

CREATIVE TOURISM AND SUSTAINABLE DEVELOPMENT OF CITIES: A REVIEW OF THE LITERATURE

O TURISMO CRIATIVO E O DESENVOLVIMENTO SUSTENTÁVEL DAS CIDADES:
UMA REVISÃO DE LITERATURA

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ABSTRACT

The tourism sector has experienced unparalleled challenges, particularly with the Covid-19 pandemic. These challenges are an opportunity to focus on developing coordinated strategies and actions to promote sustainable and socially responsible tourism and thus accelerate the achievement of the UN Sustainable Development Goals by 2030. This research aims to identify and analyze literature that specifically addresses creative tourism as a model for sustainable development of tourism in cities. It aims to fill a gap in the knowledge of the field, as no reviews with this focus have yet been undertaken. The Web of Science (WoS) database was used to extract the publications and VOSviewer software was used to represent the analyzed data. The study analyses publications with the keywords "creative tourism" and "sustainability" and "cities" in titles, keywords and abstracts in the WOS database. The analysis identified publications representing a new line of research that has been evolving, identifying the authors, the countries, the journals, the study areas, and the publications that stand out concerning the analysis of this specific topic. The studies referring to the theme present an approach of conceptualisation and proposal of models and development of creative tourism and promote the planning and management of the territories attending to a creative and sustainable perspective. The main contribution of this research is the analysis of the corresponding literature aiming at rethinking and revitalising the tourism sector and territories in an integrated perspective and sustainable management in the planning processes of tourism destinations.

Keywords: Creative tourism. Sustainability. Cities. Development. Crises and pandemics.

RESUMO

O sector do turismo tem experienciado desafios sem precedentes, particularmente com a pandemia de Covid-19. Estes desafios constituem uma oportunidade de focar no desenvolvimento de estratégias e ações coordenadas para promover o turismo sustentável e socialmente responsável e, assim, acelerar a concretização dos Objectivos de Desenvolvimento Sustentável da ONU até 2030. Esta investigação visa a identificar e analisar literatura que aborda especificamente o turismo criativo como um modelo para o desenvolvimento sustentável do turismo nas cidades. O principal objectivo é preencher uma lacuna no conhecimento da área, uma vez que ainda não foram realizadas revisões com este enfoque. A base de dados da Web of Science (WoS) foi utilizada para extrair as publicações e o software VOSviewer foi utilizado para representar os dados analisados. O estudo analisa as publicações com as palavras-chave "turismo criativo" e "sustentabilidade" e "cidades" em títulos, palavras-chave e resumos na base de dados WOS. A análise identificou publicações representando uma nova linha de investigação que tem vindo a evoluir, identificando os autores, os países, as revistas, as áreas de estudo e as publicações que se destacam na análise específica deste tópico. Os estudos referentes ao tema apresentam uma abordagem de conceptualização e proposta de modelos e desenvolvimento do turismo criativo e promovem o planeamento e gestão dos territórios que atendem a uma perspectiva criativa e sustentável. A principal contribuição desta investigação é a análise da literatura correspondente com o objectivo de repensar e revitalizar o sector turístico e os territórios numa perspectiva integrada e de gestão sustentável nos processos de planeamento dos destinos turísticos.

Palavras-chave: Turismo criativo. Sustentabilidade. Cidades. Desenvolvimento. Crises e pandemias.



1 INTRODUCTION

Tourism symbolizes in the most vivid and iconic way the exchange, empathy and solidarity between peoples across all borders. Travelling embodies the human dream of knowing cultures and building bonds - and this will be more necessary than ever (UNWTO, 2021).

The world experienced an atypical situation, marked by the pandemic of COVID-19. The rapid spread of the disease on a global scale, present on all continents, caused the World Health Organization (WHO) to consider it a pandemic, closing economies overnight. Physical distancing measures had an immediate impact on the demand in the tourism sector.

The crisis is an opportunity to strengthen the emphasis on developing strategies and coordinated actions to promote sustainable and socially responsible tourism. It is an opportunity to accelerate the targets of the UN Sustainable Development Goals (SDGs) by 2030. Including these values in strategy planning will ensure competitiveness and resilience for Tourism (UNWTO, 2021).

