

Culture Next

Re-imagining the
future of place-
based tourism

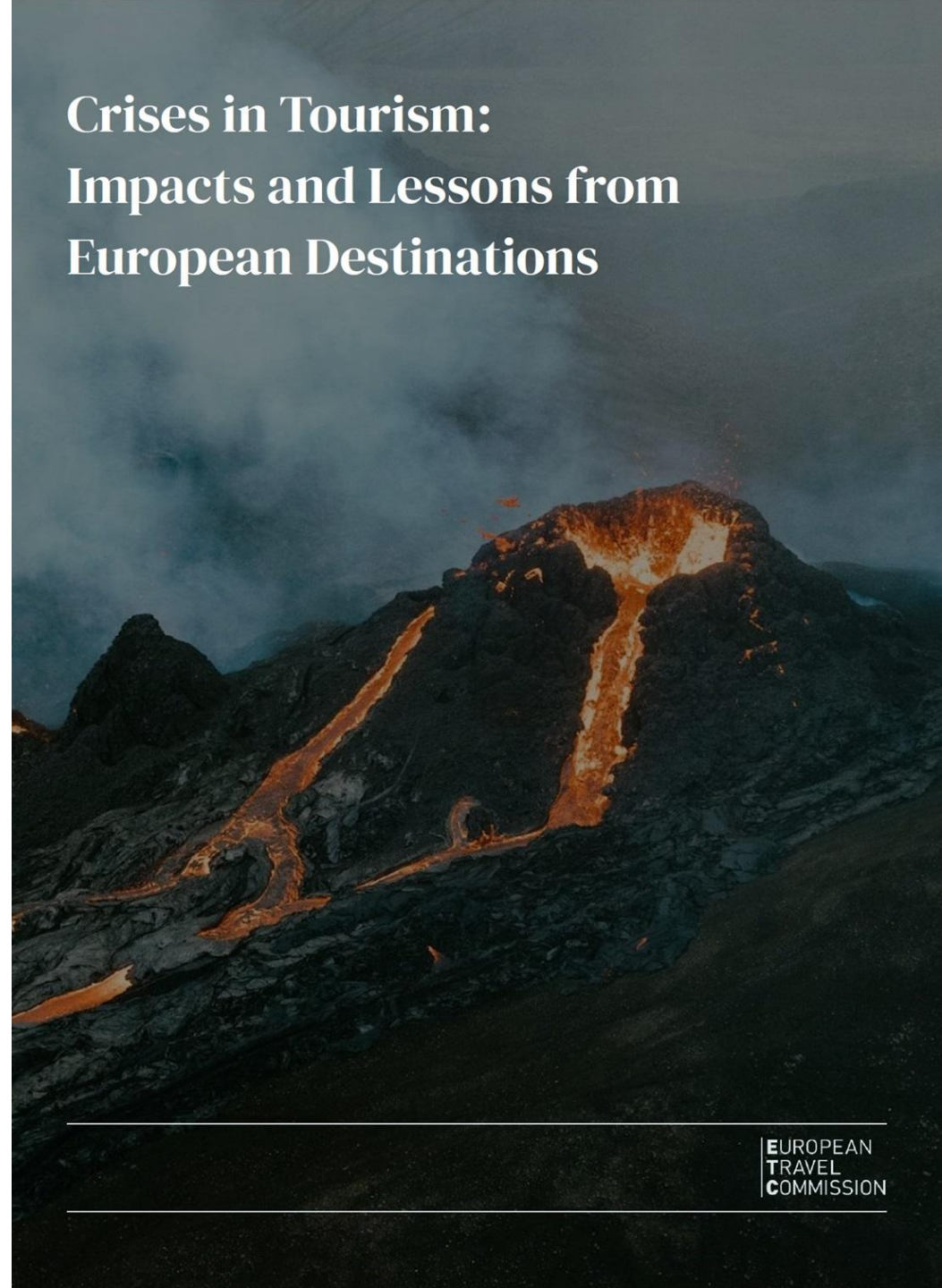
TFCC



“It is probably helpful to realise there is no ‘new normal’, just the next normal – or perhaps more accurately – the next weird. Shifts will continue to happen. Punches may come out of nowhere”.

Steven Dennis - writer

Crises in Tourism: Impacts and Lessons from European Destinations



Shifting Dynamics

Post-pandemic recovery / reset

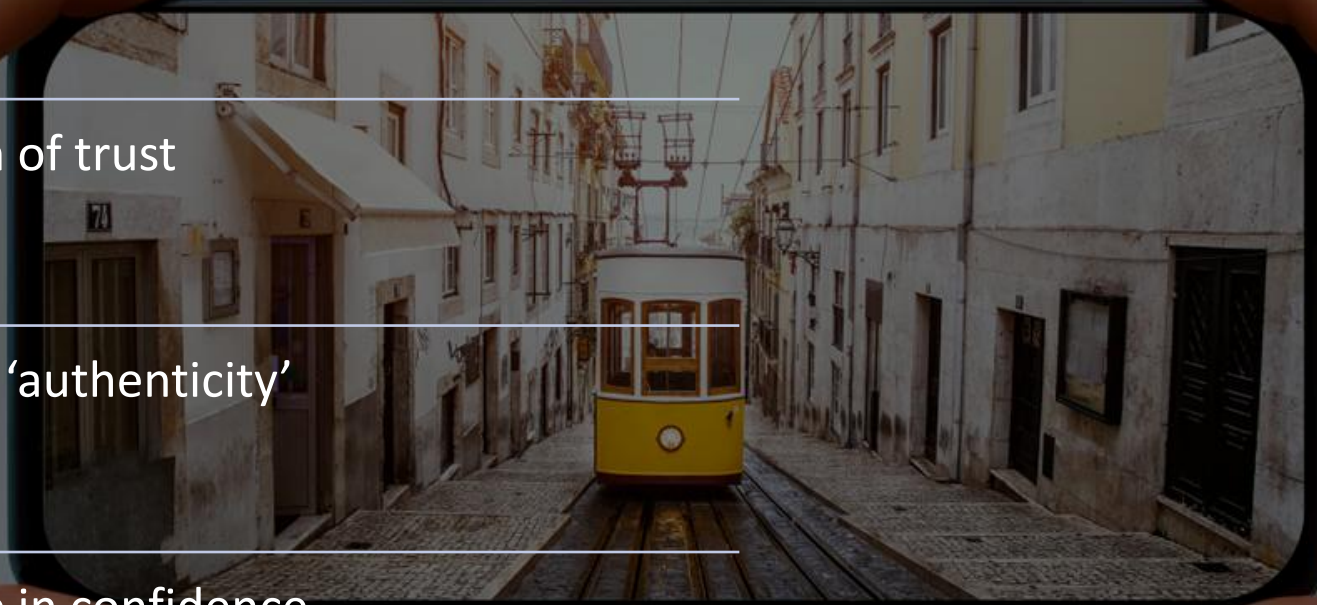
Sense of perpetual crisis

Erosion of trust

Loss of 'authenticity'

Decline in confidence

Yearning for something else, something better, something meaningful...



Saudade:

A profound, melancholic longing for something or someone absent. A sense of incompleteness, often with a bittersweet feeling.



“Supporting tourism innovation is critical to the long term sustainability, competitiveness and success of this important economic sector in Canada”.

Justin Lafontaine, Program Lead,
Tourism Innovation Lab





PLEASE

LEAVE

NOTHING

BUT

YOUR



TOURISM

RESET.

Tourism RESET is a multi-university and interdisciplinary research and outreach initiative that seeks to identify, study, and challenge patterns of social inequity in the tourism industry.



Core Concepts

- Culture
- Creative Industries
- Co-creation
- Sustainable Development
- Cultural Tourism
- Creative Place-making



Culture
Next...



Culture?

