for the development of the industry in various regions. For example, Kargopol is well known in the Arkhangelsk region as a city that preserves and promotes local crafts and folk art. In November 2019, UNESCO designated Kargopol as a Creative City in the field of crafts and folk art. This network aims to unite cities whose development is based on creativity: arts and crafts, folk art, music, design, literature, and gastronomy. About 100 artisans live in Kargopol, keeping traditional crafts alive. Throughout the year, the city hosts several art festivals and cultural events that promote the preservation and development of traditions in the local community. Additionally, this activity can be considered an effective driver for the area's development.

Link:

<https://russiaturism.ru/old/v-kargopolskom-rayone-arkhangelskoy-oblasti-otkrylas-oshevenskaya-remeslennaya-usadba-db500f76bbe8de3d57cffd1a371fc2fa/>



Singapore - SGP (Cultural Heritage Sector)

Thaipusam Festival

This economy stands out as the tenth-largest exporter of creative goods, generating significant economic benefits and employment. The Thaipusam Festival, a culturally significant event celebrated annually and designated as a public holiday, not only strengthens local cultural identity but also attracts tourists interested in experiencing the cultural richness of Singapore.

Link:

<https://www.hindustantimes.com/lifestyle/festivals/thaipusam-2024-date-history-shubh-muhurat-significance-and-everything-you-need-to-know-about-the-festival-101706086630292.html>



Singapore - SGP (Sector of Entertainment Industry/Creative Tourism)

Singapore Tourism Board

The Singapore Tourism Board provides industry assistance to stakeholders in the art and entertainment industry to enhance the competitiveness and growth of their businesses, such as the Kickstart Fund, which supports the creation and testing of innovative consumer-centric concepts and events with strong tourism potential and scalability, and the Leisure Events Fund (LEF), which supports the launch and development of world-class, differentiated products. It celebrates experiences that deliver key tourism outcomes and establishes Singapore as one of the most vibrant cities in the world.

Link:

<https://www.stb.gov.sg/content/stb/en.html>



Singapore - SGP (Music Sector)

Taylor Swift Exclusive Concert

In 2024, Singapore secured an exclusive 'lock-in' agreement for Taylor Swift to perform a series of concerts in the city-state for seven consecutive days, blocking her availability to perform in other economies in the region during that period. This agreement was part of a strategy to attract international tourists to Singapore, making it the only destination in Southeast Asia where fans could see Taylor Swift live during her tour. The 'lock-in' of Taylor Swift in Singapore generated a significant economic impact, attracting tens of thousands of fans from neighboring economies such as Indonesia, Thailand, and Malaysia, who traveled specifically to attend the concerts. This type of exclusivity not only increased hotel bookings and tourist spending but also positioned Singapore as a key destination for large-scale events in Asia. The strategy demonstrates how the creative economy and tourism can align through exclusive agreements to maximize the economic and cultural impact of international events.

Link:

<https://edition.cnn.com/2024/03/05/asia/singapore-taylor-swift-southeast-asia-intl-hnk/index.html>



Singapore - SGP (Tourism Sector)

"Made in Singapore" Campaign

This campaign is an outstanding example of how creative industries can be used to support the development of tourism. The campaign focuses on transforming ordinary moments into extraordinary experiences by using cultural and creative elements from Singapore. This not only promotes the destination but also enhances its appeal by showcasing unique aspects of local life and culture through visual and narrative media.

Link:

<https://www.stb.gov.sg/content/stb/en/media-centre/media-releases/Singapore-Tourism-Board-launches-Made-in-Singapore-global-campaign-to-inspire-travel-to-Singapore.html.html>



Singapore - SGP (Information Technology Sector)

Augmented Reality (AR) Experiences with Google

Singapore has developed a series of augmented reality experiences to enhance tourism. These experiences, available through applications such as VisitSingapore and Google Maps, allow visitors to explore points of interest with virtual guides and characters like Merli, Singapore's tourism mascot. These projects demonstrate how the combination of technology and creativity can offer immersive experiences that attract more visitors. The partnership between the Singapore Tourism Board (STB) and Google to create technology-enabled tourist experiences is another business case that highlights the value of creative innovation in tourism. This collaboration has enabled the development of AR experiences in key locations in Singapore, which not only enhance the visitor experience but also serve as a unique differentiator for the destination.

Link:

<https://www.stb.gov.sg/content/stb/en/media-centre/media-releases/Google-and-Singapore-Tourism-Board-to-bring-location-based-AR-experiences-to-Google-Maps-for-the-first-time.html.html>



Spain - ESP (Tourism Sector)

Poblenou in Barcelona

Poblenou, a district in Barcelona, has become one of the most established creative neighborhoods in Europe, thanks to the 22@ project that transformed Poblenou into the city of knowledge, where former factory buildings now host new economic activities, design studios, and residences adapted to modern times. This case shows how urban regeneration, combined with a strong creative identity, can transform an area into an important cultural and tourist center. Poblenou is a prominent example of how urban planning focused on creativity can revitalize declining industrial areas. Today, the neighborhood is home to numerous art studios, galleries, and cultural spaces that attract both locals and tourists. However, the neighborhood also faces challenges such as gentrification, which threatens to displace the original artists and residents.

Link:

<https://www.barcelonaturisme.com/wv3/es/page/432/poblenou.html>



Thailand - THA (Information Technology Sector)

Digital Infinity

In 2018, Thailand reactivated the Creative Economy Agency (CEA) with the aim of boosting the creative industries. The CEA promotes collaboration between the public, private, and civil society sectors by establishing a Creative District Network. This initiative seeks to cultivate creative environments to drive the development of the creative industry and tourism. The Depa agency launched the 'Digital Infinity' campaign in collaboration with the Tourism Authority of Thailand (TAT). Implemented through the Thailand CONNEX platform, this campaign aims to promote the use of digital technology in the tourism industry. This initiative is expected to generate significant economic value, estimated at over 120 billion baht, and contribute to the recovery of the Thai tourism industry in the post-COVID-19 era.

Link:

<https://data.cea.or.th/>

<https://www.thailandconnex.com/?s=DIGITAL+INFINITY>



United States - US (Music Sector)

Travel South Dakota

The South Dakota Department of Tourism consists of two divisions: Travel South Dakota and the South Dakota Arts Council. The department actively promotes the attractions, rich culture, and history of South Dakota to serve both residents and visitors. The mission of Travel South Dakota is to enhance the quality of life for all South Dakotans by strengthening communities and their tourism economies.

Link:

<https://www.travelsouthdakota.com/things-to-do/culture-history>



Uzbekistan - UZB (Creative Industry Sector)

World Conference on Creative Industry (WCCE)

Uzbekistan has taken the initiative to organize the World Creative Industry Congress every three years, an event that brings together experts, leaders, and professionals from the creative economy around the world. This congress serves as a platform to discuss global trends, share best practices, and explore new opportunities for the development of the creative industry. The event also helps position Uzbekistan as an emerging hub in the global creative economy. The World Creative Industry Congress in Uzbekistan not only attracts international participants but also fosters collaboration among developing economies, especially those from the global south. The congress promotes the exchange of knowledge and networking among economies, encouraging more equitable and sustainable development of the creative industries. Additionally, it helps highlight Uzbekistan's cultural heritage while strengthening the local infrastructure to support large-scale international events, thereby contributing to the growth of tourism and the local economy.

