

## Chapter 29

# Creativity as a Tool of Tourism Development

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### ABSTRACT

*This chapter shows how creativity is bounded with tourism development in the destination. It points out the influence of changes in visitors' behavior on the destinations, defines creativity, and discusses the relation of culture and creativity in tourism. The chapter focuses on the relation between creativity and development of tourism in the Czech Republic's regions in the pre-crisis, crisis and after-crisis period. The destinations were subjects to research using two multivariate methods i.e. canonical correlation analysis (CCA) and partial least squares (PLS). The chapter also makes suggestions for future studies.*

### INTRODUCTION

The global creativity is connected to the economic development, a higher level of productivity, competitiveness, entrepreneurship, overall human development, prosperity, and urbanization. The transformation from the industrial society to a new one based on creativity and knowledge means a move from the natural resources and large-scale industries to creativity that turns on knowledge, innovation, and talent.

Creative industries contributed by 7% to the world GDP, by 14% to annual growth rates throughout the 2000s (UNCTAD, 2010), and had been relatively resistant to the global economic crisis. According to UNCTAD creative industries are at the crossroads among the artistic, services and industrial sectors. Based on UNESCO (2009), tourism is related to the core creative industries. Experiences that attract visitors and content (e. g. visual and music entertainment) are (besides the originals and services) concerned with the creative industries (Hartley et al., 2013, p. 60).

Although the creative tourism has evolved from cultural tourism, it is not associated with the massive visitation of cultural attractions. Today's visitors prefer tourism products that are tailored to their requirements. Visitors can browse through creative tourism experience arts, crafts, and cookery, unique to the destination they visit. They have a chance to interact with the residents, absorb the local way of life and culture.

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Creative tourism also serves the interest of the local communities; it stimulates small and local businesses, stimulates the growth and diversification of economic activities in the destination, it helps create jobs, decrease seasonality, and positively influence the local economy on the sustainable way.

Sustainability of creative tourism can be seen in its ability to enhance the development of cultural and creative sectors, services, protection of cultural heritage and an environment. It boosts the consumption of local products, stimulate the use of local knowledge and motivate residents to be proud of their culture.

Creative tourism is an opportunity for destinations; it can help to distinguish the particular destination from others and to stay competitive in the tourism market. It also represents an opportunity for those destinations, where the cultural infrastructure is not entirely developed.

## **BACKGROUND**

Tourism destinations, changes in visitors' behavior, culture and creativity in tourism, the Czech Republic's tourism offer, creativity, related to this chapter are characterized as follows.

### **Tourism Destination and Changes in Visitors' Behavior**

Extensive selections of destinations compete in the global market providing visitors a wide range of experiences they can choose from. The time pressure generated by the rapid lifestyle in a globalized world press visitors to a quick buying decision. Hence, the development of information and communication technologies at the same time increases the pressure on destinations competitive ability.

Visitors' behavior involves decisions, and activities, directly involved in obtaining, consuming and disposing of products and services, ideas or experiences that satisfy visitors' needs and wants (Solomon, 1996; Engel, Blackwell, & Miniard, 1995). Moutinho (1993) points out the social and psychological influences on visitors' behavior, while Decrop and Snelders (2004) draws attention to the hedonic and emotional aspects of tourism consumption.

Visitors' develop their perception of destination's attractiveness based on reasoned and emotional interpretation (Konecnik, 2004). Once the destination is considered attractive with the ability to satisfy their needs and deliver personal benefits (Mayo & Jarvis, 1981), attractions act as key motivators for choosing one destination over another (Crouch & Ritchie, 1999).

Visitors' experiences are affected by emotions and many contextual factors what complicates destinations to control and manage them. Pine and Gilmore (1998) introduced experience economy as the economy following the service economy. They stated that experiences are personal and unique and are based on person's interpretation of the event. Knutson and Beck (2004) consider technology, more demanding customers and increasing competition as converging factors in the experience economy.

The experience represents an interaction between the destination and the visitor affected by the characteristics of both and is influenced by the context and environment in which the interaction takes place (Same & Larimo, 2012). It is a set of perceptions, feelings, thoughts, and memories connected to visitor's engagement with the destination (Schmitt, 2010). Today visitors do not prefer only a passive purchase of the tourism product, they want to participate (Poulsson & Kale, 2004) and co-create (Huang & Hsu, 2010; Prahalad & Ramaswamy, 2004; Walls, Okumus, Wang, Joon, & Kwun, 2011) the destinations' offerings.

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