“The 1982 Mexico Declaration on Cultural Policies by UNESCO defines culture as the distinct spiritual, material, intellectual, and emotional features characterizing a society. It encompasses arts, lifestyle, human rights, value systems, traditions, and beliefs. Culture shapes individuals and societies, fostering unity through shared values and traditions. In the face of global challenges such as conflicts, epidemics, climate change, and technological advances, UNESCO emphasizes the need to preserve culture for both individuals and societies”



Felice Varani, Carcassonne



Faro seeks 'açoteias' for Rooftop Festival

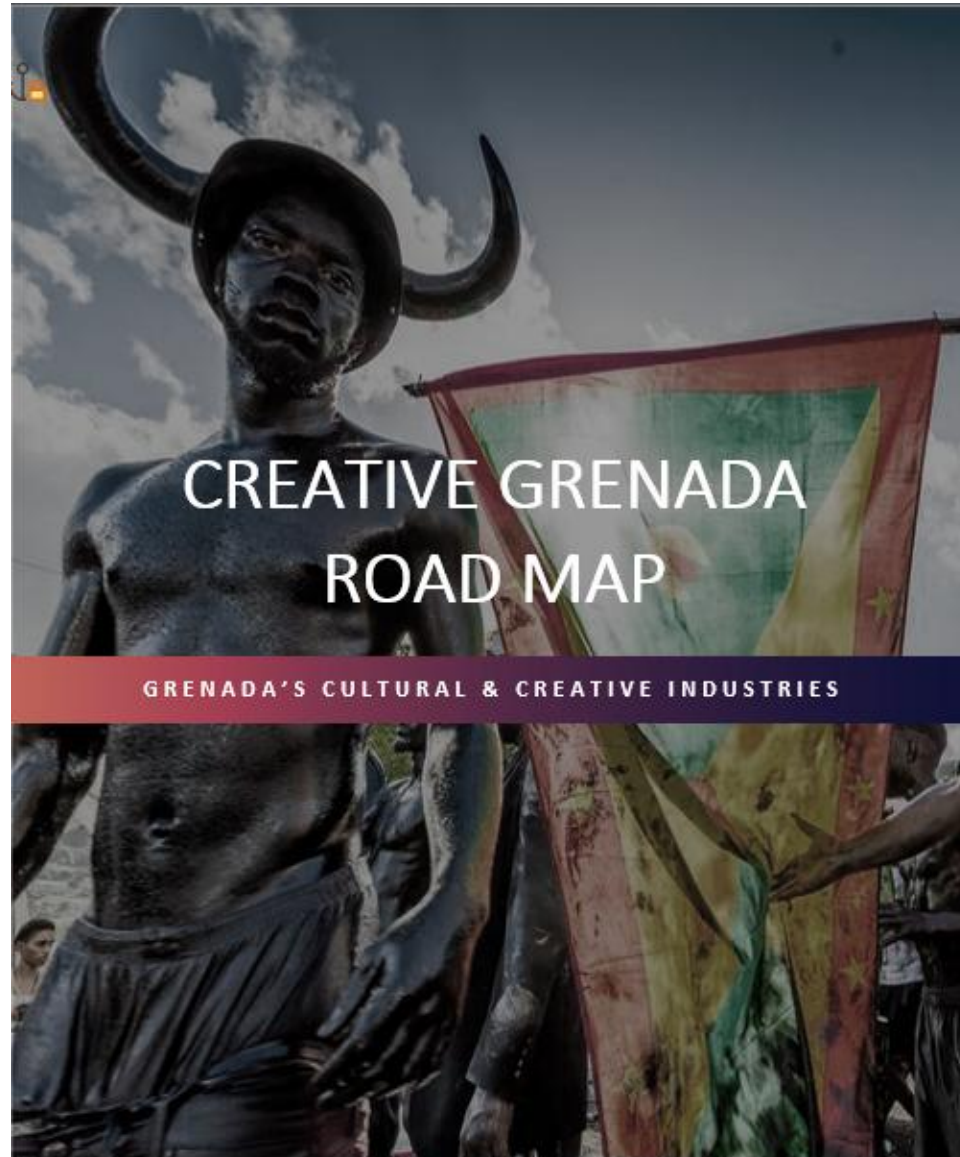
ALGARVE EVENTS • ALGARVE NEWS • FARO © April 14, 2023



Creative Industries?

“UNESCO defines cultural and creative industries (CCIs) as activities "whose principal purpose is the production or reproduction, promotion, distribution, and/or commercialization of goods, services, and activities of a cultural, artistic, or heritage-related nature". These industries are at the intersection of arts, culture, commerce, and technology, and encompass a wide range of sectors”.





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Oman

A Unique Creative Nation

Cultural and Creative Industries (CCIs)
Investment and Development Strategy
Report A – Final

2024



وزارة الثقافة والتراث



TFCC



Cultural and creative spillovers in Europe:

Report on a preliminary evidence review

October 2015



Tom Fleming Creative Consultancy



Check out Indonesia's 5 Super Priority Destination Click Here



INDUSTRI PAREKRAF

Tourism and Creative Economy Industries

The Ministry of Tourism and Creative Economy continues to support the development of the tourism industry and the creative economy that is sustainabl...

[View More](#)



DESTINASI PAREKRAF

Tourism and Creative Economy Destinations

A travel guide that includes guidelines, references, and requirements that domestic and international tourists need to know more about when traveling in...

[View More](#)



KEBIJAKAN

Tourism and Creative Economy Policies

The various policies and programs of the Ministry of Tourism and Creative Economy include various rules and authorities related to the implementatio...

[View More](#)



EVENT PAREKRAF

Tourism and Creative Economy Events

One of the government's efforts in encouraging the revival of tourism and the creative economy in Indonesia is to re-direct various kinds of events/events...

[View More](#)



Sustainable development?

- a resolution to meet the needs of the present without compromising the future
- a vision that encompasses populations, animal and plant species, ecosystems, natural resources – water, air, energy
- an endeavour to integrate concerns such as the fight against poverty, gender equality, human rights, education for all, health, human security, intercultural dialogue etc.





GOBIERNO
DE ESPAÑA

MINISTERIO
DE CULTURA



GOBIERNO
DE ESPAÑA

MINISTERIO
DE ASUNTOS EXTERIORES, UNIÓN EUROPEA
Y COOPERACIÓN



unesco



MONDIACULT 25
ESPAÑA



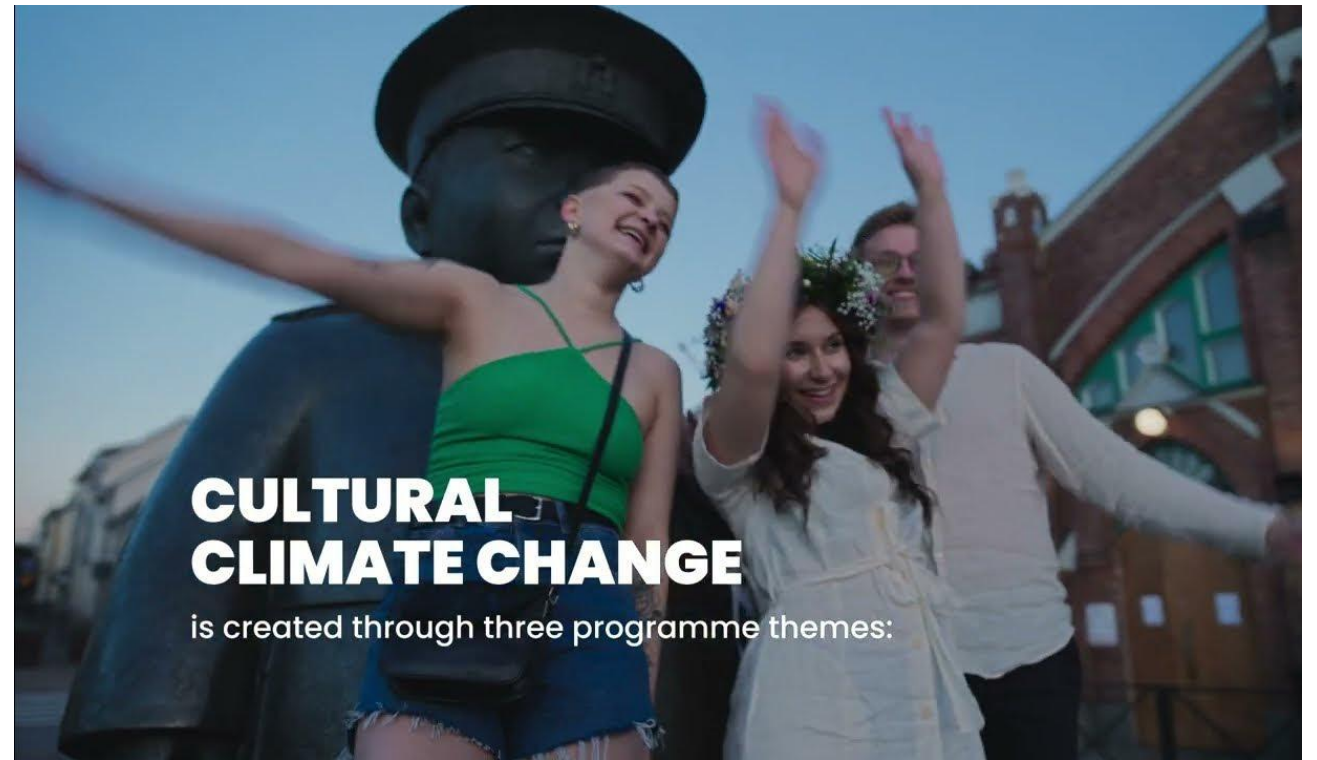
En train de découvrir
de nouveaux
rivages.

swisstainable.ch

Swiss
tainable
sur la bonne voie



SBB CFF FFS



Cultural Tourism?