Link:

<https://www.wcce.uz/>



COMMON ELEMENTS BETWEEN THE CASE STUDIES

1. Promotion of Cultural Identity and Local Heritage:

Many of the cases highlight the efforts of various economies to promote their local cultural identity and heritage. Examples include:

- **Adelaide (Australia):** Celebrating its rich music history by renaming streets in honor of legendary musicians.
- **Kargopol (Russia):** Preserving local crafts and folk art through annual festivals.
- **Thaipusam Festival (Singapore):** Celebrating an important cultural event that strengthens local cultural identity.
- **Caribbean Carnivals (Caribbean):** Promoting regional identity through music, dance, and art.

2. Development of Infrastructure and Tourism:

Many regions have implemented policies to create or improve infrastructure to support cultural and creative tourism, often as a way to boost local economies.

- **Metro Stations in Medellín (Colombia):** Transforming metro stations into cultural meeting points.
- **Tourist Villages Program (Indonesia):** Developing villages as tourist destinations to capitalize on cultural and natural resources.

- **Poblenou District in Barcelona (Spain):** Converting a former industrial area into a creative district.
- **Mt. Fuji (Japan):** Implementing an entry fee to fund environmental conservation efforts in response to increased tourism.

3. Use of Large-Scale Events to Drive Economic Growth:

Large events, including concerts and festivals, are used to attract tourism and economic benefits, although they also bring challenges such as pollution and crowd management.

- **Madonna Concert (Brazil):** Highlighting both economic benefits and environmental challenges of large events.
- **Taylor Swift Concerts (Singapore):** An exclusive concert agreement to attract international tourists.
- **World Conference on Creative Industry (Uzbekistan):** Using an international congress to position the economy as a hub for the creative economy.

4. Support for Local Creatives and Entrepreneurs:

Several economies have established networks, incubators, or government initiatives to support the development of creative enterprises and the protection of cultural assets.

- **Brasil Creativo Incubators (Brazil):** Supporting creative entrepreneurs with resources and training.
- **WIPO Collaboration (Indonesia):** Protecting traditional cultural expressions through intellectual property rights.
- **Creative Economy Agency (Thailand):** Encouraging collaboration and the growth of the creative industry.

5. Technological Innovation in Tourism and the Creative Economy:

The integration of technology to improve visitor experiences, often through partnerships with tech companies, has become a common trend.

- **Augmented Reality Experiences with Google (Singapore):** Using AR to create immersive tourism experiences.
- **Digital Infinity (Thailand):** Leveraging digital technology to boost tourism and the creative industry.
- **Pikachu Jet (Indonesia):** Combining pop culture and tourism through a collaboration with the Pokémon brand.

6. Synergies between Creative Industries and Tourism:

Many cases illustrate the benefits of integrating creative industries with tourism, allowing for mutual growth.

- **Carnivals in the Caribbean:** Boosting tourism by promoting local music, costumes, and cultural celebrations.
- **Eat Pray Love in Bali (Indonesia):** Capitalizing on the success of a film to boost tourism through film-inspired itineraries.
- **K-Content (Korea):** Leveraging popular TV shows to attract global tourism.

7. Use of Gastronomy to Promote Cultural Identity and Tourism:

Gastronomy has been used as a strategy to promote local identity and attract tourists interested in culinary experiences.

- **Spice Up the World Program (Indonesia):** Promoting Indonesian cuisine globally and fostering culinary tourism.
- **Bicentennial Project (Peru):** Using gastronomy, along with popular art and music, to celebrate Peru's cultural heritage.

8. Collaborations between Public, Private, and Civil Society Sectors:

Many initiatives involve partnerships among governments, private companies, and local communities to ensure the sustainability and success of tourism and creative industry projects.

- **Metro Stations in Medellín (Colombia):** Collaboration between community members, artists, and public and private sector representatives.
- **Creative District Network (Thailand):** Bringing together different sectors to develop creative industries.
- **Singapore Tourism Board (Singapore):** Supporting the growth of art and entertainment businesses through funding and incentives.

APPENDIX 2

PRACTICAL TOOLS

AVAILABLE

The following are some internationally recognized tools and materials to highlight and demonstrate the relevance of training and practical toolkits in economies focused on the creative industries and tourism. The focus is on extracting insights from the lessons learned and best practices in economies committed to development.

The methodology to identify key tools and guidelines in tourism and the creative economy was carried out using the 'Benchmarking' methodology. Its process involved the analysis and collection of data from various sources, analyzing these data to identify patterns and priority areas. Subsequently, we evaluated the relevance and effectiveness of the possible tools. Finally, the selected tools were presented in an accessible manner. Highlights from other regions are included:

APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET):

It serves as a comprehensive guide for improving sustainable tourism management tailored to the Asia-Pacific region. This initiative materializes as a result of the TWG 05 2021S Project, which aims to advance sustainable tourism management, formulate management standards, foster the exchange of experiences and best practices, and ensure the lasting positive image of APEC economies. This handbook covers a wide range of topics, including post-COVID-19 tourism trends, a critical examination of internationally recognized visitor management tools and guidelines, and a manual introducing the innovative APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET). Additionally, it includes an in-depth analysis of the sustainability and consistency of visitor management evaluation tools within the specific contexts of Thailand and the broader Asia-Pacific region.

Link:

[https://www.apec.org/publications/2023/09/apec-sustainable-tourism-evaluation-tool-for-visitor-and-destination-\(astet\)](https://www.apec.org/publications/2023/09/apec-sustainable-tourism-evaluation-tool-for-visitor-and-destination-(astet))



Australian Tourism Toolkit :

It has been designed to support ATEC's Tourism Trade Ready industry training program. It functions as a complementary learning guide and provides a wealth of knowledge, tools, and key contacts. This resource enables the industry to enhance skills and explore new business opportunities, catering to those seeking to enter and thrive in the dynamic tourism market. The handbook incorporates a widely appreciated 'Glossary of Tourism Terms and Acronyms,' an active and crucial tool for individuals starting their journey in the industry. Additionally, it offers a range of tools covering anti-racism initiatives, governance practices, programming and startup strategies, monitoring and evaluation techniques, recruitment and employment guidelines, marketing and audience development strategies, insights into organizational culture, cultural consultation approaches, and pathways to creativity and collaboration. The program's objectives are to develop knowledge of the Australian tourism market, its value, and the potential opportunities and challenges to safeguard businesses in the future. It aims to identify potential clients, understand the travel distribution system, and work with more business partners. Furthermore, it teaches about pricing strategies, developing a value proposition, and learning how to engage with trade to maximize B2B sales efforts.

Link:

<https://traininghub.atec.net.au/courses/atec-s-tourism-trade-ready>



Camino Creativo:

An initiative conceived by Spain Creativa for training aimed at Creative Entrepreneurs. In this context, it includes entrepreneurs from any economic sector, whether domestic or international. The program is designed for individuals whose Business Plans integrate Culture in a cross-cutting manner to generate a distinctive added value to their ventures. It promotes the restructuring of existing companies or the diversification of business portfolios. Additionally, it supports the launch of new business ideas in the field of Creativity or Creative Industries (CCI).