Sustainability in tourism is a path that cannot be ignored and is being increasingly taken up with growing awareness by the sector's agents worldwide. It means taking into account the needs of visitors, the sector and communities as well as environmental, economic and social impacts now and in the future. Sustainable tourism must make appropriate use of environmental resources, respect the socio-cultural authenticity of communities and ensure that economic activities are viable in the long term. It also requires the informed participation of stakeholders, constant monitoring of its impacts, maintaining a high level of tourist satisfaction (UNEP, 2005).

According to Richards (2020) creativity has become a strategy in place-making, with cities and regions seeking to increase their attractiveness to the creative class, support creative industries or become creative cities. Also to Duxbury, Bakas, Castro and Silva (2021) sustainable cultural tourism emerges as an innovative approach that responds to place and community, balances local and visitor interests, and offers small-scale activities that can be well suited to smaller communities. According to the same authors, the question is how to catalyse and develop a creative tourism sector. This is a topic that is rarely addressed in the literature. Therefore, given the importance of this topic, this study aims to identify and analyse a body of literature that specifically addresses creative tourism as a model for sustainable tourism development in cities, contributing to fill a gap in the knowledge of the field.

This study is divided into four parts: after the introduction, the research methodology is presented, followed by the results of the literature review and, finally, the main discussion of the results, conclusions and limitations of the study.



2 METHODOLOGY

This study uses literature review and content analysis as the research methodology. This type of studies provide a comprehensive overview of the literature related to a topic/theory and analyse previous studies, consolidating existing knowledge under new approaches. The literature selection followed a logic of narrative review, in which the most important thing is the gathering of relevant information that provides context and substance to the overall purpose of the study.

The study method used consists of a bibliometric analysis of the scientific production on creative tourism and the sustainable development of territories, specifically cities. This type of analysis is motivated by the need to evaluate the results of scientific production and allows a compilation of the most relevant results of a set of bibliographic documents in a summarized form. In this sense, this study aims to identify new research trends and increase the possibilities of cooperation among researchers.

The research data used and the bibliometric analysis in this study were obtained from the Web of Science (WoS) database. In addition, a set of eligibility and exclusion criteria were determined to refine the articles selected for the study. We should note that we excluded book series, books, chapters in books and conference proceedings because their contents are not available in the defined database.

There were distinct phases in the systematic review process (Figure 1). Inclusion criteria focused the search on articles published between 2012 and 2021, which were written in English and whose research subject was creative tourism, sustainability and cities. Thus, in the first phase, searches were made in the WoS database with the general keywords "creative tourism" and "sustainability" and "cities" for the title, abstracts and keywords. Publications from the last 10 years with these keywords in the database were analysed. This step identified 18 studies published between 2012 and 2021.

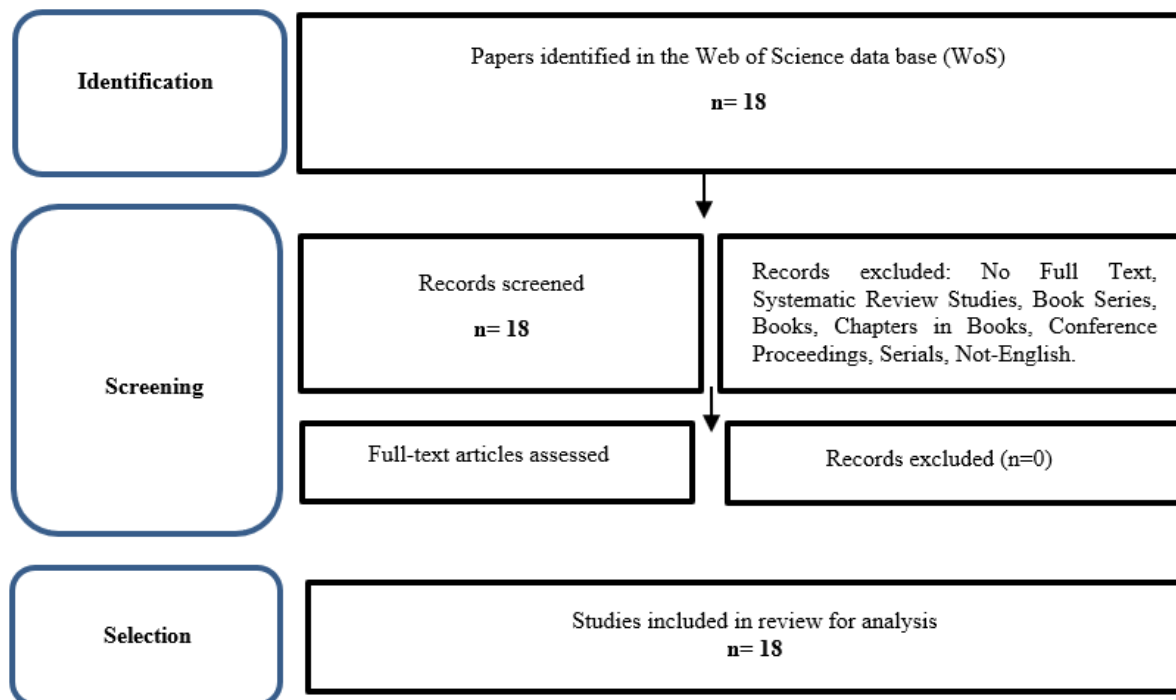
The search results, 18 publications, were exported to an Excel to proceed with the filtering process. First, duplicate publications are to be eliminated, but in this case no duplicate publication was identified. Secondly, a filtering process is carried out in which the authors, through reading the title and the abstract, analyse the content to include publications aimed at the study of creative tourism, sustainability and cities. After this stage, all publications continued in the process. Thirdly, the content of the full text was analysed to eliminate the articles that do not meet the inclusion criteria. We found that all articles met the inclusion criteria and so 18 publications were selected.