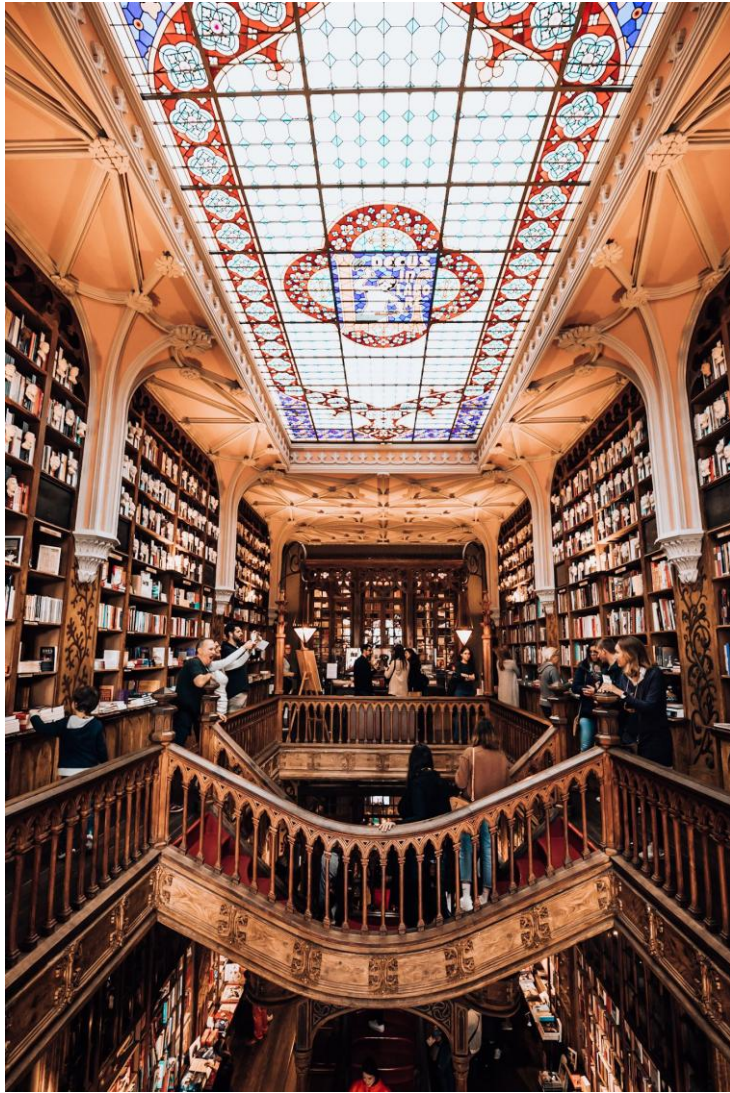
“Cultural tourism focuses on exploring and experiencing the cultural elements of a destination, such as traditions, history, arts, and architecture. It's about understanding and engaging with the unique aspects of a society, including its everyday life, beliefs, and practices. This type of tourism can involve visiting museums, attending festivals, learning local languages, or even participating in cultural activities”.



Cultural Tourism: Some Trends

- Immersive, interactive experiences
- Technological transformation
- Sustainability and Community Engagement:
- Festival and events tourism:
- Film and screen tourism:
- Literary Tourism
- Cultural Heritage renewal
- Creative place-making





Set-Jetting



The Silver Economy

Europe is ageing



By 2060
one in three Europeans
will be **over 65**.



Today

The ratio of **working** people
to the **'inactive'** others
is shifting
from **4 to 1** today
to **2 to 1** by 2060.



2060

Costs for care are rising sharply.
If we don't change our systems for health and social care,
we will not have the money and the people
to **guarantee a good and healthy life for all**.



Active and healthy ageing offers also
great opportunities.
If we are prepared to change our systems for health
and social care, we can benefit from those.

Today **Europeans over 65**
have a **spending capacity** of
over €3,000 billion.



Travel



Work for more years



Learn new things



Prepare our homes
for **living independently**
for the many years to come

Europe has what it takes to **benefit** from these **new opportunities**

A solid R&D base
in European industry.



A host of
SMEs & start-ups
are now developing



If we reinvent
our systems for
health and social care,
innovative new
ICT-products
and services

Electronic Health Record



General Practitioner
monitors online progress

New ICT
products
such as
care robotics



Health mobile
applications
that assist
with tracking



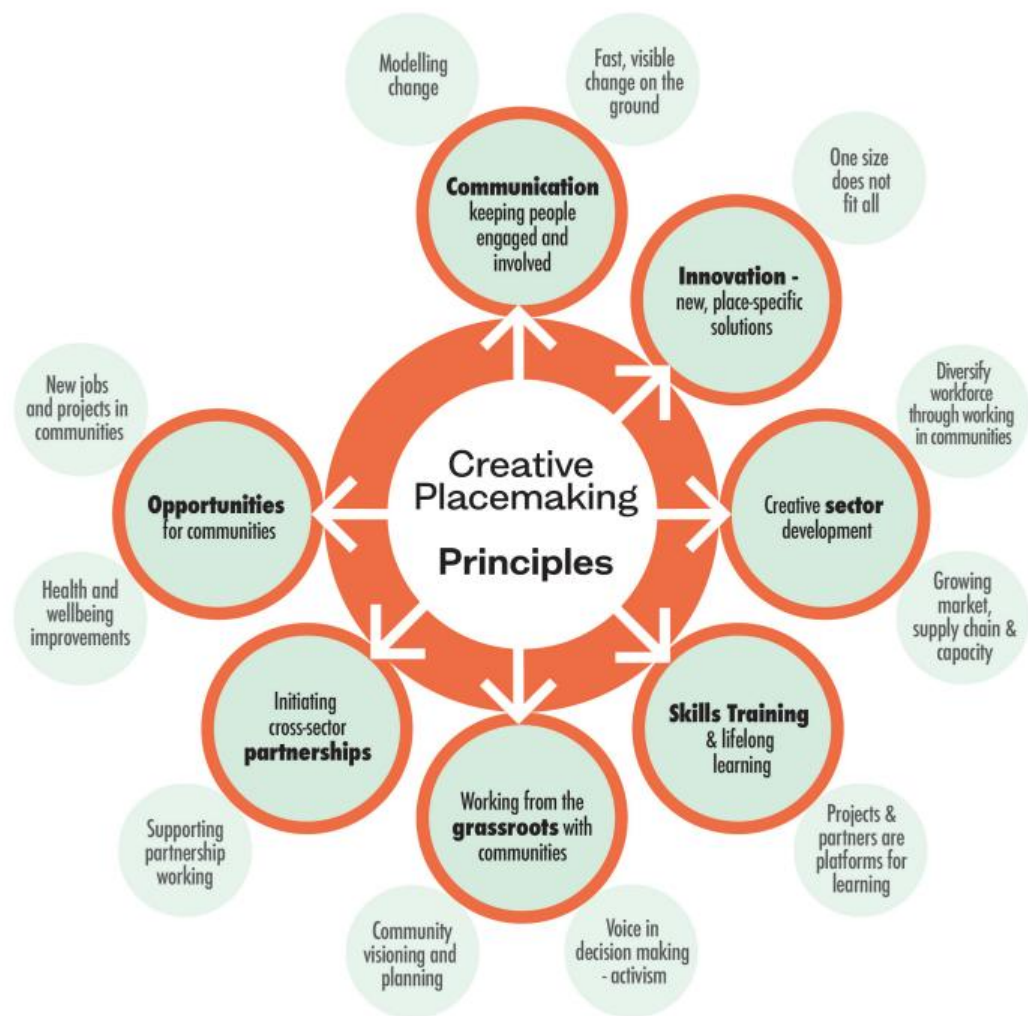
Big pharma companies
are developing
integrated therapeutic
solutions



Creative Place-making?

“Creative placemaking is a community-driven approach to public development that utilizes art, culture, and creative expression to transform spaces and enhance a sense of place. It involves engaging communities to shape their environments and strengthen social connections, ultimately creating vibrant and engaging public spaces”.





A Creative Placemaking Approach

Culture and Creativity as a Tool in Community Wealth Building and Community-Led Place Development

