

Cofinanciado



TOURAVEL '18 / V. International Tourism, Travel and Leisure Conference

May 25-26, 2018 Istanbul

Graça Joaquim, ESHTe, CITUR and Cies.Iscte.lul

graca.joaquim@eshte.pt

Ezequiel Santos, Eshte

ezequiel.santos@eshte.pt

Artists, Creativity and Tourism: notes on the ongoing metamorphosis in Lisbon

Abstract

The purpose of this communication is to present, share and reflect on the profound process of transformation underway in Lisbon. We take three emblematic case studies where artists play a central role in the emergence of creative tourism in the city, in terms of both domestic and international tourism.

The processes of social change in the city of Lisbon (bearing in mind the exponential demand for both domestic and international tourism) the accelerated processes of gentrification, the recent and trendy uses of those once old and closed neighborhoods, drastic changes in the real estate market, the deployment of large business groups: these are among the many changes on so many different sectors that occur simultaneously, and one does see a different city almost on a daily basis.

The turning point in this process of accelerated change is, paradoxically as it seems, the year 2012 during the intervening period of the troika when the country suffered one of the most brutal social, economic and psychological crises of its history. National and foreign tourists began surprisingly to increase in number. Millions of them.

This constitutes a process of accelerated and unpredictable change in such a way that we are reminded of Beck (2016). Indeed, on his latest work he considers the concept of social change already obsolete in order to understand and explain contemporary complexities, proposing the concept of metamorphosis. What seems impossible today happens tomorrow. This is perhaps a more performative concept to describe Lisbon now and then, six years ago.

In this context and within the framework of the ongoing project “Innovation and Future: contributions to the design of the tourist offer in Lisbon Metropolitan area” (Lisbon-01-0145-Feder-023368) where cultural and creative industries are central areas of approach, we investigated the relationship of artists with tourism in three neighborhoods of distinctive features, through three artist collectives in the field of the performing arts.

If Creative Tourism can be taken as a relationship between people (Richards, 2011) and is traditionally characterized by the role of the public sector at national and European levels in its promotion, this paradigm has become more complex and involves new stakeholders. Artists’ relationship with tourism and tourists has recently been the subject of study in the area of tourism (Jóhannesson and Lund, 2017; Smith and Pappalepore, 2015; Sheban, 2014). Moreover, the contribution of the arts to tourist flows (Bolderman and Reijnders, 2017) is assumed as increasingly central in the context of tourism.

Creative tourism and the focus on creative cities refers to a theoretical design questioning this reality from the continuous nature of the creative places, which provide experiences ranging from mere commodification to potentiation of social and economic networks that shape identities and alter the perception of the Self, the other and the city. At the same time we want to understand in which way creative events may be catalysts of urban transformations with impact on tourism demand, studying the actors who stand as key drivers of creative change in Lisbon.

The representations and the relational space of Lisbon’s resident artists about tourists and visitors, their narratives as citizens and workers in the frame of contents, experiences and identities are subject to in-depth analysis through intensive methodologies, including focus group.

The analysis of these life trajectories and its representations allows us to contribute to the knowledge of Lisbon’s creative development, constituting an essential tool for building innovative models in the context of plural experiences within authentic, ethical and sustainable tourism.

Keywords: Creative tourism, Lisbon, metamorphosis, artists.