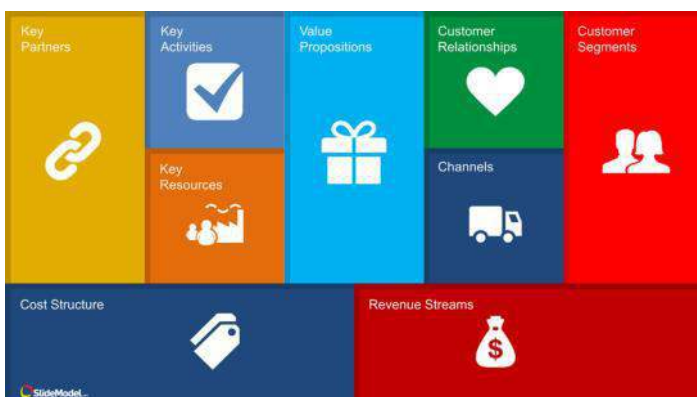


# 11. Creative tourism as a strategy for the UBH promotion

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This article aims presenting a framework to increase the competitiveness of a underground heritage site competitiveness. Considering that a business model consists of a plan for the successful operation of a business, establishing the value proposition and identifying sources of revenue, the intended customer base, products, and details of financing. Figure 1 shows a useful model named Canvas Business Model.



The central dimension is the value proposition defining how companies differentiate themselves from competitors. On the right side are the activities need to reach the market and on the right side the resources, partnerships and organizational activities that support the value proposition. The lower part consists on budgeting. Considering the definition of the value proposition an underground heritage site must think about the differentiation arguments. Today, competitive parity is too common, and cultural heritage is commoditized into experience modules in the form of museums, festivals, or tours. Creativity is one path to differentiation, and has become one of the essential elements for the transformation of

traditional cultural tourism into creative tourism.

Creative tourism can be defined as the travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, providing a connection with those who reside and create this living culture (UNESCO, 2006). Adding value experiences should include: (i) Creativity in its relationship with the cultural and human elements; (ii) Differentiated experience should rely on the cultural environment of that specific place; (iii) Co-creation of innovative products, through a heritage and creative artistic conjugation.



**REFERENCES:** UNESCO (2006). Towards Sustainable Strategies for Creative Tourism. Retrieved on Mars 23<sup>rd</sup> 2020 at <https://unesdoc.unesco.org/ark:/48223/pf0000159811>