the
stove
network

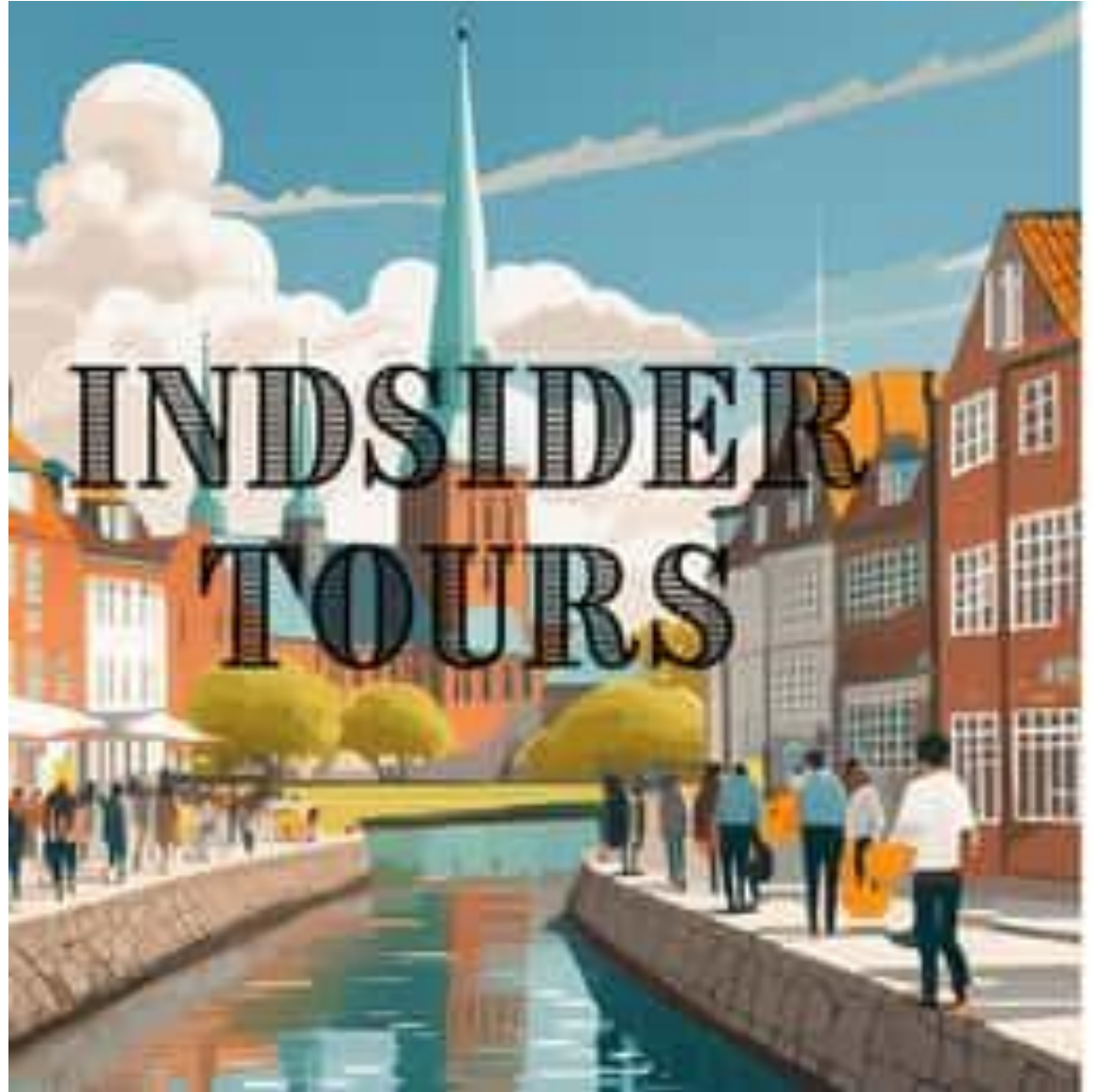


SOUTH of
SCOTLAND
ENTERPRISE

Authenticity



In pursuit
of
relevance



Where tourists seldom tread

Celebrating unheralded corners of the UK

27 March 2025

Where tourists seldom tread, part 16: a trio of small historic cities

From Swansea, with its sweeping bay and artistic soul, to Doncaster's Roman heritage and Carlisle's literary past, this selection proves size doesn't matter

27 Mar 2025 07.00 GMT



13 February 2025

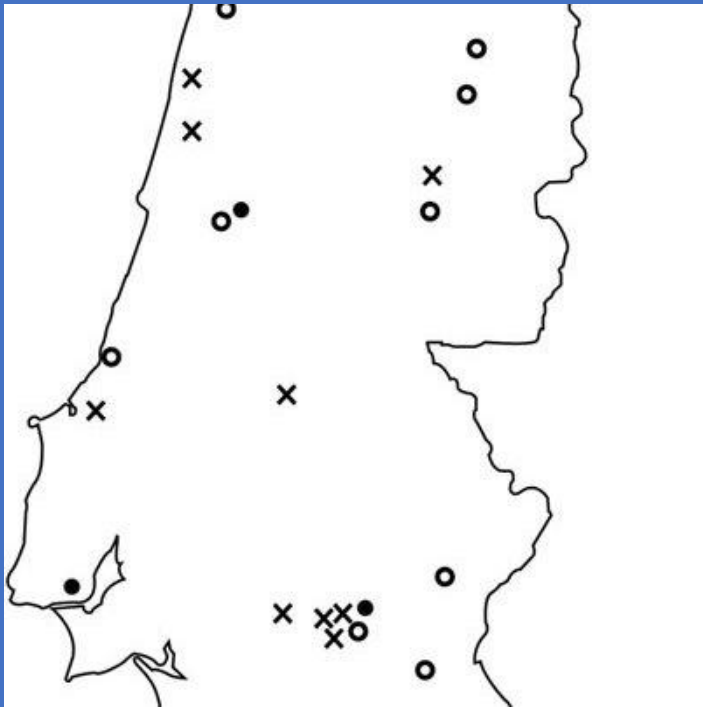
Where tourists seldom tread, part 15: three more UK towns with unsung stories

Our tour of unheralded towns continues with Black Country legends in Dudley, Renaissance-style architecture in Enniskillen and Middlesbrough, birthplace of the Sydney Harbour Bridge

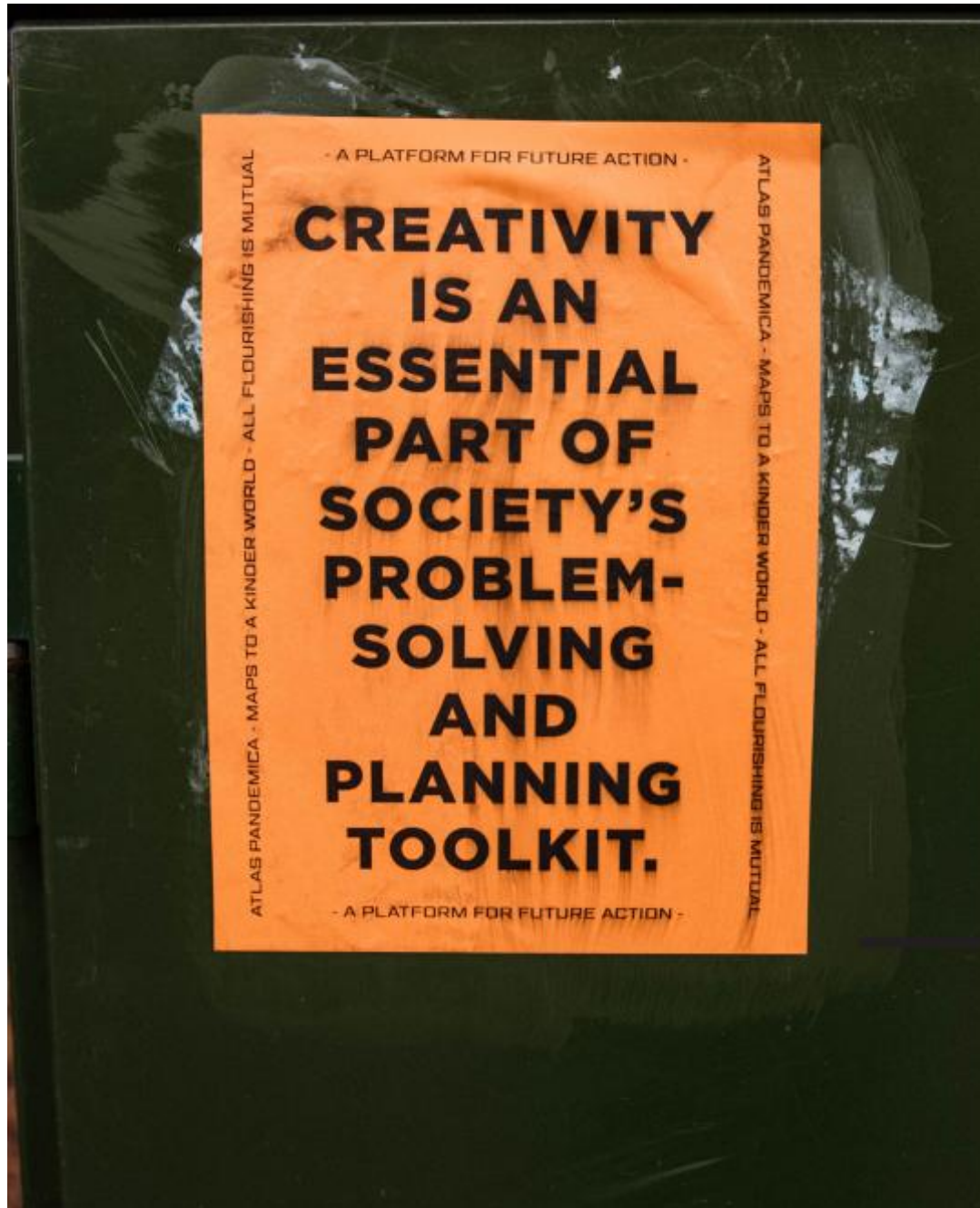


Tourism depends on story-telling and 'culture trails'





Creative Place-making Scotland: Authenticity and collaboration are the foundation for sustainable tourism



'Creative projects hold spaces for the formation of new individual and social identities. When (during Remembering Together) people told us 'nothing joins us' across the Borders, they meant that government boundaries don't align to a sense of common history or purpose, nor to the intertwined landscape, biodiversity, and people. Creatively exploring these fosters opportunities to strengthen the bonds between people, and to surface and share their diverse experiences.'

