



Creative tourism and collaborative approaches to creative business

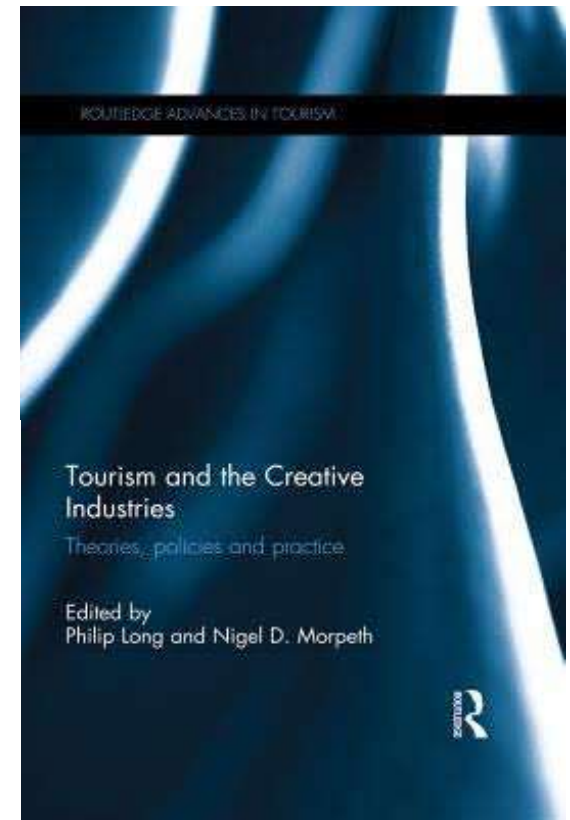
Experiences from peripheral regions

Dr. Aisling Murtagh
NUI Galway

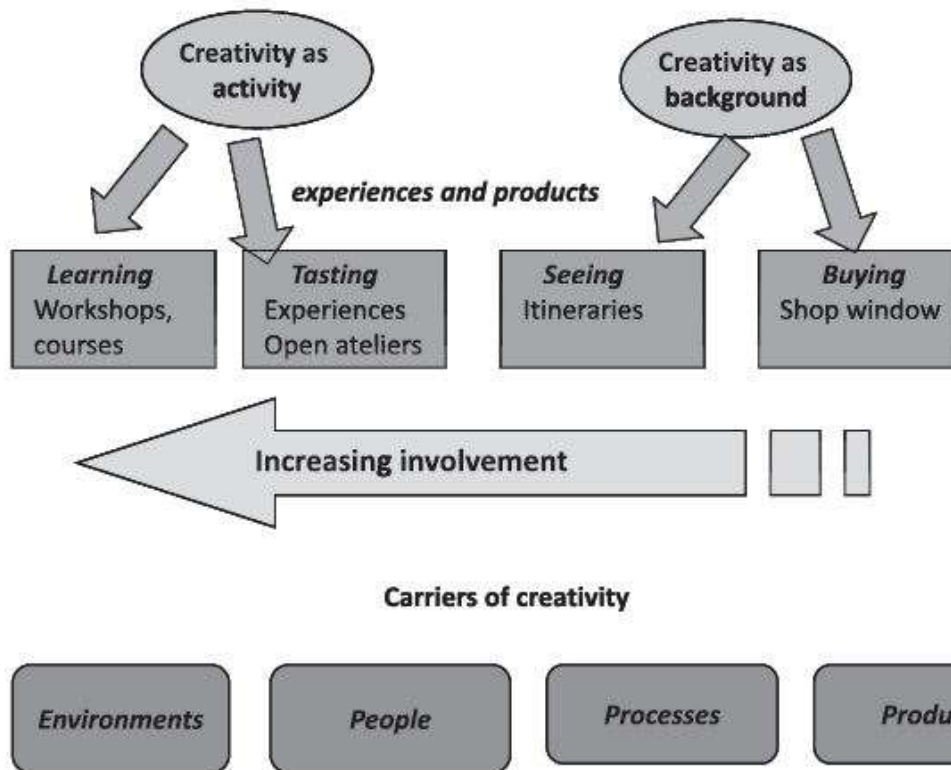


Tourism & Creative Industries:

