

Creative Tourism Entrepreneurship in Rasht

¹Dr. Roshan Babaee Hemmati and ²Bijan Abbasi

¹A Scientific Member of Guilan University

²MA of Department of Research Guilanology, Guilan University

Dr. Roshan Babaee Hemmati and Bijan Abbasi; Creative Tourism Entrepreneurship in Rasht

ABSTRACT

Creation, development and production of ideas, concepts and new ideas and Innovation, the idea is to practice. Creative Tourism, Tourism New generation after generation of coastal tourism, travel, leisure and rest. And also, Second generation or cultural tourism towards culture and museums to be considered. Creative tourism with the slogan of lower Museum, more fields focuses the experimental activities and a deeper engagement with cultural real life on cities. Creativity permits tourism destination city to find competitive advantages compared to other places. Innovative products attracts entrepreneurs and the cultural sectors. Therefore can be used research tourism phrase for creative tourism. Due to entrepreneurship in the areas mentioned can be attributed. So that create project "Creative Cities Network" themes in literature, film, music, crafts, folk art and food with the "intangible heritage" in a society. One of the tools to achieve the cultural economy development of cities according to innovation and cultural creativity and potentials of design, entrepreneurship, production and marketing and generally economic potential, talents and cultural practices that can lead to employment and income. Creative tourism, due to the bilateral relationship between producer and consumer is going to increase a sense of social and intellectual capital, both for tourists and for local providers. The research method due to the nature of the problem and the need for a variety of quantitative and qualitative data, is descriptive – analytical and the documentary method is used for more information. Rasht with rich historical background and the existence of historical, cultural, pilgrimage monuments and importance to the movies, crafts and food in particular has huge potential for entrepreneurship in the creative city tourism. Today, so with proper planning and by looking at the macro and the municipality encompasses social and cultural activities which seeks to develop a social capital approach to local residents, and other core measures, these are the best opportunity for such activities.

Key words: Tourism, Entrepreneurship, City, Food, Creative Tourism, Rasht.

Introduction

Today, one of the major concerns of the communities, to reach an acceptable level of development. Therefore, the debate about strategies to achieve development, the most fundamental issues in the social sciences and sociology. Different communities have different strategies in order to work in this direction have been taken, Among them we can mention the development of Southeast Asian countries. However, despite the variety of ways that communities with high levels of common tools or tools to speed up or slow down to the speed of development is impressive. In other words, we can say that they are necessary to identify and evaluate the factors that affect development. The community needs to develop a comprehensive and sustainable development as well as new sources of revenue to replace the oil we need to use all the features and capabilities. In this regard, the development of the tourism phenomenon that economists call it the third

largest economy after the dynamic and growing automotive industry and is considered as the basic need arises. Tourism and travel have different consequences that it can be conceived as the driving force of economic development in all countries. No country can not be found that does not have materials to be tourism. What also distinguishes itself from other countries, tourism and tourist attractions. Among the emerging phenomena such as creativity can be exposure to multiple successful tourism entrepreneurs tourism so that the situation can be improved. In Rasht, Guilan Province due to the location of the passing tourists capacity for creative tourism with the tendency of Food and Eating or food tourism that is addressed in this study.

Theoretical background of the research:

Cultural tourism in the context of human movement and separation from his normal place of residence to visit cultural attractions, to acquire new

Corresponding Author

Dr. Roshan Babaee Hemmati, A Scientific Member of Guilan University.

E-mail: Roshanbh55@yahoo.com

Tel: +98-911-3329921; Fax: +98-131-4230002

information and experience defined to satisfy the cultural needs[8].

Cultural tourism management:

The most important feature of the development of cultural tourism in the profession include:

- Cultural tourism management must acknowledge that society has undergone great changes.
- Multicultural society will be.
- Education and training are important.
- There is a new emphasis on native tourism[2].

One of the forms of tourism that have emerged in the 1980s and 1990s, "creative tourism" which is effective to achieve community development, will advance. It seems that creativity panacea for a wide range of problems, it has become. Development of creative cities, Creative Industries, and creative fields can serve to attract the creative class and the promising economic rescue societies to together and revive the local culture.

However, many recent studies about creative approach, which is emerging in the field of tourism there. Rapid growth, radical critique of the creative development strategies, cultural tourism development is reflected. In fact, "creative tourism", often seen as a form of cultural tourism [13].