Alister Lownie,
Artist and Academic,
Two Destination Language.

Matosinhos: Out of the blue and into the deep



“Launching out into the deep can mean overcoming failures, dealing with unresolved hurts, and moving beyond comfort zones. It can also mean taking risks and going deeper into one's spiritual life...”





Crisis of Purpose and Identity

Fishing / Processing?

Gastronomy?

Tourism / Leisure?

Architecture / Design?

Culture?

Strategic Curation



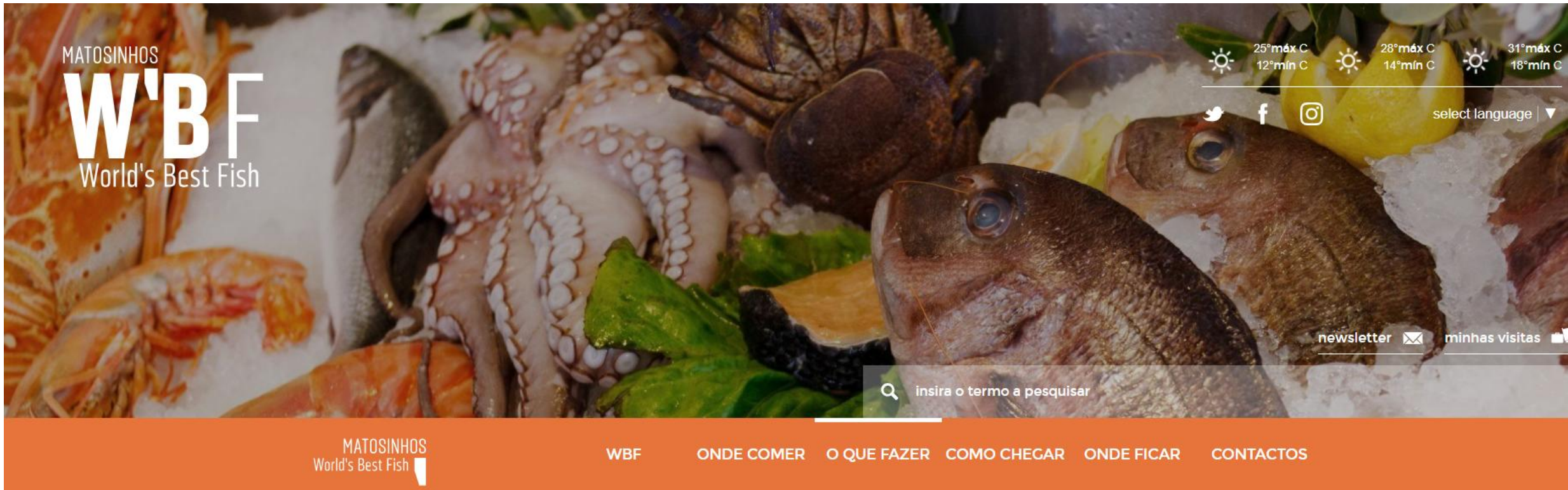


Art

Architecture



Gastronomy



Gastronomic Heritage

◀ VOLTAR

The rich gastronomic heritage of Matosinhos is an eloquent testament to its long and intimate relationship

ESTE SITE UTILIZA COOKIES PARA MELHORAR A SUA EXPERIÊNCIA.

☐ ACEITAR TODOS OS COOKIES

ESTE SITE UTILIZA COOKIES PARA MELHORAR A SUA EXPERIÊNCIA.

☐ DESATIVAR COOKIES NÃO ESSENCIAIS

POLÍTICA DE COOKIES

Urban / leisure



Primavera Sounds



Curated Events Programme



Camino





Civic Creativity



Compelling – story-telling, radical ideas bring transformational outcomes



Convergent – across sectors, neighbourhoods, strategic outcomes



Cooperative – intercultural, intergenerational, sustainable, responsible

Out of the Blue
Matosinhos
Sobre
Programa
23.10.24
24.10.24
25.10.24
26.10.24

PT
ES

FAQs
Facebook
Instagram

Out of the Blue will be an immersive experience featuring inspiring talks, unexpected visits, hands-on workshops, and delicious tastings fostering connections and collaborations that will help position Matosinhos as the place where a sustainable future for Atlantic gastronomy is envisioned.





Other Examples and Considerations...

A satellite map of Larnaca, Cyprus. The image shows a coastal city with a mix of urban development and natural features. On the left, there are rugged, brownish hills with some green vegetation. The city itself is a dense area of buildings and roads, extending from the hills down to the coast. A prominent feature is a large, light-colored, irregularly shaped area that appears to be a salt flat or a large reservoir, located near the center-right. To the right of this area is the Larnaca Marina, with several boats docked. The sea is a deep blue, and the coastline is visible. The text "Larnaca, Cyprus" is overlaid on the right side of the image.

Larnaca, Cyprus



Mayor Andreas Vyras:

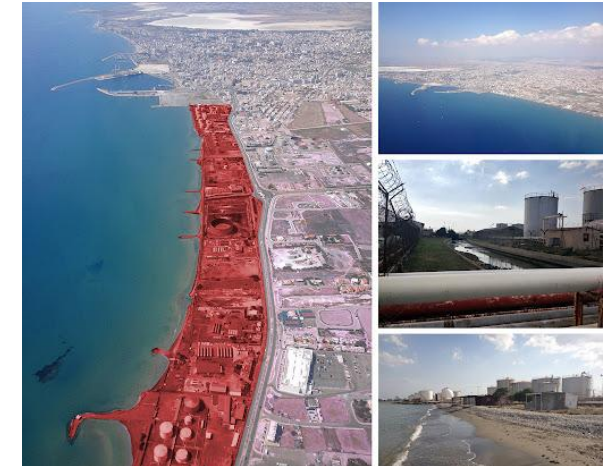
“Everything is Culture”



CYPRUS
MARINE &
MARITIME
INSTITUTE



‘Land of
tomorrow’?







Waterford, Ireland





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SPRAOI



arts council
funding
street art + spectacle



Comhairle Cathrach
i Contae Phort Láirge
Wexford City
County Council



Fáilte
Ireland

DONATE





**Spraoi International
Street Arts Festival**
August 1st, 2nd, 3rd, 2025

Spraoi International Street Arts Festival





The Rise of the Festival Economy

TFCC

who we are projects

Strategy & Policy 2023 Asia

Client: Think City

Strategy and Action Plan for Kuala Lumpur Creative and Cultural District



Georgetown Literary Festival, Penang

Cultural and Creative Dynamism Drives Tourism



Luma Arles, France





Malaga, Spain



Museums in Spain – Toward Environmental Responsibility & Leadership

A Short Review



Museo de Orduña / Orduña Hiria Museoa



(Image from: www.ordunahiria.org)

Location: Orduña, Basque Country
Type: Ethnographic and cultural museum
Website: www.ordunahiria.org

Overview: The Orduña Museum is a community-driven cultural centre in the Basque Country. It is located in a historic building, the town's former public school, and has a permanent collection dedicated to Orduña's guilds (e.g. Tailors and Dressmakers, Weavers) and temporary exhibition space. Established in 2019 by the Hamaika Kale Cultural Volunteer Association, the museum is dedicated to the recovery, conservation and exhibition of Orduña's cultural heritage.

Sustainability Activity: In 2023 the museum was recognised for its adherence to the Euskadi Tourism Code of Ethics which is drawn from principles in the Global Code of Ethics developed by the World Tourism Organization and the Sustainable Development Goals of the United Nations 2030 Agenda. The Orduña Museum's commitment to sustainability is visible across their programming from their participation in International Museum Day (2023) on the theme of sustainability to their exhibitions which emphasise creative reuse and recycling, environmentally conscious practice and community engagement.





THESSALONIKI DESIGN WEEK



Tourists seek interaction, immersion and collaboration



Creative Enterprise and Tourism Interact

Oulu



Tourists Co-create Destinations



A large field of colorful, patterned flags flying on tall poles against a cloudy sky. The flags are in various colors including orange, red, yellow, and blue, with some featuring intricate patterns. They are arranged in rows, creating a dense forest of flags. The sky is overcast with grey clouds. In the background, a beach and some buildings are visible.