A variety of relationships



Long and Morpeth, 2016



Richards, 2011



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Creative industries & tourism

- Products
- Places

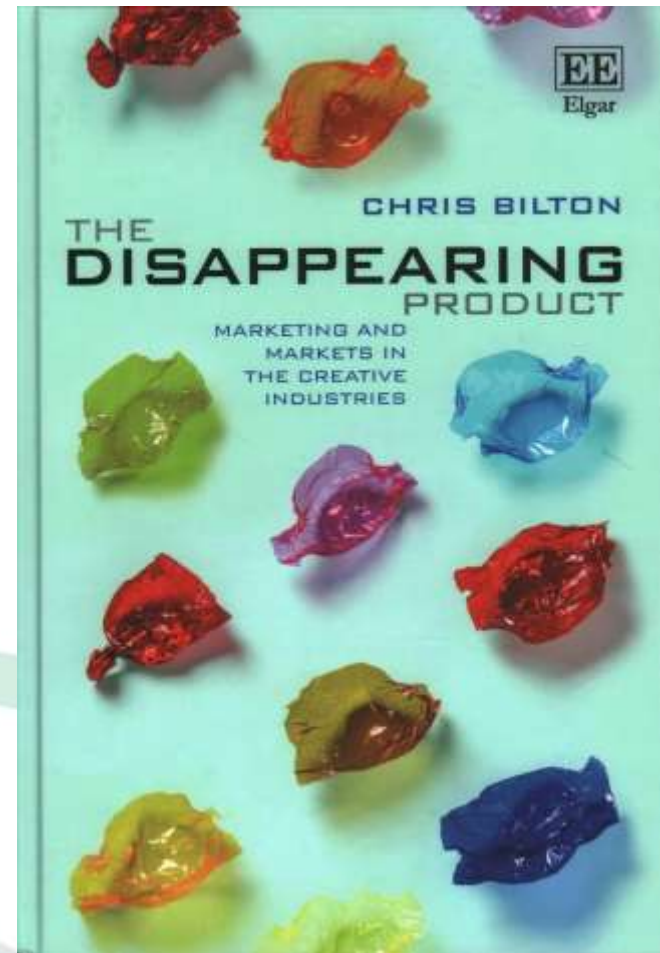


Tourists are potential consumers of creative products

- Added value?
 - Actively involve as ‘co-creators’
 - Create an ‘experience’ around your product

Market 'experiences' not just products

Bilton, 2017



Why market experiences (and not just products)?

- New intermediaries have a monopoly
 - Amazon, Apple...
- Differentiate yourself



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**Designer-makers not just selling
a product but also an experience
e.g.**

Ilahu Boards, Northern Finland

Makers of snow-surfboards

- More than a product...
 - Nurture and inspire ‘powsurfing’ community
 - ‘Protect Our Winters’ campaign
 - Audio-visual content
- Co-creation
 - Exploring and testing new ideas with its customers
 - ‘Shape and Surf tour’



Read more at:
[https://mycreative
edge.eu/in-profile-
item/ilahu-boards/](https://mycreativeedge.eu/in-profile-item/ilahu-boards/)

Focus on experiences (and not just products)?

But why is collaboration also important ?

- New intermediaries have a monopoly
 - Gain critical mass
- Collaboration
 - Informal
 - Other creative enterprises
 - Formal
 - Organise together



Ilahu Boards, Northern Finland



- How do Ilahu collaborate?
 - Audio-visual content
 - Arctic Design Stories created for Arctic Design Week
 - Other creatives locally e.g. Flatlight Creative House
 - Networks facilitate co-creation
 - Exploring and testing new ideas with its customers
 - ‘Shape and Surf tour’



ORGANISATIONS

Mid-Sweden, Sundsvall

- Approx 8 members (design, craft, artisan food)
- Retail outlet in Sundsvall
- Exhibition space
 - Open to non members
- Tourist key customer
 - National (e.g. weekenders)
 - International
 - Business (bespoke commissions)