Link:

<https://www.espanacreativa.es/el-camino-creativo.html>



Creative Tourism Network (CTN):

It embodies an innovative strategy within the tourism landscape, capturing the spirit of a new era in travel. It allows travelers to engage deeply with the local culture, actively participating in artistic and creative activities alongside residents. This fosters a distinctive way of co-creating experiences, reshaping the travel narrative. The network revolutionizes the travel encounter, promoting deep connections and a greater understanding of local cultures through interactive engagement and co-creation.

Link:

<https://www.creativetourismnetwork.org/>



“One Planet” Sustainable Tourism Program:

This set of viable initiatives introduces broad guidelines and tools aimed at optimizing collaborations between the tourism industry and the cultural and creative sectors. The attached discussion paper acts as a valuable complement to the preliminary G20 Bali Guidelines, with a specific focus on the pillar addressing innovation, digitalization, and the creative economy. It not only aligns perfectly with these guidelines but also provides tangible pathways for their efficient implementation.

Link:

<https://www.oneplanetnetwork.org/programmes/sustainable-tourism>



Guide to attract Chinese tourists abroad:

A comprehensive web article written by Daxue Consulting, offering insights, practical tips, and strategies to help you navigate and thrive in the dynamic Chinese tourism landscape in 2023. This guide presents best practices for effectively attracting Chinese tourists abroad, providing you with the knowledge and tools necessary to tap into this market. China has become one of the leaders in the outbound travel sector, and among the favorite destinations for Chinese tourists are Thailand, Japan, and Viet Nam, due to their geographical proximity and favorable visa conditions. Since 2016, Chinese tourists have opted to travel to Eastern Europe and also travel annually to the U.S. The profile of the Chinese tourist who travels typically comes from China's middle-class households, who have experienced an increase in income, born between the 1980s and 1990s, with most hailing from Tier 1 and Tier 2 cities, and the majority are women. Before traveling, Chinese tourists usually seek travel recommendations on various tourism and shopping platforms. They prioritize not only quality but also price, and they look for personalized activities and products offered by local shops, which makes them very attractive for the local economic development of the destinations they visit. Regardless of the tourist destination chosen by Chinese tourists, they tend to allocate a large portion of their travel budget to cultural activities, accommodation, and shopping.

Link:

<https://daxueconsulting.com/how-to-attract-chinese-tourists/>

Report on Tourism and Creative Economy :

Was announced during a workshop dedicated to Tourism and the Creative Economy in Linz, Austria, held from 04/09/2014 to 05/09/2014. The event was organized in collaboration by the ARS Electronica Center, the Linz Tourism Office, the Federal Ministry of Economy of Austria, and the Organization for Economic Cooperation and Development (OECD). The main conclusions of this report highlighted the importance of having a synergy between tourism and the creative economy to revitalize tourist destinations, attracting visitors interested in unique cultural experiences. It also concluded that creative economies contribute to sustainable development by promoting responsible and environmentally friendly tourism practices, that cross-sector collaboration is essential to maximize the economic and cultural impact, that the creative economy contributes to local economic development by generating employment and new business opportunities, for example, how the creative industry can revitalize urban and rural areas, and finally, that training and education in creative and technological skills are essential to prepare the future workforce in the tourism sector.

Link:

https://www.oecd.org/en/publications/tourism-and-the-creative-economy_9789264207875-en.html



Sou Curitiba:

A Brazilian initiative in the realm of the creative economy dedicated to fostering the development of inventive souvenirs strategically aligned with the opportunities that arise from major events driving tourist influx. It goes beyond merely capitalizing on these events and strives to ensure lasting legacies for society. The objectives include selecting a top-tier selection of souvenirs inspired by Curitiba's distinctive identity, tailored to the preferences of the tourist market, incorporating their experiences, and enhancing Curitiba's reputation as a top-tier destination. Additionally, the project aims to catalyze business opportunities by diversifying channels for the commercialization of products crafted by small local producers.

Link:

<https://soucuritiba.com.br/>



Sustainable Tourism Tools for UNESCO's Worldwide Heritage:

Best practices for sustainable economic development through tourism. The 'How-To' resources provide specific direction and guidance to World Heritage site destination managers and various stakeholders. This toolkit helps identify customized solutions for the unique circumstances of local environments, fostering a comprehensive understanding for effective destination management. Since domestic and international tourism has become one of the vehicles for cultural exchange, its conservation should provide responsible and well-managed opportunities to members of the host community, as well as offer visitors an immediate experience and understanding of the culture and heritage of that community. The relationship between heritage sites and tourism is dynamic and can involve conflicting values; this relationship should be managed sustainably for current and future generations. Conservation and tourism planning at heritage sites should ensure that the visitor experience is worthwhile, satisfying, and enjoyable. Host communities and Indigenous Peoples should be involved in heritage conservation and tourism planning. Tourism and heritage conservation activities should benefit the host community. Tourism promotion programs should protect and enhance the characteristics of the natural and cultural heritage.

Link:

<https://whc.unesco.org/en/sustainabletourismtoolkit/>



The growing APEC-Canada Business Partnership:

Is committed to catalyzing transformation in the Asia-Pacific region through entrepreneurship and innovation. The goal is to enhance competitiveness by leveraging innovation and technology. This comprehensive toolkit functions as a guide, facilitating the exploration and understanding of resources in various domains such as financing, regulations and policies, human resources, marketing, market access and exports, e-commerce, women entrepreneurs, and comprehensive mentoring. In the case of Mentorship, the Partnership works with the Cherie Blair Foundation for Women to develop an innovative solution that combines mentoring with its technology to provide cross-border support to women entrepreneurs through an online platform. This platform has provided mentoring to 60 women entrepreneurs from developing economies, where one hundred percent further developed their business skills, and 76% of them reported increased sales during their participation in the program. The first phase of the Partnership was jointly implemented by APF Canada and the APEC Secretariat. The initial version of the partnership offered best practice tools, ideas, insights, and critical connections derived from the Canadian experience, tailored to the local markets of APEC's developing economies, including Indonesia; Peru; the Philippines and Viet Nam.

Link:

<https://apfcanada-msme.ca/es/about-us/>



The World Tourism Organization (UNWTO):

In collaboration with the G20, has developed the 'Goa Roadmap for Tourism,' positioning it as a catalyst for achieving the Sustainable Development Goals (SDGs). This strategic roadmap revolves around the five key priority areas identified by the Tourism Working Group during India's G20 presidency, namely: green tourism, digitalization, support for skills enhancement for tourism micro, small, and medium-sized enterprises (MSMEs), effective destination management. The G20 Dashboard on Tourism and the SDGs is a tool that will help promote the sector's contribution and accelerate progress towards achieving the 17 SDGs. This tool includes more than 20 case studies in these five areas, which will be updated regularly in the coming years, providing a unique reference for tourism policies and initiatives contributing to the SDGs. In South America, Brazil and Argentina are present with 9 and 5 success cases, respectively. In the case of Brazil, 6 out of the 9 cases focus on green tourism, 1 on digitalization, 1 on skills, and 1 on destination management. Meanwhile, Argentina has 1 case in each priority area.