Beach of Dreams – Ali Pretty with Kinetika

CULTURE

Tilos Artist Residency: The island that embraces sustainability



2023 ACL Music Festival generates \$500M for Austin economy, \$8.1M for city parks

by Phillip Pavelka | Mon, May 13th 2024 at 1:56 PM



The 2023 Austin City Limits Music Festival generated \$499.9 million for Austin's economy and donated \$8.1 million to the city's parks, bringing the total contributions to over \$3.5 billion and \$63 million respectively since the festival's inception. (CBS Austin)



AVEIRO 2027

E ISTO MUDA TUDO

CULT
NATU
TECH
& SOI

Creating Depth through Digital





[About us](#) [What we do](#) [Guidance and resources](#) [Get funding](#) [Discussion and debate](#)



Future Art and Culture showcase returns to South by Southwest for 2025

3 March 2025

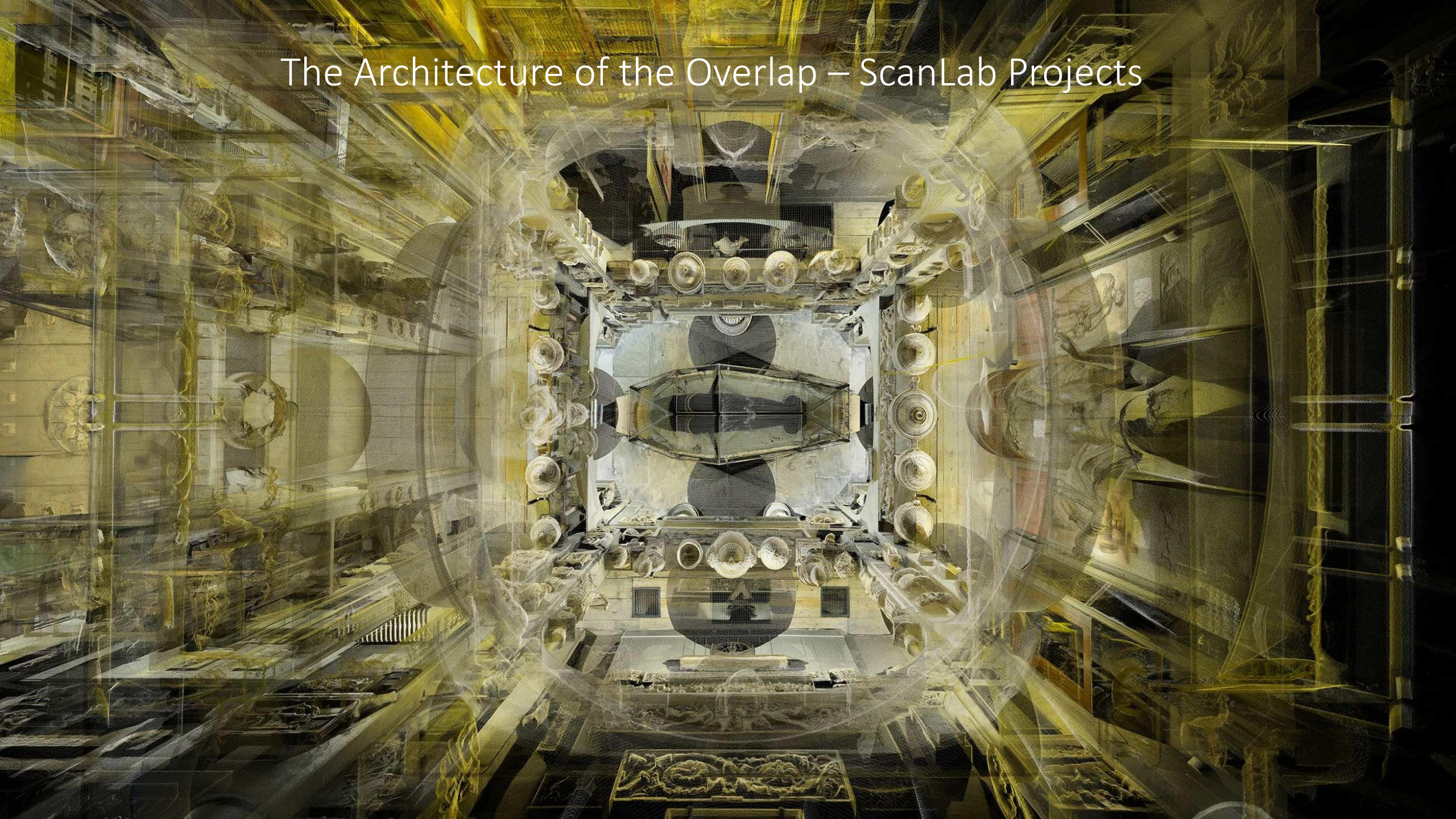
SHARE THIS PAGE



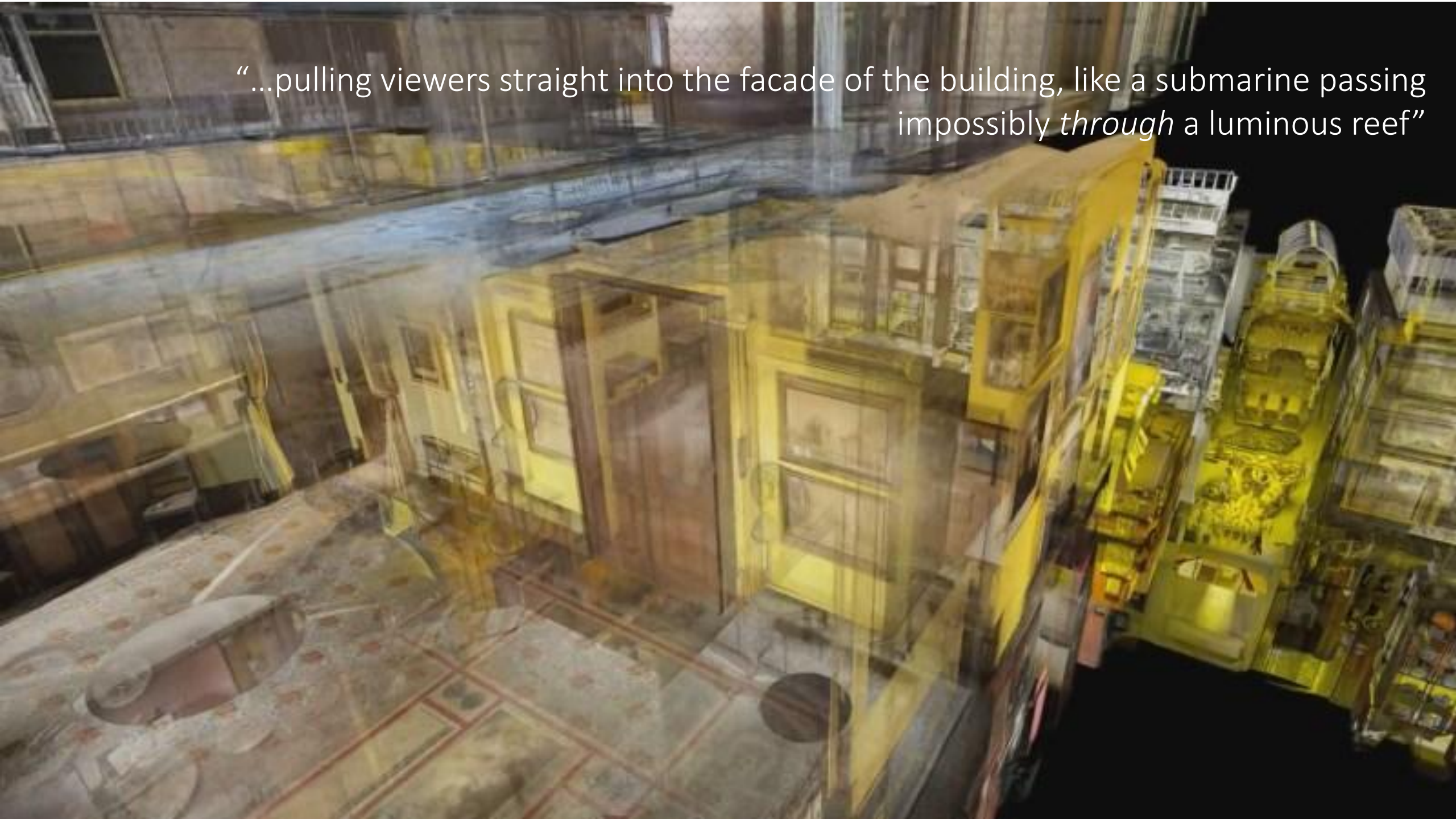
As the internationally renowned South by Southwest (SXSW) festival returns to Austin, Texas, this March, we, along with our funded organisation, [British Underground](#), are gearing up for the latest Future Art and Culture (FAC) showcase.



The Architecture of the Overlap – ScanLab Projects



“...pulling viewers straight into the facade of the building, like a submarine passing
impossibly *through* a luminous reef”



3. APP GIVES TOURISTS REAL-TIME ACCESS TO LOCAL ADVICE



Photo source [Unsplash](#)

The South Korean app [Sidekick](#) gives travellers immediate access to locals via text messaging. Samsung workers Scott Barrow and Jungwon Yang say that app works like a “concierge in your pocket”. The two created the app when they realised how much they depended on texting local colleagues for advice when travelling.

Sidekick links tourists with locals via text apps like Facebook Messenger, WhatsApp, WeChat and LINE. Locals provide advice in real-time on everything from the nearest bakery to questions about local customs. Sidekick access costs €18 a day and is available in one, three or five day packages. The service is currently available in South Korea, with plans to expand to Japan and elsewhere. The local guides provide advice in English, Korean and Japanese.