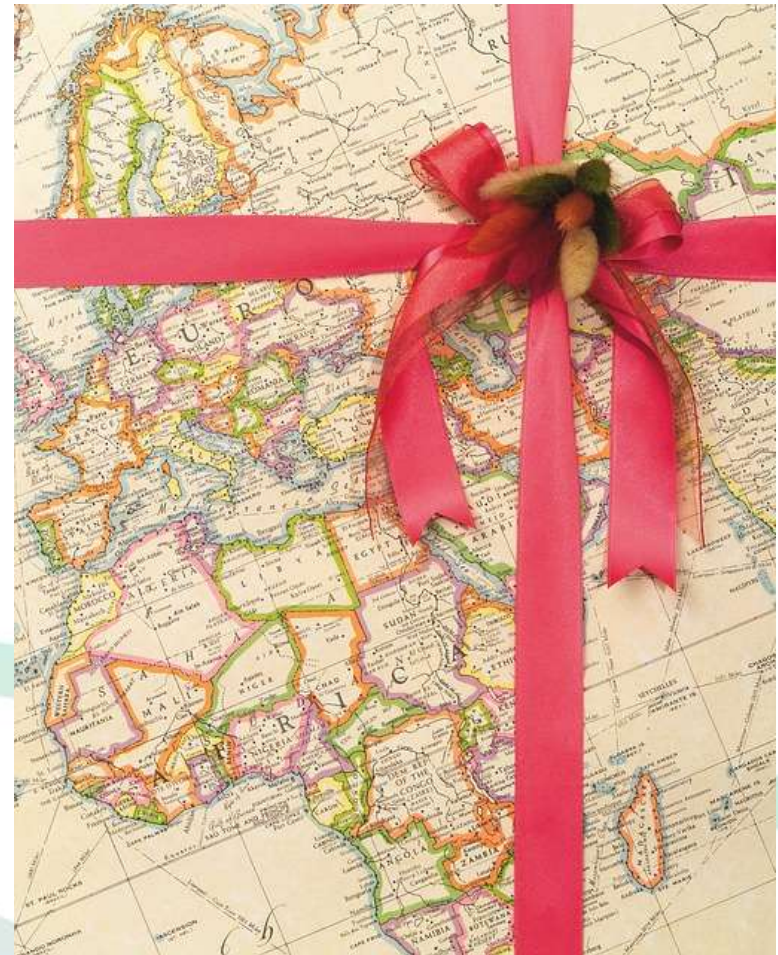
<http://madeinmedelpad.se/>



Places



- **Creative spaces & places**
 - Workshops, open studios
 - Creative clusters
 - Trails
 - Festivals & Markets
- Destination marketing
 - Tied to particular cultural resource
 - E.g. Screen tourism, festivals



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Creative spaces: Bangor, Northern Ireland



