

CREATIVITY AND TOURISM, STUDY CASE: FOUR CREATIVE CITIES IN INDONESIA

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Abstract

As the global tourism sector develops, many regions compete to attract tourist visits with various development strategies. Some regions differentiate themselves by highlighting their uniqueness and presenting something different from their region, while others try to follow or modify a successful tourist destination model from others. This study aims to identify the role of creativity in tourism and creative tools that are essential in tourism development strategy. A literature review was conducted to identify the interpretations and perspectives of several authors. Furthermore, by exploring several case studies from big cities in various countries and UNESCO creative cities in Indonesia with different geographic scales and fields of creativity, such as Pekalongan, Ambon, Bandung, and Jakarta, this research examines the main features of creative programming strategy in both rural and urban destinations. This study concludes that for creative programs to go hand in hand with tourism development strategies, the government and local communities must work in synergy. Strategies to make places more creative and to develop tourism by integrating the main features of resources, meanings, and creativity and considering the locality of the region are also suggested. Indonesia's creative cities put a good sample for other regions to follow in implementing tourism destination placemaking formulas.

Keywords: Creativity, Creative City, Development Strategy, Tourism.