A content analysis of the 18 selected publications was performed to provide information on the most researched topics, the authors with the most publications, the geographical distribution of articles, the journals with the most articles, the most cited articles and the most analysed areas in the studies. The



VOSviewer software was used as a tool to construct and visualize the bibliometric maps. The results of the analysis are presented in the following section.

Figure 1 - Stages of implementation



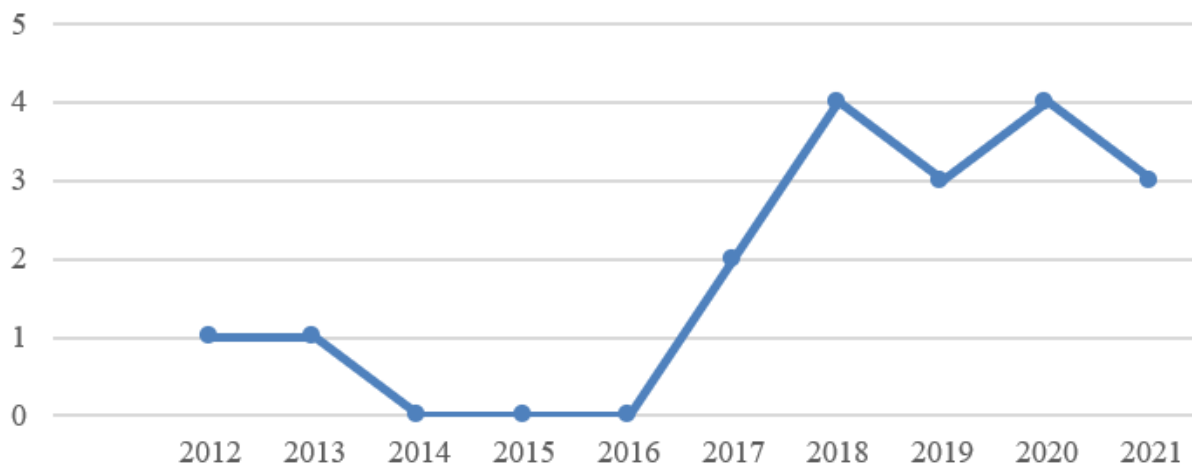
Source: Own elaboration

3 RESULTS

This section is dedicated to the qualitative analysis of the selected papers, highlighting the following aspects: 1) bibliometric features, 2) content and 3) classification by secondary topic. We highlight a low amount of papers until 2016 and a sharp growth of studies from 2018 onwards (Figure 2).



Figure 2 - Number of publications by year



Source: Own elaboration based on WoS data

Table 1 shows that the study of the relationship between creative tourism and the sustainable development of cities has primarily interested researchers in the fields of Green Sustainable Science Technology, Environmental Sciences, Environmental Studies and Hospitality Leisure Tourism.

