

# CALL TOCREA FOR PAPERS

INTERNATIONAL CONFERENCE OF TOURISM  
AND CREATIVE INDUSTRY PROMOTION

7<sup>th</sup> and 8<sup>th</sup> – JULY

Oporto University  
/ Arts and Humanities Faculty



## TOCREA Approach.

There has been a growing recognition of the tourist attractiveness of cities or regions that bet on creativity and innovation. The creative industries' influence on regional and local development has been widely analyzed in national and international organizations. The creative industry encompasses a number of creativity-related activities as a central element, including the cultural sector and tourism. Considering that cultural traditions are an integral part of the creative economy, it is possible to conceive tourism as a creative activity, either by the experiences generated by the agents involved, by producing symbolic value; by originality, creativity and process of continuous innovation in certain tourist sectors, such as cultural tourism. Tourist destinations increasingly feel the need to differentiate themselves in order to become more competitive, attractive and sustainable. The creation of tourism products and experiences arising from the combination of cultural, creative and tourist resources is one of the fundamental development strategies to achieve these objectives. In this context, TOCREA aims to bring together the knowledge that allows answering several questions related to the synergies that can be explored between the Tourism Industry and the Creative Industry, trying to answer some questions such as: *How can these two industries cooperate to be more competitive? How does the tourism industry add value as a foundation for creative products? What opportunities and challenges can be identified in order to develop these industries? How can the academy help to innovate, create and transfer knowledge for the development of creative tourism?* With this propose, the authors must apply with an abstract under one of the following subjects:

- Entrepreneurship and project management
- Innovation, business models and financing
- Digital media, social media and content production
- Marketing, advertisement and digital communication
- Public policies and regional and local development
- Education, training and research methodologies
- Material and immaterial heritage, identity and culture
- Creative destinations and touristic digital products
- Marketing and communication of wine and gastronomy
- Iberian American sessions: Portuguese and Spanish language

## Critical Dates – Deadlines:

Submission: Please send your abstract (1 to 3 pages + references)

to: [tocrea.conference@gmail.com](mailto:tocrea.conference@gmail.com).

Abstract submission: May 20th 2017

Notification of abstract acceptance: May 22th 2017

Early-bird registration and payment: May 25th 2017

Normal fee registration: June 5th 2017

July 7th and 8th – TOCREA CONFERENCE

## Fees:

Early-bird: 150 euros

Early-bird PhD or Master Student: 100 euros

Regular/late fee: 190 euros

Central Hotel prices: 50eur/night (if booked until May 20th)

These fees include the participation in the conference, 3 dinners, 2 lunches and 4 coffee breaks. Optional walk and boat tour and Port wine tasting: 60 euros (includes walk tour from downtown to Ribeira, 1 hour boat trip on Douro river, Port wine tasting at Ribeira, 1 trip by cable car and walk tour from the Cellars to the dinner restaurant).

Optional Douro Valley Tour: 85 euros (includes transportation from Oporto across the Douro Valley and lunch with Douro wine tasting)

## Results dissemination:

In addition to the activities of dissemination through websites and social networks with the contents and recording of the conference, several opportunities are foreseen to publish the works, for instance the publication in a book, and the best papers will be selected for a special edition of a scientific journal yet to be defined. The papers – abstracts – will also be posted on the conference website and partners' website.

## Partners:

CIC.Digital – Centre for Research in Communication, Information and Digital Culture

APIMPRENSA- Associação Portuguesa de Imprensa

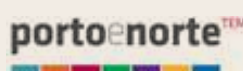
Porto and North- Associação de Turismo do Porto e Norte

EATSA – Euro-Asia Tourism Studies Association

APTUR – Associação Portuguesa de Turismologia

## Contacts and additional data:

For more details about the TOCREA Conference Program please consult CEPESE website ([www.cepese.pt](http://www.cepese.pt)) or TOCREA brochure (<http://online.flihtml5.com/bugp/bzil/#p1>), contact [Tocrea@gmail.com](mailto:Tocrea@gmail.com) or Paulo Faustino: [faustino.paulo@gmail.com](mailto:faustino.paulo@gmail.com) / or 00351965865756



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