

Creative Placemaking: Innovative Model of Cultural Tourism and Destination Planning

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Abstract:

This study underscores the pivotal role of creative placemaking, particularly culture-based creativity, in fostering sustainable and smarter destination development. By integrating key concepts such as smartness and creativity, we propose a novel and comprehensive indicator system that incorporates tourists' perspectives through a participatory planning approach. Culture-based creativity serves as a cornerstone in this framework, enriching the tourist experience and enhancing the cultural identity of destinations. Our research highlights tourists' innovativeness and environmental consciousness as crucial antecedents influencing their perceptions of creative tourism development. The findings offer policymakers a strategic blueprint to evaluate and enhance their competitive potential from the tourists' viewpoint, emphasizing the transformative impact of creative placemaking and cultural creativity in achieving sustainable destination growth.

Keywords:

Creative tourism, Culture tourism, Sustainable tourism development, Tourist assessment.