Table 1. Number of publications by research areas

Area	Nº of Papers	Quotes
Green Sustainable Science Technology	8	19.5%
Environmental Sciences	7	17.1%
Environmental Studies	7	17.1%
Hospitality Leisure Tourism	5	12.2%
Business	2	4.9%
Architecture	1	2.4%
Computer Science Information Systems	1	2.4%
Computer Science Interdisciplinary Applications	1	2.4%
Computer Science Theory Methods	1	2.4%
Construction Building Technology	1	2.4%
Cultural Studies	1	2.4%
Economics	1	2.4%
Engineering Multidisciplinary	1	2.4%



Area	Nº of Papers	Quotes
Geography	1	2.4%
Regional Urban Planning	1	2.4%
Social Sciences Interdisciplinary	1	2.4%
Urban Studies	1	2.4%

Source: Own elaboration based on WoS data

As far as the country of origin of the study is concerned, a somewhat concentrated distribution is observed in terms of the number of publications. The countries with the most publications are England and Portugal (Figure 3). The analysis of Figure 3 shows that it is in England that more research has been done on this topic (n = 5, 27.8%), followed by Portugal (n = 3, 16.7%), Greece (n = 2, 11.1%) Iran (n = 2, 11.1%) and Spain (n = 2, 11.1%).

Figure 3 - Number of publications by original country



Keywords can be understood as the synthesised representation of several ideas of a given document. This analysis studied the distribution of the most frequent keywords, investigated through the co-occurrence of keywords (keywords that appear together in the same document), with the aim of highlighting topics addressed and possible topics for future research. For this purpose, a keyword co-



occurrence analysis is performed using VOSviewer. The VOS viewer software was used for this purpose to better understand the hot spots of this area and its main issues, as shown in Figure 4. This figure represents the co-occurrence network of keywords “creative tourism” and “sustainability” and “cities” in titles, keywords and abstracts in the Web of Science (WoS) database.

Applying a minimum occurrence of 10 times per word as a filter, 343 words were found, classified into 6 clusters. The figure considers a threshold of 2 occurrences, which shows the 14 keywords with the most frequent co-occurrences

The size of the label and the circle of an article is determined by its weight. In this case it indicates the frequency of occurrence of the keywords. It can be seen that the two labels that stand out the most are: tourism and competitiveness. The lines between the articles represent links between the keywords. In general, the closer the keywords are to each other, the stronger their relationship. The colour of an item is determined by the cluster it belongs to.

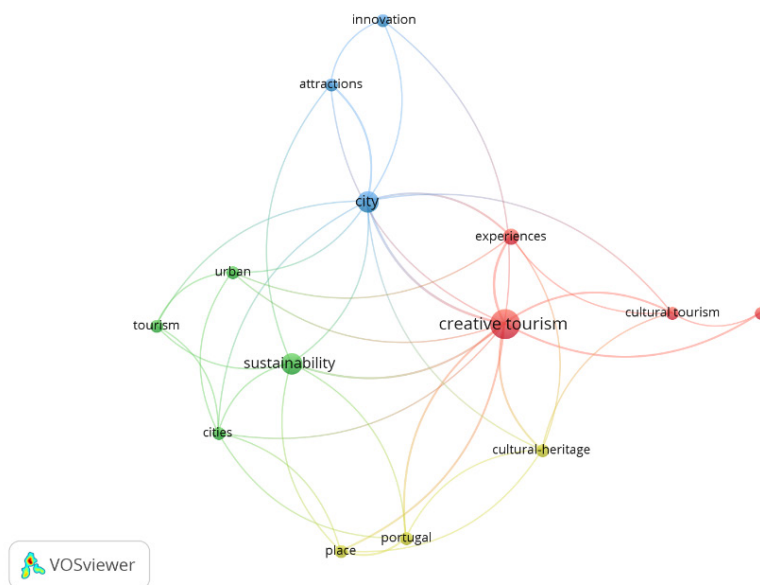
The top keywords (in higher number) were creative tourism (10 occurrences and 22 total link strength); city (5 occurrences and 14 total link strength); experiences (3 occurrences and 8 total link strength); sustainability (5 occurrences and 8 total link strength); and cities (2 occurrences and 7 link strength).

In the bibliometric review, a total of 14 keywords were identified. These keywords show that different themes and particular issues have been considered in four clusters:

- i. Cluster 1 - 4 items: creative tourism, cultural tourism, experiences and sustainability indicators.
- ii. Cluster 2 - 4 items: cities, sustainability, tourism and urban.
- iii. Cluster 3 - 3 items: attractions, city and innovation.
- iv. Cluster 4 - 3 items: cultural-heritage, place and Portugal.