As a reaction against mass tourism, other forms of tourism such as yachting, cultural and health tourism, we are gaining importance. Parallel to the congress tourism, creative tourism experiences in the development of the economic, social and cultural destination that delivers leads. Creativity allows the city tourist destination fairly quickly develop innovative products and competitive advantages compared to other places where the destination is. Innovative products attract entrepreneurs and people from all cultural sectors [20].

One of the assets of each community, the community is related to tourism investment. Considering the importance of tourism in community development, it is necessary that new forms be studied. One of the new types of tourism is creative tourism.

Tourism:

In other words, tourism can be defined: "Tourism is a set of spatial variations and human activities from which it is derived. These changes, due to the fact that he is joining and the man makes a move and there is potentially in every person with the different intensity and weakness [14].

Creativity:

Creativity means to be moved to the new intellectual and practical framework, latent dimensions of divergent thinking rather than convergent thinking creative subject makes.

Creativity is the result of what happens in the mind and the external manifestation, is driven by the language and its implementation, theorized to be consistent with reality. Creativity, emergence and production of new thoughts and ideas, while innovation is the implementation of its thoughts. Creativity and innovation is often a long way and to transform ideas into new products or services, it must take a long time and a lot of hard work and effort to do. Sometimes new ideas from the mind of an individual that is leaking and in later years by a new thought for someone else's product or service innovation is manifested[7].

Creativity is not something that a computer expert, media or simply through the actions of homosexuals to enter a city, but mainly through the complex intertwining of the production relationships, work and social life in urban areas is achieved. [15]. Innovation, job procedures for product quality, more economical and desirable to modify and improve. Practical results of the new ways that suggest the creative ideas, is called Innovation. Therefore, implementation of innovative thinking to say Innovation. Innovation and creativity are the ways in which new knowledge is created by means of them. Gradual changes in products and processes, innovations are created and led to radical changes in processes and primary products. Radical changes give new dimension to the existing knowledge base and leads to a shift in human perception and our line of thought will lead to new insights [1].

Entrepreneurship:

The phrase of "creative tourism" was developed by Richards and Raymond [13] was developed. The ideas for more creative forms of tourism in a European project called "Euroteks" originated, which aims to encourage the production of crafts through tourism. [13]. It seems that the concept of creative tourism, not only because of the demands of tourism development that also with a wide range of contemporary policy program, is formed. Creative Tourism, for various reasons, is recognized as a key development options and can serve specified objectives. Richards and Raymond, creative tourism as learning a skill that is part of the culture of a country or community are visiting on holiday, are defined. creative tourists to develop their creativity capacity, through informally participation in interactive workshops are closer to local people, and learn the experiences that the culture of travel destination draws up for their holiday. Raymond also found that interactive workshops, which are held in small groups, to allow visitors to your creativity while being close to the local people to explore. These workshops usually are described destination values such as art, culture, manner and nature. [20].

In the 1972 "Convention concerning the Protection of World Cultural and Natural Heritage"

in the cultural, scientific, educational part of the United Nations, the "UNESCO" to confirm and approval of the members receipt.

The year to date (since 2012) of 962 cultural and natural sites on UNESCO World Heritage List are registered (UNESCO site).

Also we noticed that in the past few years the registration of "intangible heritage" and even "universal memory" agenda "UNESCO" is located.

Presumably, approach of Intangible Heritage (spiritual heritage) with the noticeable topic of UNESCO that intends less to "tangible heritage" pay to reduce the intensity of tourism, is related. And it seems accordingly UNESCO project "creative tourism has been proposed" which it is associated with the project "Creative Cities Network". Notably, the mentioned cities as the destination of "creative tourism", formerly on the list of "Creative Cities Network" one of the UNESCO project in order to cooperation and common mission for sustainable urban development and cultural diversity. the purpose of this Network is development of international cooperation between cities and encourage them to develop joint cooperation in the global priorities line of "UNESCO" for the concept of "culture and development" and "sustainable development". When a city is connected to the network can share experiences and new opportunities with other cities on a global platform, particularly For the activities based on the concept of "creative economy" and "creative tourism" cause. For membership of city in the Network in one of the fields in addition to having conditions should enforce laws and undertakes tasks. (UNESCO).

Experts are considered "creative tourism" as tourism new generation after the first generation that is "beach tourism" (Travel, Leisure and Recreation) and the second generations or cultural tourism (Amenable to culture and museums). "Creative Tourism" with the motto "less museum, the More field» focus on experiential activities and a deeper interact with the cultural real life in the cities. - This definition, participative renowned term which is very common in literature and social research tools and it may come to mind.