Link:

<https://tourism4sdgs.org/g20india/>



Toolkit for Tourism Industry:

Resource for stakeholders involved in the tourism ecosystem. By utilizing the toolkit, key actors can foster a deeper understanding of the economic impact of tourism, enabling them to communicate its relevance consistently. It encourages the integration of these resources into ongoing discussions, regardless of budgetary considerations or external challenges, to ensure a sustained appreciation of the lasting benefits of tourism in South Dakota. This toolkit, available on South Dakota's destination website, aims to combine the information that local tourism businesses can share about the relevance of travel with residents, city leaders, and state officials throughout the year. On this portal, you can find the necessary resources to educate stakeholders on what tourism does for their communities, state, and nation. These resources are related to Agritourism in Dakota, Native Tourism, the ability to subscribe to the Industry's electronic newsletter, grant programs, quick facts about the Dakota tourism industry, access to reports and the strategic plan, and resources for both workers and employers. Therefore, Dakota compiles relevant information about its tourism industry, making it available to stakeholders, focusing on different interests, and providing updated information on how to properly manage the tourist destination.

Link:

<https://sdvisit.com/industry-toolkit>



Tourism for Development - World Bank Group:

It provides systematic guidance for identifying and assessing opportunities and constraints in the tourism ecosystem, as well as identifying potential entry points for WBG interventions. The toolkit includes information on the current tourism offering of the WBG and the tourism diagnostic process, a set of indicators, and checklists for conducting secondary research. It also includes a process for assessing the readiness for sustainable development of your tourism sector. This toolkit should be used in conjunction with the IFC's Tourism Theory of Change. The theory of change can be both a planning and diagnostic tool as well as a monitoring and evaluation tool. By articulating long-term outcomes, preconditions, and interventions, the theory of change serves as a basis for articulating the future vision of the program, formulating strategic or annual plans, and defining processes for setting goals. As an evaluation tool, the theory of change identifies the specific objectives of a program and links them with particular interventions. This allows for the collection of data to assess both progress toward specific objectives and the effectiveness of the interventions in producing outcomes. Through the theory of change, the initiative or program is mapped in stages, identifying long-term objectives and their assumptions, establishing assumptions about what already exists in the system without which the theory would not work, and articulating the reasoning about why some outcomes are necessary preconditions for other outcomes, designing the corresponding indicators to measure progress toward the desired outcomes. An outcome can represent a change in a group of people, organizations, or places. Outcomes are the most important pillars of the theory of change.

Link:

https://documents1.worldbank.org/curated/fr/240451562621614728/pdf/Tourism-Diagnostic-Toolkit.pdf?_gl=1*9hkpx3*_gcl_au*NzA3OTlyNDguMTcyNjE3ODkyOQ



UNESCO Creative Cities Network :

Is an initiative that promotes innovation and creativity as essential drivers for sustainable urban development. This network encourages the integration of culture and creativity into cities' development strategies, fostering more inclusive and sustainable growth. It also values cultural diversity and facilitates international cooperation, enabling the exchange of experiences and best practices in areas such as music, literature, cinema, design, gastronomy, digital arts, and crafts. Creative cities also employ innovation and technology to tackle urban challenges, contributing to the local implementation of the UN's 2030 Agenda. Additionally, they offer new economic opportunities, strengthening the local economy and generating employment in the cultural sector.

Link:

<https://www.unesco.org/en/creative-cities>



UNESCO, in partnership with the Designated Areas for Sustainable Tourism Administration of Thailand (DASTA):

Showcases notable advancements in sustainable tourism and visitor management observed in APEC economies. The objective is to offer well-researched recommendations for the future use of various visitor management tools. This partnership seeks to implement tourism practices that are environmentally friendly and benefit local communities. Some of the initiatives implemented in Thailand include the development of ecotourism, promoting tourist activities that minimize environmental impact such as hiking, cycling, and visits to domestic parks. Community training involves programs for local communities in sustainable tourism management, helping them to benefit economically while protecting their environment. Heritage conservation initiatives aim to preserve and restore historical and natural sites, ensuring they are maintained for future generations. Promotion of local products supports local producers and artisans, making their products an integral part of the tourist experience, thereby fostering the local economy. At the same time, Thailand faces significant challenges, such as maintaining the balance between tourism and conservation by respecting the carrying capacity of its tourist destinations and ensuring the care of sites that need preservation. Developing the necessary infrastructure to support sustainable tourism development without harming the environment is crucial. Securing funding for these actions to be sustainable over time and paying special attention to the effects of climate change is essential, as these can be devastating, affecting conservation efforts.

Link:

<https://www.unesco.org/en/articles/unesco-and-dasta-renew-commitment-sustainable-tourism-and-safeguarding-cultural-and-natural-heritage>



RESUME OF BEST PRACTICES FROM THE PREVIOUS CASES

1. APEC Sustainable Tourism Evaluation Tool for Visitors and Destinations (ASTET)

Creation of a specific manual for the sustainable management of tourism in the Asia-Pacific region, with adapted evaluation tools.

Inclusion of post-COVID-19 trends and a critical review of international visitor management tools.

Promotion of management standards and the exchange of experiences in sustainable tourism.

2. Australian Tourism Toolkit

Development of training tools and guides to support the Australian tourism industry in preparing for trade.

Focus on key issues such as anti-racism, governance, evaluation, marketing strategies, and cultural development.

Training in pricing strategies and business collaboration to enhance B2B sales.

3. Camino Creativo (Spain)

Training for creative entrepreneurs from various sectors, promoting the integration of culture into business plans.

Promotion of diversification and restructuring of existing companies, as well as support for new business ideas in the creative industries.

4. Creative Tourism Network (CTN)

Promotion of a creative tourism experience that allows travelers to interact with local culture through artistic activities.

Encouragement of co-creation of experiences between travelers and residents, strengthening cultural understanding.

5. Guide to Attract Chinese Tourists Abroad

Provision of strategies to attract Chinese tourists, considering their interests and shopping behaviors.

Adaptation of tourist offerings to include personalized activities and local products that promote local economic development.

6. “One Planet” Sustainable Tourism Program

Introduction of guides and tools to foster collaborations between tourism and the cultural and creative sectors.

Alignment with G20 guidelines to drive innovation, digitalization, and the creative economy in sustainable tourism.

7. Report on Tourism and Creative Economy (OECD)

Promotion of synergies between tourism and the creative economy to revitalize tourist destinations and generate employment.

Focus on sustainable development and responsible tourism through intersectoral collaboration and training in technological skills.

8. Sou Curitiba (Brazil)

Development of creative souvenirs aligned with Curitiba's identity and major tourist events.

Diversification of marketing channels for local products, creating business opportunities for local producers.

9. Sustainable Tourism Tools for UNESCO's Worldwide Heritage

Guidance for the sustainable management of heritage sites, involving local and indigenous communities in conservation and tourism planning.

Promotion of tourism experiences that value cultural heritage and benefit the host community.

10. The Growing APEC-Canada Business Partnership

Creation of a toolkit to support competitiveness in the Asia-Pacific region through technology and innovation.

Online mentorship program for women entrepreneurs in developing economies, improving their business skills and sales.

11. Goa Roadmap for Tourism (UNWTO and G20)

Development of a dashboard to monitor tourism's contribution to the SDGs in priority areas such as green tourism and digitalization.

Success stories from Brazil and Argentina in sustainable tourism, digitalization, and destination management.

12. Toolkit for Tourism Industry (South Dakota)

Comprehensive resource to educate local stakeholders on the economic impact of tourism, focusing on agritourism and indigenous tourism.

Promotion of communication about the relevance of tourism to local leaders and state officials.

13. Tourism for Development - World Bank Group

Diagnostic tools to assess sustainable development in the tourism sector, including indicators and checklists.