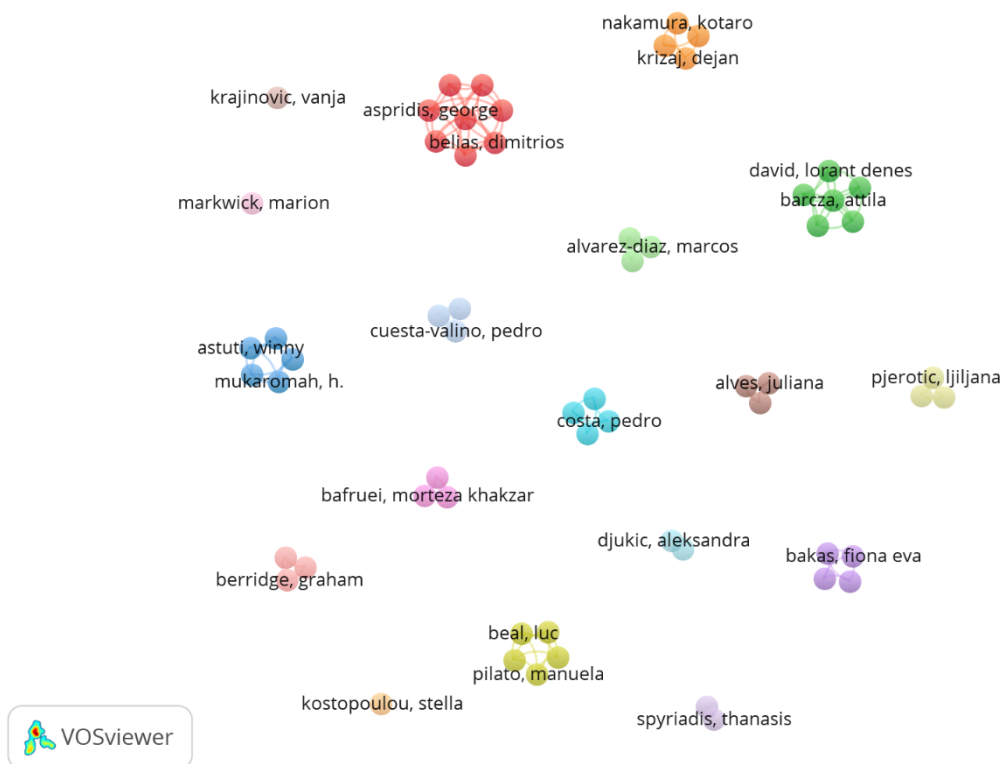
Figure 4 - Co-occurrence network of keywords



The publications were analysed to extract author data. The author analysis, represented in figure 5, illustrates that the publications belong to 61 authors. The average number of authors per article was 3.38. The highest percentage of articles, 35.3%, are written by three authors, in a total of 6 articles. This is followed by 3 articles with four authors (17.6%) and 3 with five authors (17.6%). 137 publications were written by a single author, accounting for 14.87% . Two articles were written by two authors, representing 11.8%. Finally, one article has the authorship of eight authors and one by six authors, with 1.42%, respectively.



Figure 5 - Co-authorship. Map for authors with publications on “creative tourism” and “sustainability” and “cities”



To identify the most influential papers in the field of creative tourism and the sustainable development of cities we analyzed the top 5 papers with the most citations. Table 2 illustrates the highly cited papers and their characteristics.



Table 2 – TOP 5 articles with most citations

R	Journal	Article	Authors	Year	TC	JIF™
1	SUSTAINABILITY	On the Revitalized Waterfront: Creative Milieu for Creative Tourism	Kostopoulou, S	2013	27	3.251
2	SUSTAINABILITY	A Sustainable Management Model for Cultural Creative Tourism Ecosystems	Henche, BG; Salvaj, E and Cuesta-Valino, P.	2020	12	3.251
3	SUSTAINABILITY	Creative Tourism Development Models towards Sustainable and Regenerative Tourism	Duxbury, N; Bakas, FE; (...); Silva, S	2021	11	3.251
4	JOURNAL OF TOURISM AND CULTURAL CHANGE	Valletta ECoC 2018 and cultural tourism development	Markwick, M	2018	10	2.041
5	SUSTAINABILITY	The Urban Museum as a Creative Tourism Attraction: London Museum Lates Visitor Motivation	Choi, A; Berridge, G and Kim, C	2020	4	3.251

Source: Own elaboration based on WoS data

Finally, we sought to grasp the empirical studies reviewed and determine their respective focus and findings (Table 3).