Creatives can re-boot tourism models – driving innovation & sustainability



Sheffield, UK:

Embracing Your
Creative Assets,
Artists and Makers

Creative place-making







Bounce – Florence Blanchard



Made in Sheffield: The Creative City Locals Would Rather You Didn't Know About

From bleep to bassline, we dive head first into the creative flames of this less-talked-about south Yorkshire city.

20 JANUARY, 2022





WHAT'S ON

WHERE TO GO

MEET THE LOCALS

Our Favourite Places is a
different kind of guide to
Sheffield, a different kind of
city.

A city of creative spirit,
unconventional beauty and
DIY culture, nestled within
seven hills.



WHAT'S ON

WHERE TO GO

MEET THE LOCALS

Meet the Locals

**Our interviews with some of the creative folk who
happily call Sheffield home. Get to know local
artists, musicians, filmmakers, designers, poets,
and more.**

Warda Yassin

Literature

A British-Somali poet born and raised in Sheffield. Winner of the 2018 New Poets Prize, Warda is dedicated to her craft and encouraging young people to reap the benefits of writing.



“If you have an idea, a dream, a goal in this city, and you approach it with honesty and a real desire to do something good or interesting, this city will always have your back. That's the beauty of Sheffield.”

Vanhessa, Girl Gang Sheffield





Off the Shelf
Festival of Words **Sheffield**





31st May – 2nd June 2024

CrossedWires.Live

Crossed Wires The Podcast Festival

amazon music | WONDERY

Sheffield





Final Reflections...



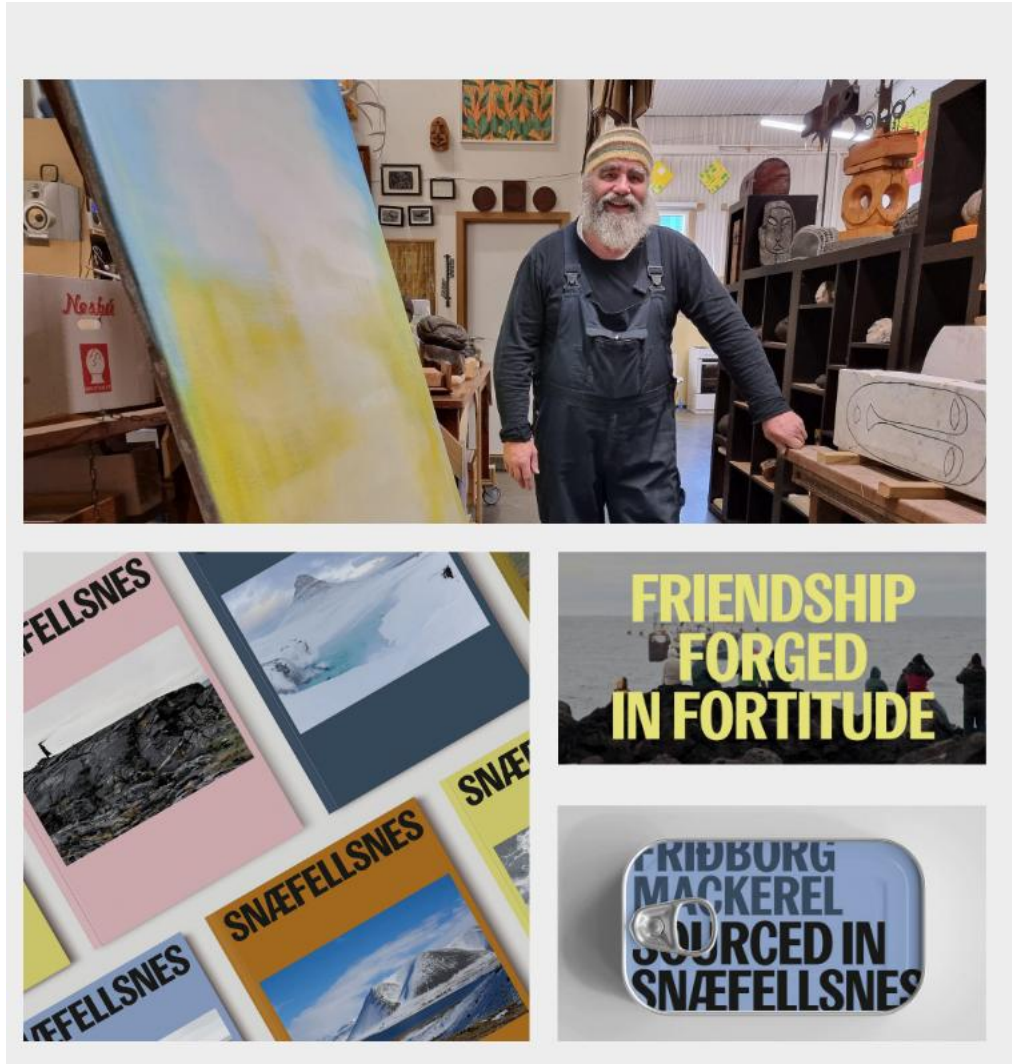


We are all tourists...