Use of change theory as a planning, evaluation, and monitoring tool for tourism programs.

14. UNESCO Creative Cities Network


Network that promotes the integration of culture and creativity into sustainable urban development strategies.

Promotion of international cooperation and cultural diversity for economic growth and job creation in the cultural sector.

15. UNESCO and DASTA (Thailand)

Promotion of ecotourism and sustainable management training for local communities.

Conservation of natural and cultural heritage, and support for local producers in marketing their products for economic benefit.



APPENDIX 3 PRESENTATIONS OF SPEAKERS

GREETINGS FROM AUTHORITIES

Ms. Madeleine Burns

Vice Minister of Tourism of Peru:

- **Collaboration and Innovation in Tourism:** Ms. Burns highlighted the relevance of working together and innovating in the tourism sector within the APEC framework, emphasizing the forum's intention to explore the impact that creative industries can have on economic progress and job creation in tourism.
- **Objectives of the Forum:**
 1. **Promotion of Creative Economies:** The aim was to foster the potential of creative economies in tourism, using creativity as a driver to boost economic growth and enrich the lives of local communities.
 2. **Integration and Collaboration:** Promoting collaboration between APEC economies and academic institutions to develop innovative solutions that address regional challenges is crucial for promoting integration and cooperation in the region.
 3. **Support to Putrajaya's 2040 Vision:** Commitment to an open, dynamic, and peaceful Asia-Pacific community that is also resilient. The aim is to explore different artistic fields such as fashion, art, and design, and how these fields can be integrated into tourism to generate unique and sustainable experiences.
- **Transformative Impact:** Discussions focused on the transformative impact of technology, the arts, and other creative sectors on tourism, highlighting the potential of these industries to differentiate destinations in a competitive global market.
- **Vidawasi Initiative:** Ms. Burns mentioned the work of the Vidawasi organization in Urubamba, which provides healthcare to underprivileged children, and the importance of supporting such initiatives throughout the APEC region.
- **Call to Action:** Ms. Burns urged participants to actively engage in the discussions and replicate principles of inclusion and sustainable growth in their economies. Her speech underscored the shared commitment to advancing creative economies and the tourism sector.

Ronald Vera Gallegos

Mayor of Urubamba (Peru):

- **Cultural and Archaeological Relevance:** Urubamba stands out as the archaeological capital of Peru, being a convergence point where cultural wealth meets economic potential, hosting significant archaeological sites such as Machu Picchu and Ollantaytambo, among other important historical places.
- **International Cooperation:** In the context of the Asia-Pacific forum, the importance of strengthening cooperation and exploring new opportunities for economic and sustainable development were highlighted.
- **Tourism as an Economic Engine:** Tourism plays a fundamental role in the economic growth of Urubamba, receiving 5,000 visitors each year. The warmth of the local community and its willingness to promote economic development through constructive interactions are appreciated.
- **Infrastructure and Development:** The importance of the development of the Chinchero International Airport as a fundamental initiative to boost tourism was emphasized, requesting support from the government for its completion.

Mr. Paull Ferenk Palma Herrera

Mayor of Ollantaytambo (Peru):

- **Story and Traditions:** The history and local customs in Cusco and its surroundings, such as Ollantaytambo, have a vast heritage of ancient traditions that emphasize agriculture and the barter of products.
- **Impact of the APEC Gathering:** The presence of Asia-Pacific delegations in the region will help strengthen the union between Asia and America, promoting economic growth.
- **Sacred Valley of the Incas:** The Sacred Valley of the Incas (Valle Sagrado de los Incas) is a place full of spiritual significance and cultural enrichment that features not only valuable natural resources but also crops such as corn, potatoes, and quinoa, which are of great relevance in local agriculture.
- **Culture and Gastronomy:** Cusco was chosen as the capital by the Incas due to its vast agricultural lands, and the region is known for its diverse gastronomy, including dishes such as cuy (guinea pig).

SESSION I: POWER OF THE ARTS IN TOURISM SECTOR

Mr. Edilberto Mérida

Director of Inkariy Museum (Peru):

Topic: Sculpture as a Reflection of Identity and an Economic Driver

- **Transformation through Art:** Mérida discussed the transformative impact of art on the tourism industry by creating unforgettable experiences that attract visitors while supporting local communities.
- **Emotional Connection:** Incorporating art into tourism not only adds value to the destination but also establishes an emotional connection with travelers, differentiating a place in a competitive market.
- **Family Legacy:** As the fourth generation of sculptors, Mr. Mérida emphasized how art in his family has been a symbol of protest and vindication, reflecting the struggles and hopes of the Andean people.
- **Inkariy Museum:** The Inkariy Museum of Peru founded a cultural project that highlights the diversity of Peruvian civilizations and emphasizes the need for solid financial management to achieve the museum's success. Its goal is to preserve Peru's cultural heritage while contributing to economic development in the local region.
- **Economic Impact of Art:** Mr. Mérida highlighted the effective impact of art on the local economy, emphasizing that art not only enriches the experience of tourist visitors but also contributes positively to the local economic sphere by preserving culture and generating income for artists.

Mr. José Salinas

Fashion Designer and Creator of the Brand J Salinas (Peru):

Topic: From the Hands to the Heart: The Magic of Peruvian Design in Handicrafts

- **Regional Identity in Design:** Mr. Salinas highlighted the importance of using traditional Peruvian textiles and techniques in his creations to reflect the cultural identity of Peru and Latin America.
- **Collaboration with Artisans:** Working together with artisans from Peru to use traditional materials like vicuña and alpaca wool, facilitating the creation of exclusive designs that reflect the essence of Peru.
- **Promotion of the Peruvian Culture:** Mr. Salinas sees his designs as an invitation to discover the cultural richness of Peru and Latin America, promoting traditions and the economy's history on an international level.
- **Challenges and Future of Peruvian Design:** Despite his success, Mr. Salinas acknowledged the challenges faced by other Peruvian designers and the need for support from Peruvian entities to achieve greater recognition in the global fashion industry.

Ms. Anouk Wipprecht

CEO of Anouk Wipprecht Fashiontech (The Netherlands)

Topic: Art & Tech Tourism: Innovation, Creativity and Inclusivity

- **Educational Innovation in Tourism:** Ms. Wipprecht is an engineering designer and educator that emphasized the importance of incorporating technology into the tourism sector. She suggested that to expand the economy, it is essential to train people in inclusion and technology.
- **Creation of Creative Spaces:** Ms. Wipprecht highlighted the importance of places like Fab-Labs and MakerSpaces, where both the local community and visitors can come together to work on technological and artistic projects collaboratively.
- **Combining Education and Tourism:** Ms. Wipprecht proposed the idea of taking advantage of vacations to learn through workshops and courses that integrate technology, art, and local culture, providing special and enriching experiences.
- **Inclusion and Accessibility:** Inclusion and accessibility are key aspects emphasized in ensuring that environments and projects are welcoming to women and girls, while also promoting the use of recycled and environmentally friendly materials.
- **Working in Multidisciplinary Teams:** Ms. Wipprecht underscored that for a large-scale project to reach a global audience, it is crucial to have a multidisciplinary team that integrates different knowledge and perspectives.
- **Preservation and Promotion of Local Culture:** Collaboration with experts in history, anthropology, and design is essential to effectively communicate the cultural importance of projects on a global level.

