

TOCREA - The Tourism and Creative Industries Academic Association: First Edition (Porto, July)

by Diogo Resende

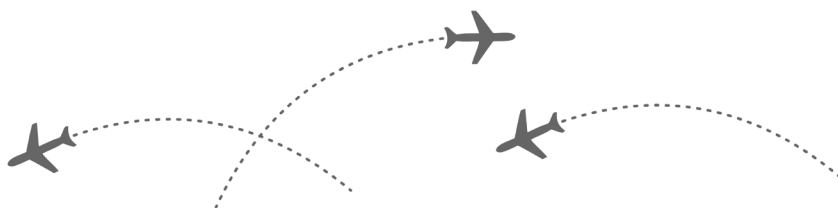
The Faculty of Arts and Humanities of the University of Porto was the host of the first edition of the International Conference of Tourism and Creative Industry (TOCREA), which occurred on the 7th and 8th of July 2017, organized within the scope of the ITRACOTUR (Initiative of Knowledge Transfer and Communication in Tourism) project.

The conference was organised by CEPESE (Research Centre for the Study of Population, Economics and Society) and with the collaboration of University of Porto, IMMAA (International Media Management Academic Association), CIC.Digital (Centre for Research in Communication, Information and Digital Culture), APIMPRESA (Portuguese Press Association), EATSA (Euro-Asia Tourism Studies Association), APTUR (Portuguese Tourismology Association), COOPMAR (Transoceanic Cooperation), Banco Popular

and CYTED (Ibero-American Program of Science and Technology for Development). TOCREA gave the opportunity for various scholars and tourism industry professionals and experts to discuss and present their researches related to the synergism that can be explored between the tourism and the creative industries, such as entrepreneurship and project management, marketing and advertisement, material and immaterial heritage and the use of digital products on touristic destinations.

The first day started with an opening ceremony with Fernanda Ribeiro, dean of the Arts and Humanity Faculty, and Paulo Faustino, president of IMMAA and coordinator of ITRACOTUR, welcoming everyone to the first edition of TOCREA and discussing the main goals behind the creation of this conference.





The first keynote speaker was Dimitris Buhalis, professor from Bournemouth University, with a presentation titled “Best Practices in Social Media and Marketing Communication in Cultural Tourism”. The use of social media, in what Dimitris calls “the booking stage”, allows users to communicate between them and share experiences, to better establish their goals and travelling destination. This sharing of information, referred as “inside experience”, allows travel industries to better approach the location to a tourist and establish more of an user-based approach instead of commercial.

After this presentation, Eli Noam, director of CITI at Columbia University, talked about “The Impact of the Internet on Travel and Creative Industries”, where he tried to answer the question “why do people travel” in today’s age, where technology has evolved to the realms of virtual reality, which is characterized by the immersive and interactive experience, and the effects that this reality will have on the travel industry.

After a brief break, Terry Flew, from the Creative Industries Faculty of Queensland, was invited to talk about a case study, titled “The Creative Industry, Tourism, Cultural Heritage and Qualified Jobs”, in which he showed how Australia

approached tourism’s new challenges and created new favourable conditions for tourists (international and domestic). The main duality presented in this lecture was the traditional versus modern era, and how cultural heritage comes into play, for example, when one of the main attractions of Australia is the aborigines. One of the conditions he also mentioned was the “Glastonbury effect”, where a festival becomes bigger than the location, and this creates a shock between the “real experience”, while being there, and the “shared experience”, through social media.

The last keynote speaker invited was Nadine Strossen, professor from New York Law School and former President of American Civil Liberties Union, who did a lecture on “Travel and Human Rights”, where she expanded historically on the idea of travel bans and how it affects the industry. From 9/11 to the most recent President Donald Trump’s travel ban, the main idea was that “people didn’t feel safe coming to the US and then they didn’t feel welcome coming to the US, and historically, travellers have avoided destinations where they believe they will face a hassle”, such as security and bureaucratic issues.

After Nadine Strossen’s presentation, there was a roundtable discussion on the theme of “Digital Marketing of Touristic

Brands of Porto and North Region”, with Isabel Castro, Carla Vaz, Patrícia Soares da Costa, and moderated by Ricardo Almeida and Teresa Dieguez. Afterwards, there was a special session with Francisco Dias, Francisco Belda, Francisco Paniagua, Terry Flew and Eli Noam about “Online Tourism Marketing and Portugal Perception in International Markets”.

The day ended with two sessions dedicated to the presentations of submitted papers. In the first session, “Public Policies, heritage management and cultural tourism promotion in the Ibero-American space”, the main themes were heritage policies and revitalizations of these spaces and its

advertising and digital communication”, in which digital and online marketing and entrepreneurs brought a new life to the tourism industry and a new relationship between the destination country and the tourist.

The afternoon sessions were on the theme of “Tourism and Creative Economy”, about the impact of the creative industries in tourism, and “Education, training and research methodologies”, in the sense of the emerging changes to the scientific knowledge of Tourism and how it affects the academic courses of the area. The conference ended with a closing ceremony, hosted by Fernando Sousa, president of



implications for tourism, while the second one was dedicated to “Creativity and Branding in Tourism”, with the discussion of the consequences and vantages of new technology and branding in the tourism industry.

The second day was dedicated to guest speakers discussing their submitted papers. During the morning, the themes discussed were “Digital media, social media and creative content production”, about the use of travel apps and websites to establish a local branding online, and “Marketing,

CEPESE, Manuel Teixeira, researcher of CEPESE, and Paulo Faustino.

The success of the first edition, with about 100 participants from all the continents, gathered high interest and, in the sense of maintaining and invigorate the new founded international network, the second edition of TOCREA, now named TOCRIA (Tourism and Creative Industries Academic Association), will be held at Nova School of Social Sciences and Humanities, on July 1, 2 and 3, 2018.

TOCRIA

TOURISM AND CREATIVE INDUSTRIES
ACADEMIC ASSOCIATION

2ND CONFERENCE

1, 2 and 3
JULY
2018



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