


Name of the project
Reinventing Costa del Sol Through Creative Tourism
Background and rationale

Costa del Sol has to address the problem of seasonality that is creating a vicious circle of poor quality jobs, unemployment, congestion and saturation of the destination. Despite the fact that Costa del Sol tourism industry is aware of the problem, there is a lack of clear, solid and innovative strategies for finding a solution. The development of a value network to design a creative tourism strategy to reinvent Costa del Sol is needed. It is the moment to look to its identity, natural resources, gastronomy, history and traditions with new eyes to enchant the visitors, engage with them and exchange lifetime experiences.

Aims and objectives

The aim of the paper is to raise awareness among local entrepreneurs and policy makers about the opportunity of developing a Creative Tourism strategy for regenerating Costa del Sol in a sustainable and innovative way. We also aim to contribute to the international debate for developing an alternative tourism model, particularly for coastal areas in the saturated Mediterranean, considering creativity, people and the environment at the centre of it. We aim to train and coach entrepreneurs, SMEs and local authorities about the opportunities of a Creative Tourism Model. We are searching for national and international fora to lobby and raise awareness about Creative Tourism Strategy and a more inclusive and sustainable tourism policy in Costa del Sol, Andalucía and Spain and/or other saturated destinations in order to create stable jobs, economic growth, preserving the environment, the cultural heritage and developing both local and visitors' creativity.

Timeframe

The research has been conducted during 2014, however the project remains open.

Budget and source of financing

Self-financed.

Human resources

Antonio Carlos Ruiz Soria, Economist, Principal Researcher
Justyna Molendowska, MSc. Agriculture, Research Assistant

Activities

Creative Tourism literature review
Descriptive statistic data and analysis
Focus Group with local entrepreneurs

Success factors

To be able to raise awareness of the need for change in the 'way policies and touristic offer is done' currently in Costa del Sol, Andalucía and Spain among local and international authorities, policy makers, institutions, tourism industry, SMEs and entrepreneurs.

To engage with local entrepreneurs and SME in fora to train them about new ways of developing tourism experiences.

Results

We have coached and trained local entrepreneurs who participated in the Focus Group *Creative Tourism Trends and Opportunities*, the project have had local press coverage and social media (slideshare, linkedin, twitter, facebook, etc.) and contact network (tourism, creative industries, entrepreneurship both locally and internationally) dissemination.

Partners

Project owner: Economía Creativa Consultancy, S.L. www.economiacreativa.eu

Project website

<http://www.slideshare.net/AntonioCarlos11/reinventing-costa-del-sol-through-creative-tourism-by-economiacreativa-consultancy-november-2014-41948013>

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