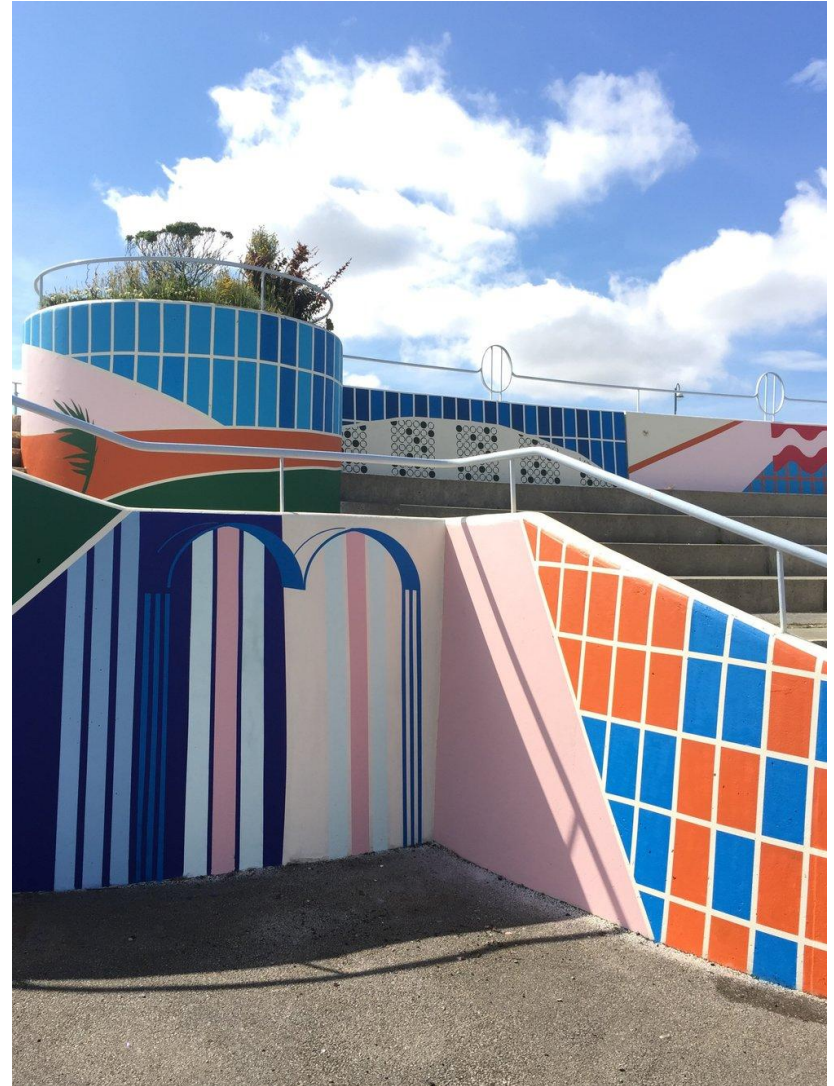
Embrace everyday creativity

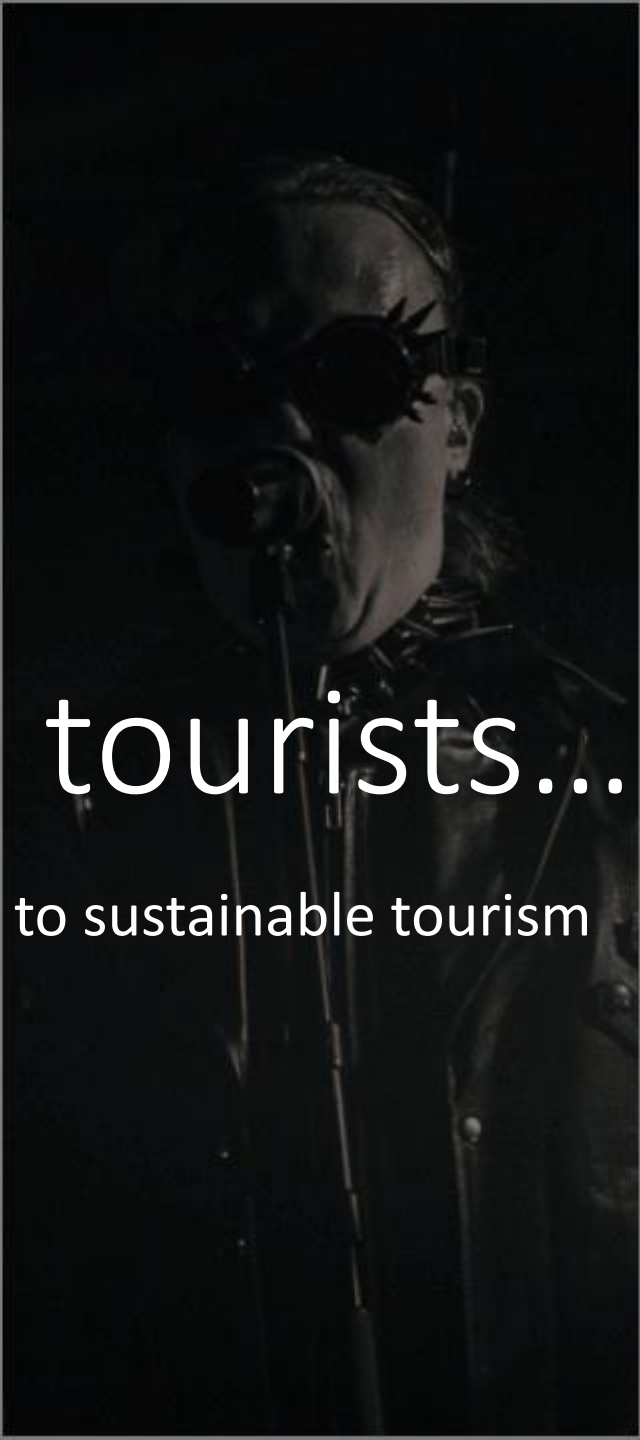
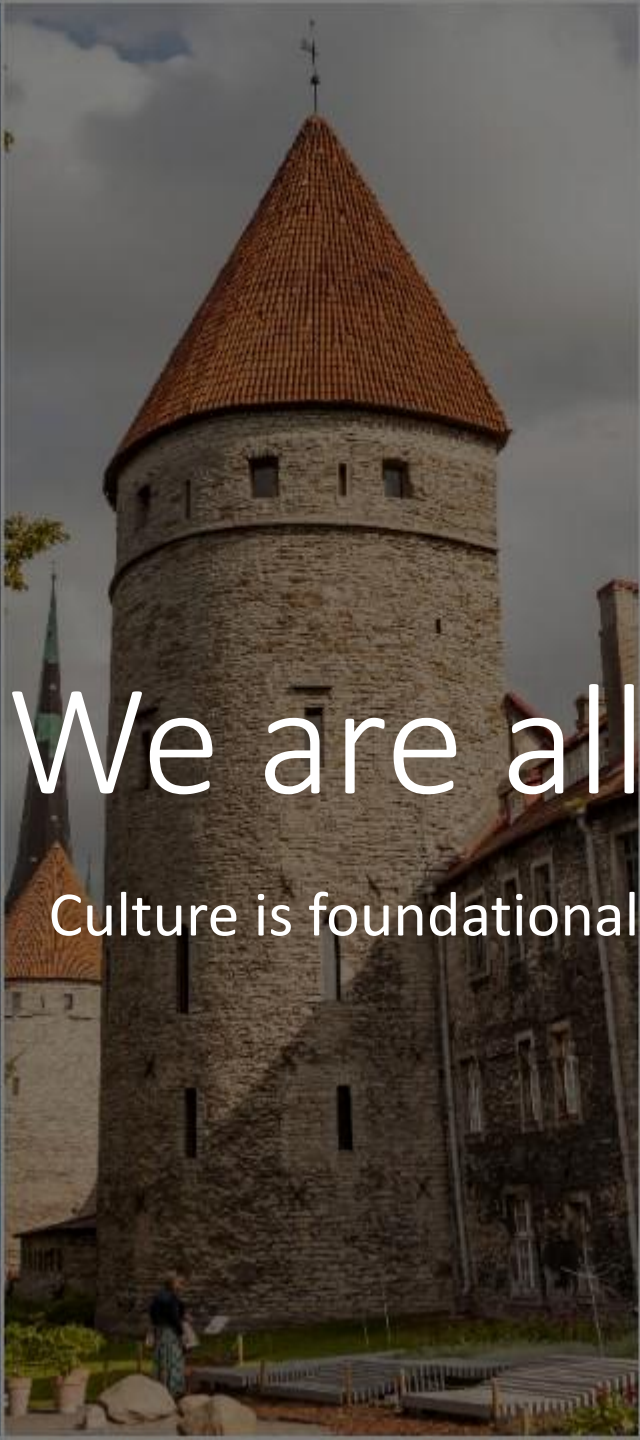


Snaefellsnes Regional Park, Iceland (Tess Redburn)



Deco Publique, Morcambe, UK



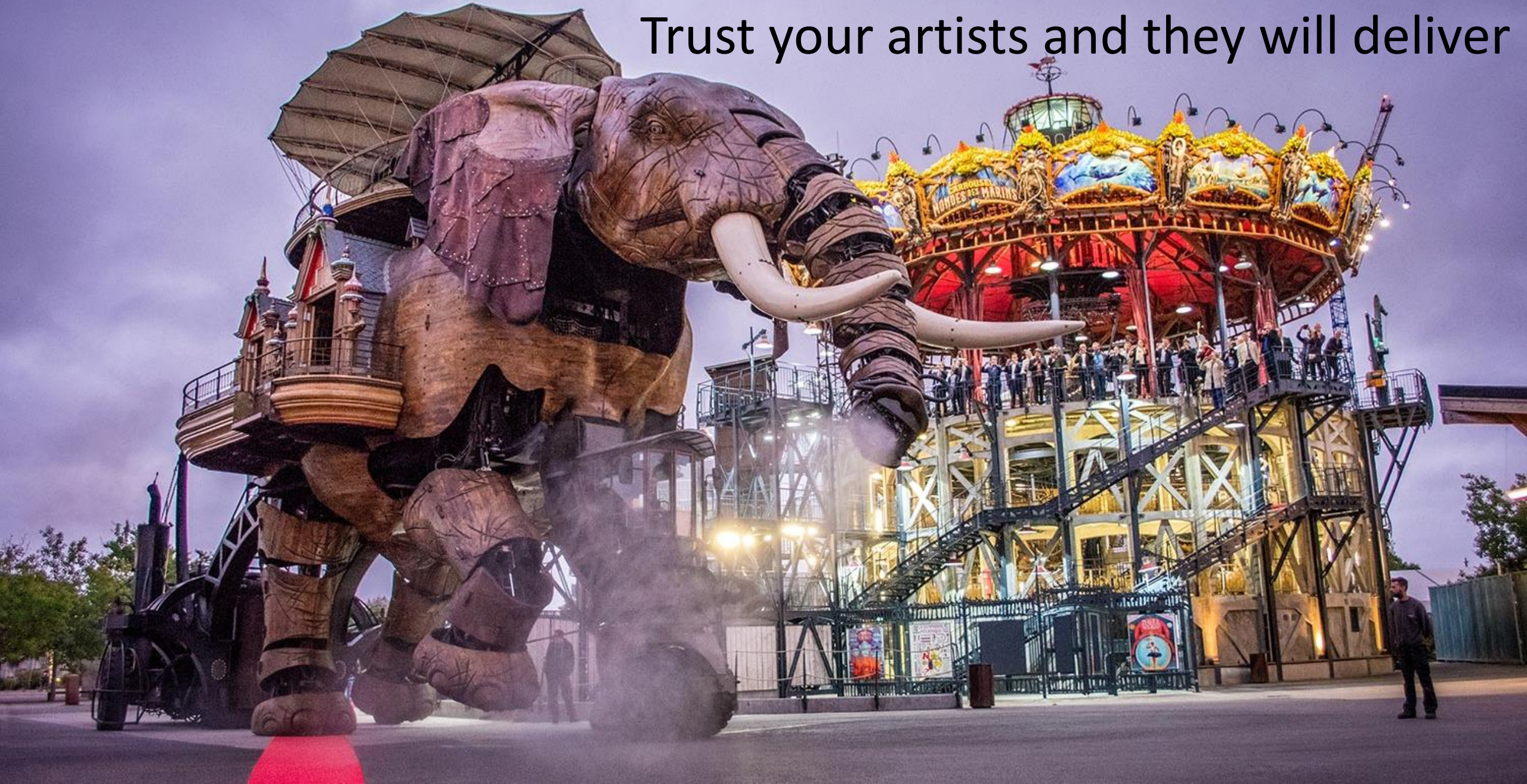


We are all tourists...

Culture is foundational to sustainable tourism

We are all tourists...

Trust your artists and they will deliver



We are all tourists...

Co-creation is the bedrock of authentic, attractive places which are constantly in a process of re-imagining...



We are all
tourists...

So what is your
strategy?



TFCC

Thank you

www.tfconsultancy.co.uk

@tfconsultancy

+44 7989950112