In the "creative tourism", tourists will be encouraged to the educational, emotional, social interaction more and also partnerships with places, culture and lifestyle of people. In the third generation of tourism, tourist behaves like an citizen. Also in this type of tourism managers in understanding the role of the city as a source of creativity and the opportunity to attract tourists is important. Thus, the "creative tourism" is based on experimental work and deep interact with lifestyle of destination.

The interesting fact is that the definition of "intangible heritage" includes oral traditions, performing arts, rituals and events, knowledge and experiences concerning nature, the universe and crafts with themes "creative tourism" are highly

correlated. In fact, according to "intangible heritage" in a society that can be considered tourists as a citizen and also the word of tourist-citizen be defined. Besides creating project "Creative Cities Network" themes in literature, film, music, crafts, folk art, and food are not only "intangible heritage" of alien community is not but also in the same direction. So we will be facing in the third generation tourism with the tourists that from only visiting boundaries of historical and natural monuments are exceeded and with presence at the heart of the target community, will achieve a deeper understanding of it. In 2011, the World Tourism Organization reports has acknowledged that in future research of tourism to understand that tourists will be more educated and they seek new knowledge and cultural capital to a greater extent. They also seek greater meaning in their lives and in personal experiences are demanding of more originality[17].

Entrepreneurship extension with the creative tourism:

Creative tourism is cultural tourism development that social and economic structures of more traditional forms of cultural tourism appropriate. While cultural tourism, largely based on the exchange of cultural and economic capital associated with the symbolic economy growth, creative tourism even more flexible forms of social, intellectual and thought capital exchange to be linked into networks. The growing domain of creative tourism and increase the variety of experiences offered, can be linked to the development of contemporary networked society.

As traditional social structures will be replaced with more flexible relationships, construction of networks and flows of information, knowledge and skills within these networks, it is more important.

Networks are channels for the various types exchange of capital between groups and individuals which include economic, cultural, social and intellectual capital. Creative Tourism, the bilateral relationship between the producer and the consumer is going to increase a sense of social and intellectual capital, both for tourists and for local providers. Creative tourism can be a way to promote social capital [13]. In societies with low levels of trust, decisions in order to advance, usually are made in a way that volunteers rather than characteristics such as experience, training or education must be loyal and honest [18]. Patnam [11] argues that ethnic communities in cities can have a negative impact on social capital in the short term, but over time they connect to different urban communities. Conversely, social capital empirically shown negative growth, as in the illegal networks grow and prohibited or in the previous associations seen exclusive process that is obstacle development of democracy.

So in short we can say that creative tourism as a form of cultural tourism is developed through

growing Networked Society can lead to entrepreneurial development. According to the opinion of experts, one of the prerequisites for the development of any society (Besides the economic capital and human capital) is social capital and entrepreneurship at the top. Therefore, one way to achieve development in a community, entrepreneurship development through creative tourism is expanding.

Hypotheses develop and the conceptual model:

The subject of entrepreneurship through a multitude of Interdisciplinary aspects have been studied. Historically, the concept has emerged in the form of a socioeconomic theory which is associated with entrepreneurial activities and is considered as a key element in the economic performance. The above concepts can be generally consistent with the structural conditions of the entrepreneur and his activities is also evident. While traditionally this concept for the formation of new institutions and economic aspects are considered. The dimensions search and identify the quality that mode of entrepreneurship can determine and evaluate the performance of managers. The key factors that an entrepreneur can describe, is associated with the following concepts: Risk-taking, creativity, innovation, information and insights.

Harubyn provided a comprehensive review about the various aspects of entrepreneurship. All academic studies and collections are often categorized in three areas : Economic, psychological and sociological factors. when Harubyn identified different nature of small business owners in tourism, emphasized that there are problems in the use of economic aspects of similar against the tourism and hospitality structures. Despite their relatively limited research on tourism entrepreneurship and small enterprises, reflects and results of the emergence of entrepreneurs in these areas were revealed. Several factors are involved in achieving of findings and economic benefits and its increase. Some firms with low levels of employment and specific management decisions are often implemented standard legal regulations. The researchers in this field have proposed particular economic definitions and terminology. And also they provided chain and continues patterns for evaluating the performance of the managers - their owners. Strategies and objectives of the used techniques are discussed in every respect. Moreover, for such owners that have enjoyed of the special orientation and commercial success, scales and measurement methods have been proposed. These conceptual ideas are effective and essential. The concept of entrepreneurship as success factors include the cultural and commercial scale and are led to the growth and commercial development. At the first, William identified tourism phenomenon and existing practices and trends in the confined