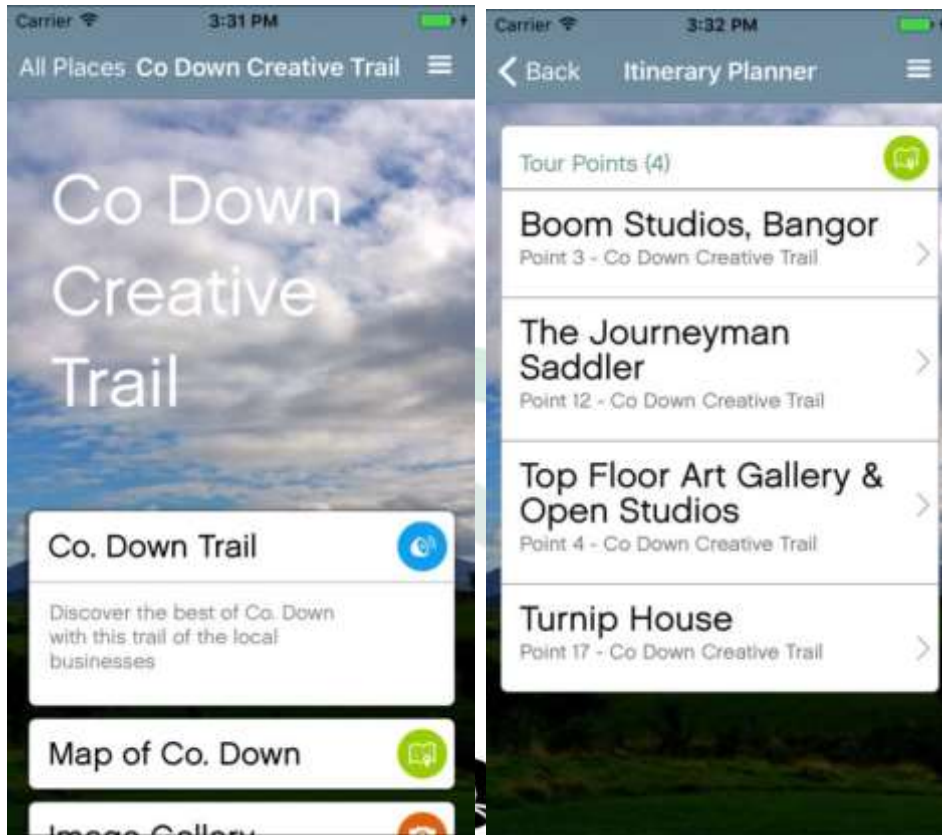
Read more at: <https://mycreativeedge.eu/in-profile-item/boom-studios/>



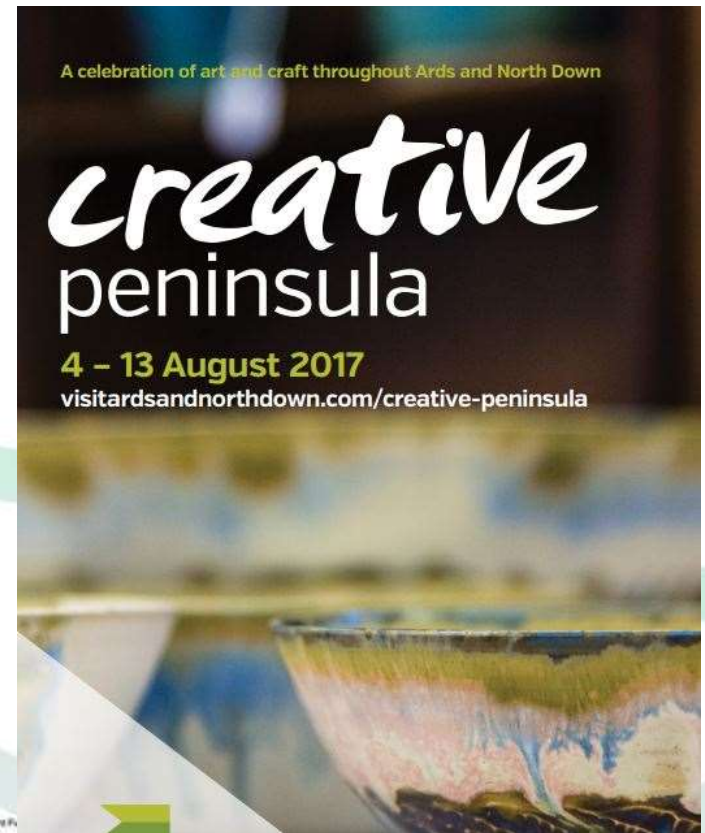


Creative spaces become creative places...