Table 3 - Review studies focus and findings of the TOP 10 articles with most citations

Study	Findings
Kostopoulou S. (2013)	<p>The aim of this paper is to discuss the role of revitalised historic urban waterfronts as potential creative media that attract creative tourists. In this regard, this study is motivated by the aim to contribute to a better understanding of how revitalised historic waterfronts can function as creative media to attract creative tourism and support the urban economy. Port cities can enhance their creative spaces and thus their creative capacity by preserving historic port areas not only to showcase their distinctive character, but also to utilise the waterfront built environment to accommodate creative industries.</p> <p>According to the authors, the tourism exploitation of the natural and built environment of the waterfront, should rather adapt to the creative use of the area, respecting the “spirit of place”, in order to create a new image of competitive quality of the city. The geography of waterfront development in different regions and scales suggests that it is essential to preserve and enhance the distinctiveness of individual places and environments.</p>



Study	Findings
<p>Duxbuty, N.; Bakas, F.; de Castro, T. & Silva, S. (2021)</p>	<p>This study aims to discuss the transition from (un)sustainable to regenerative tourism, and, how creative tourism can contribute to local community vitality and potential regeneration dynamics. In addition, the paper provides an overview of the CREATOUR project, and presents the five organizational models that have emerged through practice, showing how creative tourism initiatives intertwine with other activities. From this analysis, we consider the key roles and dynamics of each creative tourism model in terms of how each connects to the broader community in which it is embedded. In the study the authors analyze how creative tourism can contribute to local community vitality and potential regeneration dynamics.</p> <p>The authors stress the importance of enabling endogenous grassroots processes to stimulate sustainable and creative local development. Furthermore, the article informs the new concept of regenerative tourism, in this sense, it views tourism activities as more than “business as usual” and creative tourism can be seen as a regenerative element when it advocates tourism as a tool for local well-being, revitalization and sustainability. In many cases, creative tourism activities also contribute to the preservation of local cultural heritage and revitalization of vanished arts, crafts and traditions.</p>
<p>Henche, B.; Salvaj, E.; Cuesta-Valino, P. (2020)</p>	<p>This paper proposes a new management model that can help city centres to create competitive cultural/creative/historic tourism ecosystems while preserving the sustainability of their social/commercial fabric. The creation of the model draws on previous literature and the study of Barrio de las Letras in Madrid to identify the key components to successfully develop creative tourism ecosystems. This model represents a proposal that supports the coexistence of the private and public sector and sustainable governance models that integrate the inhabitants of city centres with the economic activity generated by urban tourism. The model was developed through an analysis of secondary sources, key informant interviews, and questionnaires of entrepreneurs located in a recently reinvigorated cultural and historic district.</p>
<p>Markwick, M. (2018)</p>	<p>This paper focuses on the rationales for different approaches to tourism product development, adopting a broad relational perspective on product assembly that directs attention to the relationships, processes and contexts involved.</p> <p>Valletta, European Capital of Culture 2018 offers the prospect of cultural tourism development and attracting more visitors. However, tensions and opportunity costs potentially arise in planning such change. Strategies could be to intensify or diversify Valletta’s cultural tourism during the run-up to 2018; however, their appropriateness could differ in terms of competitive advantage, social inclusivity and sustainability. Analysis suggests that innovative, experimental combinations of selected forms of intensification and diversification are needed to avoid locally insensitive cultural change and unsustainable tourism development.</p>
<p>Choi, A ; Berridge, G.; Kim, C (2020)</p>	<p>This study explored London’s “Museum Lates” programs and event characteristics, theoretical views of museums as cultural and creative tourism attractions. Furthermore, the study applied the contextual model of learning to understand visitor attendance motivations. The authors employed an interpretive approach using interviews with two types of participants: event visitors and event coordinators. The findings suggest that attendees possess personal, physical, and socio-cultural motivations for participating in “Museum Lates” events. The characteristics of late events-extraordinary quality and evening-time atmosphere-produce different effects from those of current museum exhibitions held during regular operating hours. “Museum Lates” events can contribute to achieving cultural sustainability, adding a cultural construct to the traditional three pillars of sustainability.</p>

Source: Own elaboration



4 CONCLUSIONS

Tourism is one of the most affected sectors by the pandemic COVID-19, impacting directly on economies, livelihoods, public services and opportunities on every continent. All parts of the vast tourism value chain have been affected. Uncertainty, fear, public health, lack of confidence, sudden falls in demand, are now the biggest challenges, characterized by their great complexity and uncertainty.