institutions and proposed certain areas between production and consumption units. The manners that provided by entrepreneurs are generally influenced by non-economic objectives. Seriously researchers have separate areas of economic development and tourism and in order to identify the nature of small-scale tourism entrepreneurship and its role in local economic factors emphasis on a more comprehensive reviews. Similarly, Morrison, a range of structures and concepts presented that including entrepreneurship of tourism and administrative practices of small firms (as important elements) identified. All the above authors have noted that these institutions often need to make a lifestyle choice and also due to the needs of different groups are working. (Needs Families, incomes and lifestyles that need to be balanced). A key issue that is relevant to all institutions and by most authors is expressed, is efficiency and economic sustainability.

This paper shows how the formation of groups in Rasht creative tourism entrepreneurship and financial needs of the tourism industry by the adoption of the above shows. Several factors are involved in the development of the tourism industry. Some of the methods that have been used, ability to develop business opportunities and the emergence of social ideologies - political denies. Randomly, this lack of acceptance is associated with the profit-driven orientation that necessarily lead to financial abuse or slowdown of development is not, but in the use of commercial appropriate locations for consumers, provides opportunities which on the scale of the market segmentation effect. Additionally, Studies show that this entrepreneurial methods not only in creating and identifying innovative programs (particularly in relation to the above industry) was effective but also to create incentives to grow and reproduce more business opportunities and tourism programs also.

The method of research:

Due to the nature of the problem, was diagnosed that with the descriptive – analytical method, research question can be better answered and use of more diverse data, both quantitative and qualitative for research. So, documental method used for obtaining information.

Data Analysis:

The time of writing this article, 34 cities around the world and in seven creative fields are member of the network. These areas are shown in Table 1. In addition to the creative field and known cities in the region, the country that the city is located in it and also year that the City by UNESCO has been recognized as a creative tourism city, are listed in the table.

Table 1: Creative tourism cities in the world.

Joined Year to the roster	The Names of cities & countries		specialized field of being creative of city
/	Country	City	
2004	Scotland	Edinburgh	Literature
2008	Australia	Melbourne	
2008	United States of America	Iowa City	
2010	Ireland	Dublin	
2011	Iceland	Reykjavik	
2012	England	Norwich	
2006	Spain	Seville	Music
2006	Italy	Bologna	
2008	England	Glasgow	
2009	Belgium	Ghent	
2012	Columbia	Bogota	
2005	United States of America	Santa Fa	Craft and Folk Art
2005	Egypt	Aswan	
2009	Japan	Kanazawa	
2010	Korea	Icheon	
2010	China	Hangzhou	
2009	England	Bradford	Film
2010	Australia	Sydney	
2005	Argentina	Buenos Aires	design
2005	Germany	Berlin	
2006	Canada	Montreal	
2008	Japan	Nagoya	
2008	Japan	Kobe	
2008	China	Shenzhen	
2010	China	Shanghai	
2010	Korea	Seoul	
2010	France	Saint-Etienne	
2011	Australia	Graz	
2012	China	Beijing	
2008	France	Lyon	Media Arts
2005	Columbia	Popayan	The Art and Science of Food
2010	China	Chevgdu	
2010	Swedish	Östersund	
2012	Korea	Jeonju	

According to the above table the youngest creative tourism cities Jeonju in Korea, Beijing, capital of China, and Norwich, England, who had joined to this category in 2012. Apparently Edinburgh, Scotland, pioneered in 2004 and representing the cities of Scandinavia is known for creative literary tourism. In 2010, creative tourism has been the highest number of cities that 9 cities in the world (mostly from Asia) is involved in many different areas. Respectively, in 2005 the five cities, three cities in 2006, 2008, seven in 2009, three towns and two cities in 2011 have been added to the roster. In 2007 has not chosen any city for that purpose. If Rasht enjoying a culinary arts teacher, Iranian cooking School considering Guilan Cooking are able to record in the world, the first city will be in the Middle East that can earn global seat in the field of food.

Tourism attractions in the city of Rasht:

- House of Mirza Khalil (First Mayor of Rasht), House of Qadiri, Abrishami home.
- Municipality Square Collection.
- National Library of Rasht.
- Main Market of Rasht.
- Caravansaries: Large vaulted, small vaulted, Saadat vaulted, Mohtasham Caravansary.

