

Bibliometric analysis of the relation between Creative Tourism and Creative Cities publications between 2002 and 2022 in the SCOPUS database

CÁTIA FARIA¹, PAULA REMOALDO¹, JULIANA ALVES¹ & HÉLDER LOPES¹

¹Universidade do Minho

Contacting author: catia.97faria@gmail.com

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Objectives | Creative Tourism is a recent tourist segment, having its definition emerged for the first time in 2000. This was the premise that gave rise to the first objective: to understand and analyze the evolution of Creative Tourism publications in the last 22 years. It was noticed that the term was not always used correctly. Therefore, we decided to evaluate which were related to Creative Tourism and which did not fit the theme. Furthermore, with the evolution of the term and the evolution of UNESCO Creative Cities, we also tried to understand whether there is a connection between Creative Tourism publications and those on the Creative City, that is, whether Creative Tourism also develops in UNESCO Creative Cities.

Methodology | Literature about Creative Tourism has increased, mainly due to issues related to sustainability, with the insistence on not letting intangible heritage and its traditions die. Then questions began to arise regarding the profile and motivations of tourists who intend to undertake this type of tourism. Taking these perceptions into account, a bibliometric analysis was carried out on Creative Tourism, in the SCOPUS database, between 2002 and 2022. This was the time period chosen because the year 2000 was when this segment was defined, but the first publication in the database it only appeared in 2002, and the most recent year prior to our investigation was 2022. This made it possible to understand the evolution of themes surrounding creative tourism and what is most analyzed in the recent period. In the SCOPUS database, the word "Creative Tourism" was inserted to be searched in the title, abstract and keywords. Taking this approach into account, 357 Creative Tourism publications were found in the SCOPUS database. A database was created in Microsoft Excel 2010 with 11 categories from which the publications found would be evaluated and analyzed. The categories concerned the citation of the publication, the name of the publication, the type of publication, the year of publication, the theme, the research technique, empirical study, type of study, analysis techniques, geographic range and conclusions. After the 357 publications were analyzed, it was found that 17 were repeated, adding to this, 38 publications were eliminated

because they did not fit into the concept, that is, the keyword "Creative Tourism" was in the title, abstract or keyword, but its content did not concern it. Taking these observations into account, the number of publications analyzed fell to 302. Of the 302 publications on Creative Tourism, 27 addressed Creative Tourism and the Creative City. Therefore, they were analyzed equally, one of the objectives being to understand whether these 27 publications established a relationship between both concepts. The bibliometric analysis was carried out in Excel using descriptive statistics for its analysis, but content analysis was also used, namely, referring to the reading of all publications found. It should also be noted that of the 302 publications, some categories were included in "not available" because they were not open access and it was only possible to read their summary, which meant that not all categories could be analyzed.

Main results and Contributions | From 2015 onwards, publications increased considerably, reaching 52 publications in 2019. Despite this achievement, 2021 was the year with the highest number of publications (n=77). In 2020, due to COVID-19, the number of publications decreased, as it was not possible to carry out empirical investigations in this area. Regarding the types of publications, around 58.3% are articles, followed by book chapters (27.5%). Of the total publications analyzed, 54.6% concern qualitative publications, followed by quantitative publications (18.5%) and those with mixed content (16.6%). Regarding the analysis of publications by geographic scope, it was noticed that 26.8% of publications were carried out on a city scale, followed by publications on a regional (17.9%) and local (11.6%) scale. The country that most addressed the topic was Portugal (19.2%). The themes were defined by the authors, and the one that had the greatest impact was "Creative Tourism and its development" at different geographic scales, with 37.1%. The most used research techniques were secondary data 32.5% and the most performed analysis in publications was content analysis with 51%. Only 27 publications were found on Creative Tourism and the Creative City, of which articles predominate (n=16). The years with the highest number of publications were 2021 and 2022, with 4 publications in each year, with Portugal being the territory with the most publications on this topic (n=4).

Limitations | The main limitation of our study was to use only one database, even if we are aware that SCOPUS is quite inclusive and ranges a huge number of Journals.

Conclusions | This study analyzed the evolution of Creative Tourism research, but also between Creative Tourism and Creative Cities. It was the first study to cover the 20-year period, using only this database. Of the 302 publications in the SCOPUS database on the topic of Creative Tourism, 27 referred to creative tourism and creative cities. In 2002 the first publication on the topic appeared and in 2021 the topic reached its maximum number of publications. The largest number of existing publications concern articles, because they are capable of synthesizing information in a better way

compared to book chapters. Most themes address creative tourism at various scales, always highlighting the improvement of creative products to develop this niche. It can be said that the publications are mostly qualitative because in the first years the publications were theoretical and addressed creative tourism in a broad way. However, the number of quantitative research has grown in recent years due to the creative activities developed around the world and the attempt to define the profile and motivations of the creative tourist. Mainly secondary data and content analysis are used. Creative tourism is much discussed at the city level, but Portugal is the country that focuses most on the topic, among other reasons, but above all due to the CREATOUR Project developed between 2016-2020. It was found that the association between Creative Tourism and the Creative City is recent, as it was only in 2011 that the SCOPUS database presented the first publication to address both concepts. Portugal is the territory with the most publications on this topic (n=4) with a special focus on large urban centers, such as Lisbon and Porto, but also Barcelos, followed by other countries, such as Spain and China (n=2). It is also important to highlight that some publications did not portray the topic (n=3), one of which addressed the concept of a friendly city. Other publications focus on more theoretical and methodological aspects (n=2), mainly on the creation and application of indices to measure creativity in tourism.

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