It has become crucial to rethink the tourism sector, exploring this opportunity for a reconstruction of the sector based on models of sustainability that minimise the weaknesses of the sector, of the territories and of all systems as a whole. Creative tourism emerges as an innovative approach with a balance of interests of both parties, locals and visitors (Duxbury, Bakas, Castro & Silva, 2021). Thus, according to the literature, creative tourism emerges as a model of sustainable development of territories.

Given the importance of these issues, the main objective of this study was to analyze the literature on creative tourism and the sustainable model of territories, specifically cities. Thus, a systematic literature review on this topic was carried out. This study analysed publications from the last ten years with the keywords "creative tourism+sustainability+cities" in titles, keywords and abstracts in WoS database.

Over time the literature has analyzed the link between creative tourism, sustainability, and cities. The first work was published in WoS in 2012 and, later, the years 2018 and 2019 stand out, with an accentuated growth of studies within this theme. The countries that stand out with the most publications are England, Portugal, followed by Greece, Iran and Spain. This theme has been addressed in research in the areas of Sustainable Green Science, Environmental Science, Environmental Studies, and Hospitality Leisure Tourism.

The 5 most frequently identified keywords are creative tourism (10 occurrences and 22 total link strength); city (5 occurrences and 14 total link strength); experiences (3 occurrences and 8 total link strength); sustainability (5 occurrences and 8 total link strength); and cities (2 occurrences and 7 link strength). On the other hand, with a literature review of studies directly related to "creative tourism"; "sustainability" and "cities" 14 keywords were identified, which translate that different themes and particular issues are associated with four clusters.

It is essential for the tourism sector to present a response to the impacts of the COVID-19 pandemic and begin its reconstruction process. Thus, the study of territorial development models based on sustainability and creativity becomes fundamental. The literature on this topic, although scarce, is essential for a reflection on the planning of territories.

Kostopoulou (2013) presented a study with the objective of analyzing the need for creative reordering of the seafront to incorporate an approach that repositions urban planning. According to the author, the



revitalized historic areas emerge as creative environments, forming unique and modern areas that offer the possibility of creative uses by both citizens and visitors. In this context, the tourist exploration of the natural and built environment of the riverfront, must first adapt to the creative use of the area, respecting the spirit of the place in order to create a new competitive image of quality of the city. In order to achieve this objective, interdisciplinary assessment and management tools are needed to investigate the distinct identity of each city, yet to be incorporated into urban waterfront planning.

According to Duxbury, Bakas, Castro and Silva (2021) creative tourism activities can be perceived as a regenerative element that defends tourism as a tool for local well-being, revitalization and sustainability. Therefore, creative tourism activities contribute to preserving the local cultural heritage and revitalizing endangered arts, crafts and traditions.

Garcia Henche, Salvaj and Cuesta-Valino (2020) propose a new management model for cultural, creative and historical tourist cities, based on previous literature and on the study of Barrio de las Letras, in Madrid. Fundamentally, this model represents a proposal that supports the coexistence of the private and public sector and sustainable governance models that integrate the inhabitants of city centers with the economic activity generated by urban tourism. According to the authors, this management model helps urban centers to create competitive cultural/creative/historical tourism ecosystems, preserving the sustainability of their social/commercial fabric.

Markwick (2018) developed a study focusing on the fundamentals of different approaches to the development of tourism products, adopting a broad relational perspective in the assembly of products that directs attention to the relationships, processes and contexts involved. The analysis suggests that innovative and experimental combinations of selected forms of intensification and diversification are necessary to avoid locally insensitive cultural changes and unsustainable tourism development.

Choi, Berridge and Kim (2020) explored London's "Museum Lates" programs and event characteristics, theoretical views of museums as cultural and creative tourist attractions. According to the authors, "Museum Lates" events can contribute to achieving cultural sustainability, adding a cultural construction to the traditional three pillars of sustainability.

For Beal et al. (2019), the meaning of heritage has shifted from national to local importance over the past few years, based on cultural value rather than architectural or historical value. The authors argue that the participation of local communities is essential in the heritage of sustainable tourism. Therefore, the authors suggest a conceptual model of community-based heritage that strengthens the sense of identity and combats the negative effects of tourism.

Mareque, De Prada and Alvarez-Diaz (2021) argue that creative tourism is a new segment of the tourism market that could become a great opportunity for small towns to attract visitors. Thus, it can be



a possible economic and social engine for local development. The authors concluded that smaller cities have positive characteristics for fostering creative tourism, namely, they have at least as good cultural infrastructure and cultural participation as larger cities.