- Rasht Museum.
- Pavilion.
- Tomb of Mirza Koochak Khan.
- Grave of Freedom path Martyrs.
- Danay-e ALI , Sister of Imam, Safi Mosque (Saheb Alzaman Well).

Luminaries:

Kushyar Guilani, Dr. Heshmat, Mahmoud Namjoo, Shivan Foomani.

Four of the alive Fame:

Professor Fazlullah Reza : originator of Informatics theory.

Professor Majid Samiee: Winner physician of the 2003 by Royal College of Canada.

Professor Hassan Akbarzadeh : Obtaining Medal of Science degree from the Paris Institute of Science.

Dr. Behzad: The father of Iran modern biology.

Gardens of Rasht city: Mohtasham Garden (Ghods park), Sabz-e Meydan, Keshavarz Garden, Daneshjou Garden, Mellat Garden.

Souvenir:

The main souvenir of Rasht city is handicrafts which produce throughout Guilan. Mat, Kilim and Jajim, nappy, bamboo weaving, Minakari, wooden artifacts, pottery and so on are handicrafts which attract tourists.

Food and Eating Tourism:

Also, foods such as quality rice, Caspian sea fishes, local sweets such as muffins, cookies and Reshte Khoshkar are famous souvenirs of Rasht. (Rasht municipality site).

The main mechanism to create a creative tourism city:

One of the tools to achieve cultural economy development in the cities consideration to innovation and cultural creativity and potential of design, entrepreneurship, production and marketing and the overall economic potential, talents and cultural practices that can lead to employment and income. This important is not achieved except in the shadow of sufficient attention to the city's creative sector. It is obvious that there is a direct relationship between welfare, prosperity, urban development, and active and vitality of the creative people and communities of city.

This issue is so important which theory of the creative class in the field of social – cultural studies arose. This theory focuses on a particular area of human society capital that it can be called creative capital.

The phenomenon which in urban management scope today entitled "Creative City" is referred, In fact, the city depicts which has been able to attract the elite and with using of their intellectual, arts and innovative potential, scanning its cultural economy in the national and international arena, entered in the field of productivity and competitiveness with the sustainable song. Many cities around the world have relied on strategies such as encouraging, stimulating, focusing the energy and its conductivity at the path of establishing new shapes and designs of Industrial-Commercial, organize their economic activities and to achieve great successes in the field of urban management.

6- Discussion and conclusion:

To establish a comprehensive and sustainable development and also Replacement of new sources of gaining income instead of oil resources, we need to use all features and capabilities. In this regard, tourism industry development that economists know as the third economic phenomenon (which is a dynamic and growing) after the oil and automobile manufacturing industry, as the basic need of country is posed.

One of the forms of tourism that have emerged in the 1980s and 1990s, "creative tourism" that effectively society in toward achieving to development, will advance. The growing domain of creative tourism and increasing the variety of experiences offered, can be linked to the development of contemporary networked society. Networks, channels for the exchange of different types of capital between the groups and individuals, including economic, cultural, social and intellectual capital. Creative tourism in this way can develop social capital and entrepreneurship. So, with the comprehensive study, we evaluated the potential of the country and especially in Rasht. And can be exploited practical experiences of creative tourism cities. The infrastructure must be strengthened. This space should be provided for the introduction of several Iranian cities such as Esfahan as the creative city of arts and culture, Yazd as the creative city of Persian architecture, Tehran as the social and participatory creative city and Rasht as the city of Feed join to the world of creative tourism. To accomplish this subject is required ambitious look that in organizing the space of tourism of this third generation should be special attention. Rasht with having four seasons, historical background and recorded and unrecorded antiquities, as well as cultural diversity, climate, religion, language, or its various dialects has highest capacity of exploit these opportunities and strengths points and competitive advantages. So with a planned short-term and medium-term programs can surpass the Middle East and Southeast Asia and also be at the top of Creative cities network and top rank in creative tourism in between countries. Today, with a large looking and social and cultural current activities of Rasht municipality that attempt to develop social capital of citizens with neighborhood-oriented approach and other actions in this category, it has the best opportunity and situation for this work. In conjunction with Rasht and its adaptation rate with the standards of creative city and or the move towards the creation of a creative city can be noted to multiple measures and structural changes in the urban modern and efficient management scope, making intelligent and the use of new technologies and realization of the slogan " electronic city, electronic municipality,". Development and improvement of physical infrastructure, particularly in the cultural and social areas based on the values-based approach, based education and based research, and fundamental strategy about converting municipality of the service organization into a social and cultural institutions are its other performances. Several innovative measures that rely on the capabilities of scientific, cultural and artistic elites has been. Also, active segments, such as women, youth , the intellectual elite and inventors has been praise and encouragement. And in general, with a positive move and forward can take a new step

towards globalization of this city. And finally, Rasht recognize with the brand of " Rasht ,Feed city".