SESSION II: DEVELOPMENT OF CREATIVE ECOSYSTEMS: COLLABORATION BETWEEN CREATIVE AND TOURISM SECTORS

Mr. Muhammad Neil El Himam
Deputy Chairman for Digital Economy and Creative Products of the Ministry of Tourism and Creative Economy (Indonesia):

Topic: Creative Economy Policy Priorities, Initiatives, and Key Areas in Indonesia

- **Combined Challenges in Fashion and Technology:** Mr. El Himam focused on how the challenges in technology and fashion are intrinsically related, particularly in designing clothing that seamlessly integrates technology for everyday use.
- **Education for New Generations:** The convergence of fashion and technology is an initiative that fosters innovation and creativity.

Creative Economy in Indonesia:

- **Legal Framework and Support Policies:** Indonesia has established a legal framework that covers the creative economy, involving 17 different subsectors such as graphic and fashion design, architecture, and advertising. This regulatory set aims to support intellectual property protection and promote cultural development.
- **Creative Ecosystem:** The creative economy ecosystem in Indonesia focuses on artistic and digital talent, along with respect for intellectual property, to develop high-quality, sustainable products with great added value.
- **Future Plans:** By 2045, Indonesia aims to increase the creative economy's contribution to GDP to 11%, strengthening the ecosystem and improving competitiveness in the global industry.

Mr. Luis González Arenal
CEO of Rearquitectura (Mexico)

Topic: Global warming, tourism & the creative industries

- **Impact of Global Warming on Tourism:** Mr. González Arenal highlighted how global warming is altering tourism dynamics, with individuals seeking destinations that offer more stable and pleasant climates for their vacations. These changes impact mountainous and coastal areas, shortening their tourist seasons due to climate changes, which result in increased operating costs and reduced tourist appeal.
- **Innovation in Tourism:** Innovation in the tourism sector has forced destinations to quickly adapt and adjust their offerings for visitors. There is a shift towards creative tourism that leverages cultural and natural resources to provide unique and distinctive experiences.
- **Importance of the Creative Industry:** Mr. González Arenal emphasized the importance of the creative industry, although its informal nature makes it less visible. He noted that this industry is essential for local economic development, though it is often misunderstood.
- **Promotion and Creative Networks:** Mr. González Arenal underscored the value of the UNESCO Creative Cities Network as a powerful tool for promoting destinations, allowing for a precise and effective approach to differentiate in the global market.

Ms. Teresa Díaz Ibáñez

Director of Network of Creative Territories
(Chile):

Topic: Network of Creative Territories in Chile

- **National Creative Territories Network (RNTC):**
The purpose of this network is to unify goals and promote collaboration among different stakeholders in a horizontal manner, from government entities to local communities, connecting geographical areas focused on the creative economy to drive local progress.
- **Creative Ecosystems:** Ms. Díaz defined a creative territory as an environment that brings together individuals from the public, private, and academic sectors, along with the local community, to foster cultural and economic progress in the region.
- **Importance of Connection and Collaboration:**
Ms. Díaz highlighted that networking allows territories to innovate, attract funding, and have a greater impact on public policies, contributing to the strengthening and coordination of the territories.
- **Successful Cases in Chile:** Ms. Díaz mentioned cases such as the REC festival in Concepción, which generates significant local economic impact, and the UNESCO Creative Cities in Chile, which integrate music and culture as drivers of local tourism and territorial development.

SESSION III: TECHNOLOGIES, MAKER MOVEMENT AND TOURISM ENTREPRENEURSHIP IN CREATIVE TOURISM: INNOVATION AND TECHNOLOGIES IN TOURISM

Ms. Shirley Feng

President of Shenzhen Industrial Design Profession Association - SZIDA (China)

Topic: Design illuminates the future of cities

- **Impact of Design:** The impact of design goes beyond being a mere indicator of business competitiveness in a city; it is also a cultural manifestation that influences the identity and adaptability of urban areas.
- **Urban Transformation through Design:** The leadership of the association has played a fundamental role in the evolution of Shenzhen from an industrial center to a global design hub, highlighting the importance of creativity and diversity in this process.
- **Evolution of Shenzhen:** The transformation of Shenzhen has been remarkable; from a manufacturing hub, it has evolved into a prominent design center thanks to its significant industrial design fair, elevating the city's international reputation.
- **Innovation and Tourism:** Significant efforts have been made to integrate tourism, culture, and innovation in the city's development, using design as a catalyst for economic and cultural progress.
- **Future of Urban Design:** Shenzhen is emerging as a model city using design to build a more inclusive and sustainable future, highlighting the importance of design in urban development and quality of life.

Ms. Kate Armstrong

Chief Executive Officer and Executive Board of Fab City Foundation (Australia)

Topic: Empowering Creativity and Collaboration: Maker Technologies for Thriving Cultural Economies

- **Maker Movement and Technology:** Ms. Armstrong highlighted how the Maker movement, which promotes open-source creation and collaboration, allows communities to access manufacturing technologies such as 3D printing and laser cutting.
- **Local and Cultural Impact:** Technological tools provide the opportunity for artisans in local communities to create and craft original cultural creations through reuse and recycling, in harmony with preserving cultural heritage.
- **Global Fab Labs Network:** The Fab Labs network connects digital manufacturing spaces worldwide to promote collaboration and learning on a global scale, as well as supporting the creation of local solutions with global impact.
- **Success Stories:** Ms. Armstrong presented the cases of Indonesia and Bhutan, which have shown successful examples of using these technologies in waste management in the tourism sector and in preserving local textile traditions, respectively.
- **Challenges and Future:** Ms. Armstrong emphasized the need for more access to training, infrastructure sustainability, and government support to empower local artisans and ensure sustainable global connectivity in the long term.

Mr. Oliver Chong

Executive Director International Group HQ
& Oceania of Singapore Tourism Board
(Singapore)

Topic: How arts and entertainment contributed to Singapore's positioning as an attractive, fun and quality destination

- **Singapore's Positioning:** Singapore has stood out as a renowned tourist destination in the Asia-Pacific region, thanks to the significant role of art and entertainment.
- **Quality Tourism Strategy:** Singapore strives to balance increasing tourism and offering top-quality experiences through three main strategies: establishing strong connections with visitors, redefining and enhancing destination appeal, and reinventing the tourism industry to maintain its competitiveness.
- **Strategic Collaborations:** The Singapore Tourism Board has established strategic partnerships with several globally recognized companies and brands, such as the television network JTBC and artist Charlie Puth, to attract more visitors through promotional cultural events and initiatives.
- **Government Support:** The government has provided significant funding to support innovation, art, and culture, aiming to maintain a vibrant and economically beneficial tourism sector.
- **Focus on Diversity and Culture:** Festivals and media collaborations promote cultural diversity, understanding, and appreciation among different segments of tourists.

Dr. Dwinita Larasati

Faculty of Art and Design of Institut
Teknologi Bandung (Indonesia)

Topic: Creative Economy x Tourism: a new source of growth

- **Intersection between Creative Economy and Tourism:** The interaction between the creative economy and tourism is beneficial as they can collaborate to drive sustainable growth by enriching cultural value, fostering innovation, and stimulating creativity based on cultural heritage.
- **Regenerative Tourism:** Tourism not only involves preserving destinations in their original state but also promotes the development and prosperity of local communities. Examples include living museums in Bali and urban game projects in cities like Bang, which integrate local communities into tourism.
- **Social and Cultural Impact:** Creative tourism can improve disadvantaged areas by integrating with the local economy and involving communities to provide tourists with authentic and meaningful experiences.
- **Collaboration and Policies:** Collaboration among all stakeholders and policy support that understands the local context are crucial for promoting sustainable and regenerative tourism.



