

GISU Alliance – Academy | Creative tourism webinars | April 21, 2022

“Entrepreneurship in Creative Tourism: Insights for Post-pandemic Re-emergence”

Thursday, April 21, 2022 – two sessions offered from 3:00 pm to 5:00 pm (Beijing Time) and 9:00 pm to 11:00 pm (Beijing Time)

Creative tourism presents “an encouraging opportunity for entrepreneurs with low entry hurdles” (*Creative Tourism: Activating Cultural Resources and Engaging Creative Travellers*; CABI 2021) but successfully developing and managing a creative tourism initiative requires attention to many planning and operational aspects, dynamic opportunities, and contextual challenges. Acknowledging that the specific approaches and pathways innovated in each situation must be developed out of particular contexts and circumstances, this program highlights key observations, analyses, and insights based on the GISU Alliance “Creative Tourism” research project (2021) with a focus on re-emergence following the pandemic period.

Coinciding with World Creativity and Innovation Day, this program will highlight key insights emerging from the research conducted in Portugal, Australia, South Africa, China, Canada, and Ukraine. It will include a framing presentation, invited country-specific presentations, and opportunities for discussion. It will be relevant for tourism students and teachers, independent entrepreneurs and not-for-profit associations, and “public entrepreneurs” such as regional development agencies and municipalities, which can play key roles facilitating local and regional networks of independent actors, supporting new ideas and initiatives, and (re)positioning tourism to pursue diverse public benefits.

This program will be led by Dr. Nancy Duxbury, Centre for Social Studies, University of Coimbra, and involve other invited lecturers from the University of Quebec at Montreal, Western Sydney University, Guangzhou University, Durban University of Technology, and Igor Sikorsky Kyiv Polytechnic Institute. The Creative Tourism research track is part of the Smart Cities and Tourism program led by the University of Quebec at Montreal (UQAM).

Registration link (English-language):

https://docs.google.com/forms/d/e/1FAIpQLSeM71cqc_2cxrMeDMJrUeRDudzKo4fxwh8AnuDUvNPwUKbrA/viewform

(administered by University of Coimbra)

Zoom link – for both sessions:

(administered by University of Coimbra)

Tópico: Entrepreneurship in Creative Tourism: Insights for Post-pandemic Re-emergence

Entrar na reunião Zoom

<https://videoconf-colibri.zoom.us/j/89591710614?pwd=c0lBWlpaaHltVTZ0OUl1VWZZUXU2Zz09>

ID da reunião: 895 9171 0614

Senha de acesso: 412485

“Entrepreneurship in Creative Tourism: Insights for Post-pandemic Re-emergence”

Session 1: (to accommodate Asia-Pacific)

Online information: <https://ces.uc.pt/pt/agenda-noticias/agenda-de-eventos/2022/entrepreneurship-in-creative-tourism-insights-36977>

Session 1 - Time zones of participating universities:

University of Quebec at Montreal, Canada - 3h00-5h00

University of Coimbra, Portugal - 8h00-10h00

Durban University of Technology, South Africa - 9h00-11h00

Igor Sikorsky Kyiv Polytechnic Institute, Ukraine - 10h00-12h00

Guangzhou University, China - 15h00-17h00

Western Sydney University, Australia - 17h00-19h00

120 minutes total

| Programme | Who |
|---|--|
| Introduction and overview of session | François Bédard , University of Quebec at Montreal, Canada Nancy Duxbury , Centre for Social Studies, University of Coimbra, Portugal |
| Presentation 1 – Creative tourism and re-emerging from the Covid-19 pandemic | Nancy Duxbury , Centre for Social Studies, University of Coimbra, Portugal |
| Presentation 2 – Responding to natural disasters with creativity and innovation | Karina Wardle, Michelle O’Shea, Tim Hall, and Yi-Chen Lan , Western Sydney University, Australia |
| Presentation 3 – New challenges, new visions: prospects for developing a creative approach to developing new routes in Ukraine after the war | Oksana Okhrimenko , Igor Sikorsky Kyiv Polytechnic Institute, Ukraine |
| Presentation 4 – Creative Tourism Initiatives within the KwaZulu Natal Region, South Africa | Reshma Sucheran, Monique Marks, and Sibusiso Moyo , Durban University of Technology, South Africa |
| Presentation 5 – New technologies and creative tourism | Chunhui Zheng (郑春晖) , Guangzhou University, China |
| Presentation 6 – Tourism + Culture + Creative Tourism: gaps and social turn | Marie-Andrée Delisle , University of Quebec at Montreal, Canada |
| Presentation 7 – Tourism and culture synergies | François Bédard, Parikshat Singh Manhas, and Slim Oueslati , University of Quebec at Montreal, Canada |
| Q&A | |
| Closing and thank you Next step: Fall Symposium, CFP | François Bédard and Nancy Duxbury |

The University of Coimbra will RECORD the session.

“Entrepreneurship in Creative Tourism: Insights for Post-pandemic Re-emergence”

Session 2: (to accommodate North/South America)

Online information: <https://ces.uc.pt/pt/agenda-noticias/agenda-de-eventos/2022/entrepreneurship-in-creative-tourism-insights>

Session 2 - Time zones of participating universities:

University of Quebec at Montreal, Canada - 9h00-11h00

University of Coimbra, Portugal - 14h00-16h00

Durban University of Technology, South Africa - 15h00-17h00

Igor Sikorsky Kyiv Polytechnic Institute, Ukraine - 16h00-18h00

Guangzhou University, China - 21h00-23h00

Western Sydney University, Australia - 23h00-01h00

| Programme | Who |
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| Introduction and overview of session | François Bédard , University of Quebec at Montreal, Canada Nancy Duxbury , Centre for Social Studies, University of Coimbra, Portugal |
| Presentation 1 – Responding to natural disasters with creativity and innovation | Karina Wardle, Michelle O’Shea, Tim Hall, and Yi-Chen Lan , Western Sydney University, Australia |
| Presentation 2 – New challenges, new visions: prospects for developing a creative approach to developing new routes in Ukraine after the war | Oksana Okhrimenko , Igor Sikorsky Kyiv Polytechnic Institute, Ukraine |
| Presentation 3 – Creative Tourism Initiatives within the KwaZulu Natal Region, South Africa | Reshma Sucheran, Monique Marks, and Sibusiso Moyo , Durban University of Technology, South Africa |
| Presentation 4 – CREATOUR and re-emerging from the Covid-19 pandemic | Nancy Duxbury , Centre for Social Studies, University of Coimbra, Portugal |
| Presentation 5 – Tourism + Culture + Creative Tourism: gaps and social turn | Marie-Andrée Delisle , University of Quebec at Montreal, Canada |
| Presentation 6 – Tourism and culture synergies | François Bédard, Parikshat Singh Manhas, and Slim Oueslati , University of Quebec at Montreal, Canada |
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