However, in fact these measures early stages of the move towards the creation of a creative city are literally. In fact, many of the creative aspects of a town, safe and healthy requires the path is steep that we are at the beginning of it. This important certainly will not be possible without strengthen the relationship and interaction between citizens and institutions of service providing. It is hoped that in the light of greater participation of citizens in Rasht especially the creative, lively, competent and committed citizens in the near future, can be done more effective measures in the field of the creative tourism entrepreneurship about cooking and crafts.

References

1. Abbasi, Mohammad Reza and Manouchehr Makkii, 2010. The necessity of innovation in knowledge management programs and information technology management in Iran, *Specialized Quarterly of parks and growth centers*, 12: 21-24.
2. Boniface, Priscilla, 2001. *Cultural tourism management*, translated by Dr. Mahmoud Abdullah Zadeh, office of Cultural Research.
3. Hoyman, Michele and Christopher Faricy, 2008. It Takes a Village: A Test of the Creative Class, Social Capital, and Human Capital Theories, *Urban Affairs Review*, XX(X) 1-23.
4. Jacobs, J., 1969. *The Economies of Cities*, New York: Random House.
5. Knack, Stephen, Philip Keefer, 1997. "Does Social Capital Have an Economic Payoff? A Cross-Country Investigation". *The Quarterly Journal of Economics*, 112(4): 1251-1288.
6. Meier, Gerald, 1970. *Leading Issues in Economic Development*. Oxford: Oxford University Press.
7. Niknami, Mostafa, Ali Taghipour, Ali Delavar and Mohammad Ghaffari, 2009. Design and evaluation of causal models of creativity and Innovation of the educational managers in Tehran, *Research and scientific Journal*, New approach in Educational Administration, Azad University of Marvdasht, Second year, Fifth Number, 3-28.
8. Papoli Yazdi, Mohammad Hossein and Mahdi Saghaei, 2007. *Tourism (nature and concepts)*, Samt Publications.
9. Putnam, R.D., 1995. Bowling alone: America's declining social capital. *The Journal of Democracy*, 6(1): 65-78.
10. Putnam, R.D., 2000. *Bowling alone: The collapse and revival of American community*. New York: Simon & Schuster.
11. Putnam, R.D., 2007. E pluribus unum: Diversity and community in the twenty-first century. *Scandinavian Political Studies*, 30(2): 137-69.
12. Putnam, Robert, R. Leonardi, R.Y. Nanetti, 1993. *Making Democracy Work: Civic Traditions in Modern Italy*. Princeton: Princeton University Press.
13. Richards, Greg and Lénia Marques, 2012. Exploring Creative Tourism: Editors Introduction, *Journal of Tourism Consumption and Practice*, 4(2): 2012.
14. Shams, Majid and Nasireh Amini, 2009. Evaluation of Iranian culture index and its impact on tourism development, *Research and scientific Journal of human Geography*, First year - Fourth Number, 81-93.
15. Scott, A.J., 2006. Creative cities: Conceptual issues and policy questions. *Journal of Urban Affairs*, 28: 1-17.
16. United Nations Educational, Scientific and Cultural Organization, 2006. *Towards Sustainable Strategies for Creative Tourism*, Discussion Report of the Planning Meeting for 2008 International Conference on Creative Tourism Santa Fe, New Mexico, U.S.A. October 25-27, 2006.
17. United Nations Educational, Scientific and Cultural Organization (2013). www.unesco.org.
18. Wilson, W.J., 1996. When work disappears: The world of the new urban poor. New York: Knopf.
19. Woolcock, M., 2002. Social capital in theory and practice: Where do we stand? In *Social capital and economic development: Well-being in developing countries*, edited by J. Isham, T. Kelly, and S. Ramaswamy, 18-39. Cheltenham, UK: Edward Elgar.
20. Yozcu, Özen Kirant and Orhan İçöz, 2010. A Model Proposal on the Use of Creative Tourism Experiences in Congress Tourism and the Congress Marketing Mix, *PASOS. Revista de Turismo y Patrimonio Cultural*, 8(3): 105-113.