According to Djukic and Vukmirovic (2012), in recent decades more and more attention is paid to cultural tourism and creative cultural tourism, which are becoming an important sphere of global tourism. The reasons for this trend are evident in a knowledge and experience-based economy, in the fact that tourism is a branch of the economy with enormous potential, as well as in the sustainability of investments in culture and human resources. These authors have developed a study of the social space of the city, local products, the mental space of the city, and the material space of the city, focusing on creative tourism and its role in the process of regional economic development in the cities of South-Eastern Europe.

The study by Gato, Costa, Cruz, and Perestrelo (2020) pays attention to creative tourism in the Portuguese context. According to the authors, creative tourism is beginning in Portugal as a labelled and structured alternative with the aim of producing a dynamising effect in peripheral areas. By connecting places, host communities and tourists in the co-creation of differentiated experiences, tourism challenges destinations and communities to be creative and reinvent themselves as placemakers in the co-production of territorial amenities. In their study, the authors explore the hypothesis that creative tourism emerges as a useful tool to complement placemaking strategies in peripheral areas, as it has the ability to engage local communities and generate territorial benefits.

For Bastenegar, Hassani and Bafruei (2019) the changes in tourism supply and demand, as well as the creation of experiences and the paradigms of the economy based on the knowledge of macroeconomic development, have led tourism to creativity. As such, according to the authors, experts believe that the sustainability of tourism depends on creative tourism. In this study the authors apply an exploratory-fundamental research method and thematic analysis of Maxqda software in order to explain the concept and different dimensions of creative tourism in a new model, and received the experts' consensus on opinion of the model using the Two-Step Delphi technique.

Remenyik et al (2021) analyse overtourism in Budapest under a system of criteria for a sustainable destination, highlighting the capacity network, institutional system, structural aspects and architectural infrastructure load of a sustainable region. The study presents a proposal for solutions to the problems related to overtourism and provides a survey of relevant recommendations of international organisations. Fundamentally, the authors argue that in the post COVID-19 period, excessive tourism is reduced and the demand for nature-based experiences is replaced by creative tourism.

Remoaldo, Ghanian and Alves (2021) refer to the importance of differences in intention, evaluation and overall satisfaction in relation to creative tourism activities. In this sense, their study analyses the three



components from a gender perspective regarding the creative tourism activities developed by CREATOUR pilots in the northern region of mainland Portugal between 2017 and 2019. According to the authors, the main results show that men and women had similar demographic characteristics (e.g. age and educational level), but were significantly different in some variables, such as their intention to participate in creative activities, and their overall evaluation and satisfaction with their personal experiences. It is statistically confirmed that, based on their experiences in creative tourism, men and women fall into different groups.

For Krajinovic (2019) tourism research has recognised the importance of the concept of sustainable tourism development and this field has been extensively researched and has provided different perspectives to analyse the impacts of tourism development on different environments and communities. According to the author, it is central to examine the impacts of creative tourism on the sustainability of any tourism destination and to determine whether creative tourism is in a position to enhance the strength of the local economy and increase employment for local people, while preserving those same skills and talents. Creative tourism can thus generate long-term benefits for the destination.

Trinchini and Spyriadis (2019) argue that creative tourism has recently emerged as an evolved, interactive and integrated form of cultural tourism. As such, the active participation of tourists in creative and learning experiences characterises the shift from traditional cultural tourism to creative tourism. For the authors, tourist destinations have increasingly developed creative tourism strategies to increase competitiveness and for urban regeneration. The growth of creative tourism can be associated with the diffusion and use of advanced information and communication technologies (ICTs).

Astutiti et al (2018), Belias (2018), Masuda et al (2017) and Ratkovic, Pjerotic and Radak (2017) have developed applied case studies based on the development of city territories based on creative tourism and sustainability of territories.

The results of the articles studied serve to outline, based on models of creative tourism, a framework for future systems of management and planning of cities, centered on the sustainability of the territories. Reinventing and planning tourism based on these values will ensure the competitiveness and resilience of the sector.

The main limitation of this study is the delimitation of the work to be analyzed through the selected database, WoS. Although this is one of the most complete databases with the largest number of scientific and academic publications, there may be other works not indexed in this database that have been ignored. Future works in the area may include the identification of new management models concerning creative tourism as a tool to the development of territories, as well as the identification of new lines of research in the emerging literature.



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