

# Unit 3 Creative Tourism and Cultural Tourism

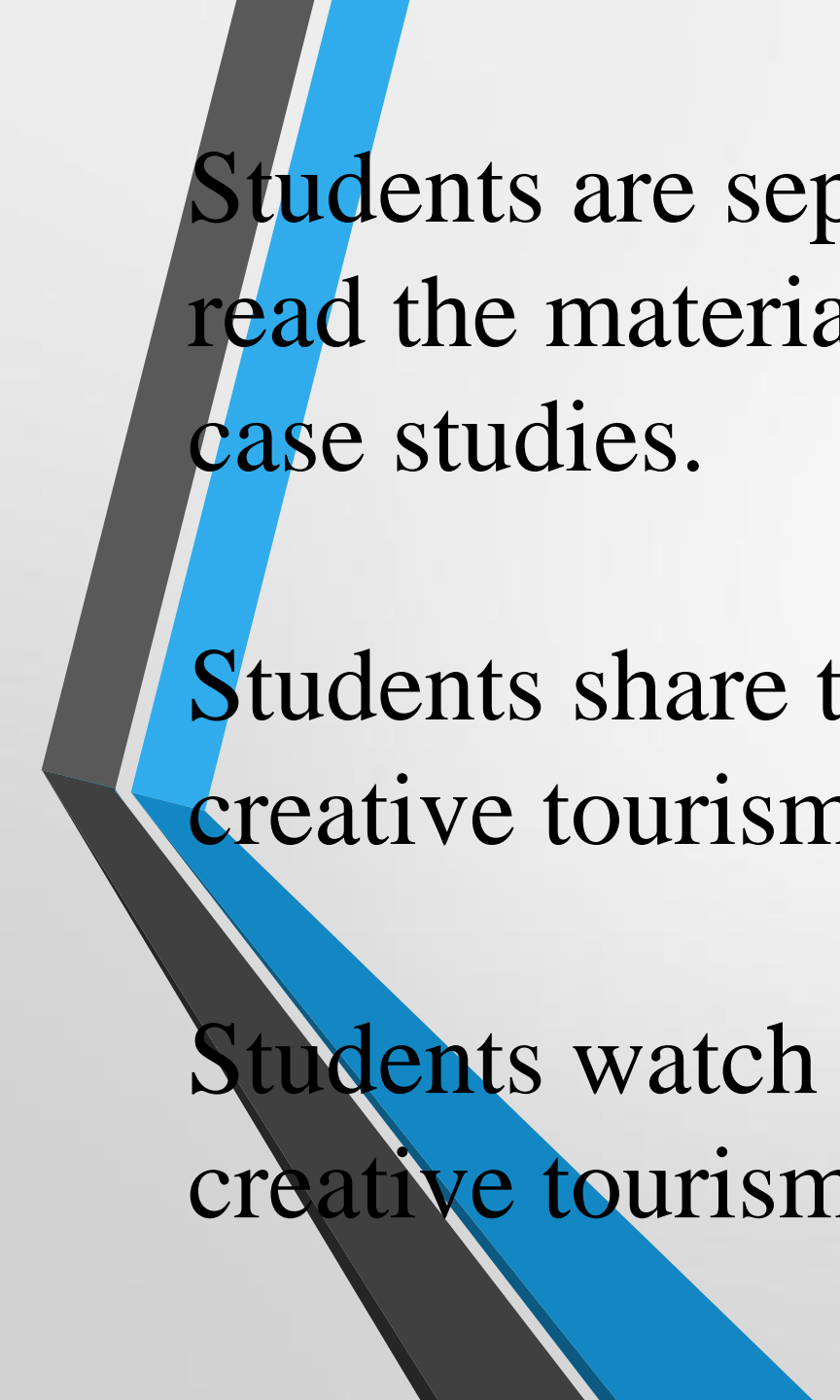
## Topic

- Defining creative tourism
- Overview of cultural and creative industries policy
- Differentiating the cultural and creative industries
- Creative city
- UNESCO Creative Cities Network
- Creative city and creative tourism

# Objectives

Students should be able to:

- Outline the main difference between cultural and creative tourism.
- Discuss the role of creative industries in urban regeneration and tourism development.
- Discuss what makes a city or tourism destination truly creative.



Students are separated in group and read the material, including small case studies.

Students share their understanding of creative tourism.

Students watch some VDOs about creative tourism.

# Watch VDOs

<https://www.youtube.com/watch?v=hkxEzSY4vys>

<https://www.youtube.com/watch?v=xBZ8q8pIPQo>

<https://www.youtube.com/watch?v=qaFE7zv7rfc>

<https://www.youtube.com/watch?v=SHpdH16ZkAg>

<https://www.youtube.com/watch?v=cjsozS0gCo8>

<https://www.youtube.com/watch?v=25U2KQcurmw>

Students do exercises: Answer the following questions:

- ❖ *Outline the main difference between cultural and creative tourism.*
- ❖ *Discuss the role of creative industries in urban regeneration and tourism development.*
- ❖ *What makes a city or tourism destination truly creative in your opinion?*



## *Pair Homework:*

Students find a research paper about creative tourism in Thailand.

Read and summarize for discussion in next class.

## *Individual Assignment (10%)*

Students will be on a trip to Suphanburi Province. They will engage in tourism activities of the community.

They are assigned to observe and record during their interaction with local people and the community landscape there.

After coming back, the students are required to write an essay on **“Your perspective on cultural and creative tourism of Don Yen Community in U Thong Ancient City, Suphanburi Province”**.

## Aspects you may write about are for example:

- *What makes the community's creative tourism?*
- *What are creative?*
- *In which way (s) their heritage (historical, natural, cultural, etc.) have been developed into creative tourism?*
- *How do the locals and visitors interact?*
- *Are there any similar or different aspects of the community's creative tourism compared to what you have studied in the class, what are they, and how?*

Other aspects you can also think about. Additional research (i.e. internet research) should be done, with references.