Creative trails



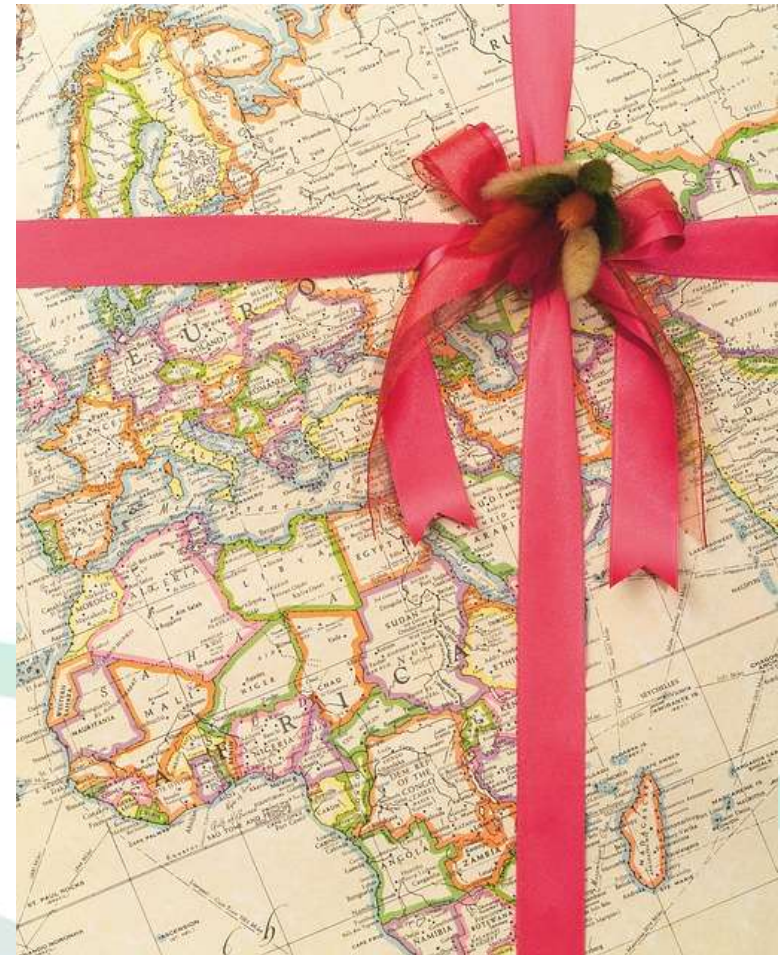
Place branding



Places



- Creative places
 - Workshops, open studios
 - Creative trails
 - Creative business clusters
 - Strengthen local economy
 - Regeneration
- **Destination marketing**
 - Tied to particular **cultural resource**
 - E.g. Screen tourism, festivals



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Screen Tourism: Star Wars The Force Awakens



Source: <http://www.ireland.com/en-us/articles/destinations/kerry/star-wars-and-the-skelligs/>

Screen tourism in rural Ireland: Star Wars in Co. Kerry



thejournal.ie
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Tourism Ireland hopes this video will send Star Wars fans flocking to Skellig Michael

"We were just blown away by it, it's an extraordinary place."

Jan 4th 2016, 12:16 PM 32,894 Views 32 Comments Share 618 Tweet Email 31

TOURISM IRELAND HAS launched a video it hopes will lead to Star Wars fans visiting Skellig Michael.

The island off the coast of Kerry has received a lot of attention after a scene from Star Wars: The Force Awakens was shot there last year. It will also feature in the next film in the series.

The new video shows director JJ Abrams and other crew members discussing why they chose Skellig Michael as a location.



Bloomberg
Markets Tech Politics Business

'Star Wars' Turned This Tiny Irish Island Into a Tourist Hotspot

By Dana Doyle
January 6, 2016, 6:00 AM GMT

- Skellig Michael is site of crucial scene in latest movie
- Rock island is home to ruins of 6th-century monastery



When "Star Wars: The Force Awakens" premiered in Dublin, the crowd broke out in applause at the sight of national treasure Skellig Michael. Here, the country wants the world to discover the island.