APPENDIX 4 INTERVIEWS WITH SPECIALISTS

Mr. Neil El Himam

Firstly, in the interview with Neil El Himam, his recommendations show how Indonesia is using its creative economy not only to revitalize post-pandemic tourism but also to innovate and create unique tourist experiences that attract both domestic and international visitors.

- **Transformation of Post-COVID-19 Tourism:** Mr. El Himam highlights that the pandemic had a significant impact on tourism but also prompted a shift toward more personalized, localized tourism with a lower environmental impact. This is reflected in the development of tourist villages in Indonesia, promoting more sustainable and smaller-scale tourism.
- **Use of Technology and the Metaverse:** The use of technologies such as virtual reality (VR) and the metaverse to promote tourist destinations is highlighted, allowing potential tourists to experience places before visiting physically. This has become particularly relevant post-pandemic, opening up new possibilities for tourism promotion.
- **Events and Creative Production:** Indonesia has emphasized hosting major cultural and creative events, such as concerts and international events, to attract tourism. Neil mentions initiatives like Pokémon GO in Bali, which not only attracted thousands of tourists but also promoted local culture by integrating traditional elements into the game.
- **Incentives for Cinematic Productions:** A key aspect of Indonesia's strategy is attracting

foreign film productions through incentives. This not only promotes the destination where filming occurs but also creates a lasting tourist attraction, as was the case with Bali and the film *Eat, Pray, Love*.

- **Gastronomy Diplomacy and Promotion of Local Products:** The creative economy in Indonesia also supports tourism through gastronomy. The "Indonesia Spice Up the World" program aims to open Indonesian restaurants abroad and expand the culinary offering globally, thus promoting gastronomic tourism.
- **Innovation in Tourism Through Research and Creative Communities:** Innovation in Indonesian tourism comes from various sources, including advanced research and local creative communities developing new attractions and events. A notable example is the transformation of a village in Yogyakarta, which has become a tourist destination thanks to film sets.
- **Initiatives to Support International Events:** Mr. El Himam mentions the creation of an endowment fund to incubate and support international events, which is crucial for positioning Indonesia as an attractive global tourist destination.

These strategies and practices highlighted by Neil El Himam show how Indonesia is using its creative economy not only to revitalize post-pandemic tourism but also to innovate and create unique tourist experiences that attract both domestic and international visitors.

Mr. Vincent Valentine

Mr. Valentine's key recommendations, an expert at UNCTAD, offer a strategic approach to maximizing the synergy between tourism and the creative industries, with a strong emphasis on sustainability, innovation, and effective governance:

- **Balance Between Travel Demand and Environmental Sustainability:** Valentine recommends seeking a balance between the growing demand for travel, especially in regions with rapid population growth, and the urgent need to reduce the environmental impact of tourism, particularly in air transport. He suggests exploring alternatives such as cleaner fuels and strategies to minimize the carbon footprint of tourism.
- **Diversification and Economic Resilience:** It's crucial to diversify economies highly dependent on tourism, such as those in the Caribbean, to build resilience against global or regional crises. Valentine suggests that the creative industries can play a key role in this diversification, offering economic alternatives that complement traditional tourism.
- **Enhancing Creative Industries in Tourism:** Valentine emphasizes that creative industries, such as cultural events (e.g., carnivals) and cultural content (e.g., K-Content in Republic of Korea), should be strategically integrated into the tourism offering to create attractive experiences and increase tourist spending. These industries not only attract visitors but also generate revenue opportunities through the sale of related products and services.
- **Innovation Through Artificial Intelligence:** Valentine recommends using artificial intelligence to improve both the experience of tourists and the planning and management of their trips. AI can help personalize itineraries, optimize search and payment processes, and efficiently manage tourist flows to avoid overcrowding at popular destinations.
- **Implementation of Adaptive Governance:** Valentine suggests that policies related to tourism and the creative industries should be flexible and adaptive, with the ability to evolve in response to economic and social changes. He proposes creating structures similar to National Trade Facilitation Committees but focused on the creative industries to coordinate efforts between the public and private sectors and overcome obstacles.
- **Establishment of Creative Observatories:** Valentine recommends creating creative observatories, like the example in South Africa, which would map the creative economy and help formulate effective policies for its growth. These observatories would be fundamental in understanding the impact of the creative industries on tourism and guiding the implementation of strategies that favor their integration.

Ms. Maria Teresa Díaz

In the interview with Teresa Díaz, Director of the National Network of Creative Territories, her recommendations highlight the importance of deep collaboration, strategic use of technology, and a focus on sustainability and the local aspect, all within a public policy framework that supports and promotes the integration between tourism and the creative economy:

- **Collaboration and Cross-Literacy:** Ms. Díaz emphasizes the importance of deep collaboration between the tourism and creative economy sectors, describing it as a “marriage” rather than a symbiosis. It’s crucial that both sectors understand the concepts and basic notions of each other. This includes literacy and effective communication so that tourism and cultural actors understand and collaborate effectively.
- **Integration of Value Chains:** Understanding and working with the specific value chains of each creative sector is crucial. Different sectors such as music, crafts, and gastronomy require a particular approach to maximize their impact on tourism, always considering both positive and negative effects of mass activities.
- **Focus on Meaningful Experiences:** The creative economy has the potential to transform tourism by generating meaningful and memorable experiences. This implies that tourism should not only focus on visits to monuments but also on immersive cultural experiences that emotionally connect tourists with the places they visit.
- **Innovation and Technology:** Ms. Díaz highlights the importance of innovation in tourism, which can come from both the creative economy and the integration of new technologies. Augmented reality, artificial intelligence, and the digitization of tour operators are key areas to develop innovative tourism experiences.
- **Sustainability and the Creative Economy:** The creative economies can play a crucial role in addressing sustainability challenges within tourism. Teresa suggests that creative solutions should be local and specific to solve specific problems, allowing the creative sectors to effectively contribute to sustainability.
- **Public Policy and Governance:** Integrating the creative economies into public policy is essential. Teresa mentions efforts in Chile to link tourism and culture through management committees and regional policies, indicating a growing commitment from the government to strengthen this relationship.
- **Focus on the Local with a Global Outlook:** Ms. Díaz emphasizes the importance of valuing the local aspect, but with a global vision that allows local creatives to compete and collaborate in an international context while maintaining a focus on local identities and needs.

Mr. Oliver Chong

Mr. Oliver Chong's recommendations, Executive Director for the International Group HQ & Oceania, emphasize the importance of sustainability and technology in the future of tourism and how creative industries and technological innovation can enhance this sector:

- **Changes in Tourism:** Sustainability: An increasing focus on sustainable tourism practices is expected, in line with global efforts to combat climate change and conserve natural resources. The Singapore Tourism Board (STB) has developed specific strategies and programs, such as the Tourism Sustainability Program, to support tourism companies on their journey toward sustainability. Technology and Digitization: The integration of technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) will deepen, offering more personalized and immersive experiences for travelers. Examples include AI-powered chatbots and AR experiences integrated into mobile apps and Google Maps.
- **Creative Industry and Tourism:** Support for Tourism Development: Creative industries can enhance a destination's attractiveness by highlighting local art, music, design, and culture, enriching the tourist experience and strengthening the destination's brand. Innovation in Tourist Products: Creativity can inspire innovative tourism products, such as using AR and VR to offer new ways to experience historical and cultural sites.
- **Destination Marketing:** Creative content and narratives are powerful tools for destination marketing, helping to tell unique and engaging stories that motivate visitors to explore the local culture.
- **Best Practices - "Made in Singapore" Campaign:** This campaign focuses on transforming ordinary moments into extraordinary experiences, highlighting unique experiences and fresh perspectives on Singapore as a destination. The campaign includes content developed by creative agencies and other content creators to better connect with travelers.
- **Sources of Innovation - Integration of Technology and AI:** AI is used to improve operational efficiency, staff management, and sustainability in the tourism industry. Singapore Tourism Accelerator: This program supports startups in developing innovative solutions for the tourism industry, acting as a catalyst for innovation. Digital Plans for Attractions and Hotels: Guides for the digital transformation of the tourism sector, highlighting the importance of personalized interactions and the use of chatbots to enhance the visitor experience.

Ms. Ana Carla Fonseca

Ana Carla Fonseca's recommendations, Master cum laude in Management and Ph.D. in Urbanism, with her first thesis in Brazil on creative cities, focus on the value of small creative cities and the impact they can have.

- **Promotion and Dissemination:** Creative industries play a fundamental role in promoting and disseminating tourist destinations through the production of informative videos and interactive maps that arouse interest and curiosity to visit these places in person.
- **Enrichment of the Tourist Experience:** During the journey, creative industries can enrich the experience through aspects such as theatrical performances, local cuisine tastings, storytelling, and cultural festivals. Combining the senses and the playful factor are key elements to provide a more enriching and memorable experience.
- **Pre and Post Experience:** Online communication before and after traveling is crucial for modern tourists. Sites like TripAdvisor facilitate interaction between travelers and make it possible to share useful experiences that enrich the travel experience beyond the present moment.
- **Trends in Tourism:** Accessible tourism for those starting to explore the world and wellness-focused tourism, where less crowded and more nature-connected destinations are preferred. Additionally, she mentions the growing popularity of "sleep tourism," aimed at those seeking rest, and the emerging trend of "pleasure," which innovatively combines business and leisure.
- **Tourism in Small Cities:** Tourism in small towns benefits from implementing cultural strategies and rescuing their material and cultural heritage; examples such as Óbidos and Paraty illustrate how creativity-based industries can contribute to the positive transformation of these destinations toward a more sustainable and enriching tourist experience.
- **Best Practices:** Community collaboration in tourism creatively merges using audiovisual tools to capture and transmit authentic local experiences that enrich both our cultural identity and the economic well-being of the tourism sector.

Mr. Ernesto Piedras

Ernesto Piedras' recommendations, author of the book "Cuánto vale la cultura" and senior consultant for the telecommunications industry, refer to the changes produced in the tourism industry by the use of technologies and the old symbiosis between the creative and tourism industries.

Summary of the main ideas of each of the three questions from the interview with Ernesto Piedras:

- Creative industries can significantly support tourism development through their existing symbiotic relationship, shared economic impact, and the potential for optimization. The connection between creative industries and tourism is already inherent; the focus should be on recognizing and enhancing this bond. Both sectors contribute meaningfully to the economy, and when combined, their influence can be even greater, yielding mutual benefits. Furthermore, optimizing and promoting the relationship from commercial, social, and cultural perspectives is essential to maximize the advantages for both tourism and creative industries.
- The main changes in tourism in the coming years will revolve around technology and digitization, artificial intelligence, and the ongoing importance of experiential travel. Technology has transformed how tourist services are acquired and experienced, with digital platforms now enabling users to organize their own trips, replacing traditional agencies. Artificial intelligence is also beginning to provide personalized experiences for travelers, though it remains reliant on the irreplaceable physical aspect of tourism. Despite these technological advances, the essential physical and sensory aspects of tourism, such as walking on a beach or exploring local markets, cannot be replicated digitally. Tourism will remain an immersive, lived experience rather than something simply observed.
- Best practices in the relationship between the creative industry and tourism can be seen through examples like the National Auditorium in Mexico City. This venue demonstrates how cultural tourism and the creative industry together can generate substantial economic impact. Cultural events at the Auditorium attract visitors from various destinations, creating significant economic spillovers in areas like accommodation and gastronomy. The strategic location of the Auditorium, surrounded by museums and other cultural spaces, enhances the tourist experience, drawing both domestic and international tourists. Additionally, impact studies conducted in cultural areas such as the National Auditorium highlight how cultural events can stimulate economic growth and promote tourism development in the surrounding areas.

SUMMARY OF EXPERT INTERVIEWS

1. Innovation and Collaboration in Tourism:

- **Regional Goals:** Authorities highlighted the importance of collaboration among APEC economies to boost tourism and the creative economy through innovation and inclusion, promoting economic development and regional cohesion.
- **Transformative Impact of Creativity:** The potential of technology, arts, and design to differentiate destinations and create sustainable tourism experiences was underscored, aligned with the Putrajaya Vision 2040 for a resilient Asia-Pacific.

2. Cultural Identity and Economic Development:

- **Heritage and Local Economy:** Local leaders from Peru, such as the mayors of Urubamba and Ollantaytambo, emphasized the importance of archaeological and cultural heritage sites like Machu Picchu as economic drivers and tourist attractions.
- **Cultural Tourism:** Presentations on the Inkariy Museum and designer José Salinas highlighted how Peruvian art, fashion, and craftsmanship represent regional identity, strengthening the economy and promoting tourism.

3. Education and Innovation in Tourism:

- **Technology and Creativity:** Experts like Anouk Wipprecht and Kate Armstrong emphasized the need to integrate innovation spaces (Fab Labs and MakerSpaces) to encourage learning and the development of art and technology projects that support creative tourism.
- **Sustainability and Inclusion:** Emphasis was placed on designing accessible, inclusive, and environmentally friendly experiences that promote both cultural preservation and local community development.

4. Support Policies and Collaborative Networks:

- **Network of Creative Territories:** The director of the Network of Creative Territories in Chile highlighted the importance of connecting public and private sectors around creative development, with successful examples of economic impact in Chile.
- **Regulatory Frameworks:** Indonesia has implemented a legal framework to protect intellectual property in the creative economy, focusing on sustainability and strengthening this sector's contribution to GDP by 2045.

5. Adaptation to Climate Change and Global Challenges:

- **Tourism and Global Warming:** Experts like Luis González Arenal discussed the challenges of climate change in tourism destinations and the importance of adapting tourism offerings to maintain attractiveness in a changing environment.

6. International Positioning and Brand Strategy:

- **Marketing Strategies:** Examples like Singapore illustrate how art, entertainment, and strategic partnerships have helped position destinations in the global market, balancing visitor volume with the quality of the experience.



Stock image

The image features a person reading a book, with their hands visible holding the pages. A fountain pen is held in the right hand, positioned over the text. The entire scene is overlaid with a semi-transparent green filter. A network of thin, light-colored lines crisscrosses the background, creating a technical or architectural aesthetic. The text 'BIBLIOGRAPHICAL REFERENCES' is centered in a bold, white, sans-serif font.

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