Source: <http://www.thejournal.ie/star-wars-skellig-michael-tourism-25299>

Source:

<https://www.bloomberg.com/news/articles/2016-01-06/may-the-craic-be-with-you-irish-site-cashes-in-on-star-wars->



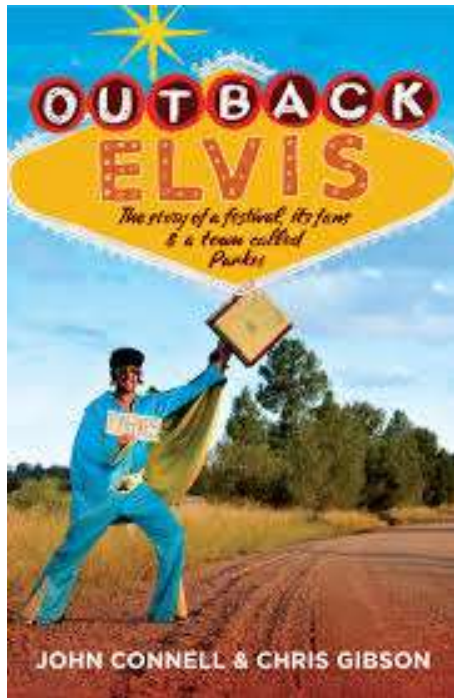
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Peripheral, rural creative 'Place-making'



“Where do thousands of people in wigs, jumpsuits and fake Priscilla eyelashes go each January to swelter in 42-degree heat as they celebrate The King? Parkes, of course - 365 kilometres west of Sydney - for the annual Parkes Elvis Festival”



Wheat, sheep or Elvis Presley? Rural Australia has had to change its tune

OPINION

THE CONVERSATION - BY PROFESSOR JOHN CONNELL AND PROFESSOR CHRIS GIBSON

TUE JAN 10 14:08:39 EST 2017



PHOTO: Up close with four 'Elvi' at the annual Parkes Elvis Festival street parade.

ABC OPEN: LUKE WONG

Rural and regional Australia have had a hard time of late. The economies of Sydney and Melbourne are growing, but much of the rest of their states are not. The population of regional areas is stagnating and agriculture is struggling.

Source: [ABC News, 2017](#)



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Parke's Elvis Festival

- Parkes – town in rural New South Wales
- Elvis Festival began in 1993 by **group of local residents**
- Gained support – local tourism office
- Growth
 - 2 day to 5 day festival
 - 200 to 20,000 people
- Generates AUS \$10 million
- Local business benefits
 - Accommodation
 - Food service
 - Vets -Elvis costumes for dogs!
- Elvis museum
- Tourism, Creative Industries & Local Services – rural Australia regeneration

Creative industries & tourism & collaboration?



Many ways to tap into the tourist potential of your region

Collaboration important to effectively do this

- **Products**
 - Physical products
 - Experiences & Co-creation
- **Spaces**
 - Open doors
 - Workshops, studios
- **Places**
 - Creative clusters
 - Harness wider cultural resources?
 - Festivals



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Thank-you

Publications from our work
on *a creative momentum*
project coming soon!

Email:

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**BUSINESS
MODEL
TOOLKIT**

research for:
a creative
momentum
project



Six-funded by the European Northern Periphery and Arctic Programme, a creative momentum project is a five-year, transnational project supporting the development of the creative industries sector in regions across Europe's Northern Edge. The projects being implemented in five regions – Mid-Sweden, Northern Finland, South East of Northern Ireland, West of Ireland and North Saskatchewan.

Part of a creative momentum project involves assessing the economic impact of the creative sector in the project region. This will help us to show how creative industries contribute to the economy, as well as the value of public funding and investment in creative industries. It will also provide evidence to make the case for future support.

To get a picture of economic impact, we are surveying businesses and organisations in the creative and cultural sector. We aim to measure impact more comprehensively and this survey is designed to collect information on the economic, but also the wider social impact of the sector.

Please send us the questionnaire as much detail as you can.

Individual responses will be confidential and used for research purposes only.

The survey should take 15 to 20 minutes to complete. The progress bar at the top of the screen shows your stage of completion.



References

- Richards, G. W. (2011) Creativity and tourism: The state of the art. *Annals of Tourism Research*, 38(4), 1225- 1253.
- Long, P., and Morpeth, N. (2016) *Tourism and the Creative Industries: Theories, policies and practice*. London: Routledge.
- Bilton, C. (2017) *The Disappearing Product: Marketing and Markets in the Creative Industries*. Cheltenham: Edward Elgar.