

Workshop co-creation in tourism and leisure

Co-creation...what is that about? Co-creation can be briefly described as *including tourists and other possible stakeholders in the innovation process of new concepts in leisure and tourism*. But there is more, much more, and this exactly is what you are going to find out during the workshop co-creation in tourism and leisure.

The workshop doesn't work with a pre-determined program; only a central theme is established for each of the 7 workshop days. During the first workshop day the program of the other days will be co-designed with the workshop participants.

This because we do not believe in top down transmitting knowledge; we want to co-create with you in order to make your learning experience the best it can be!

How does that work? Below you find a list of the central themes per workshop day. At the first workshop day we will fill out the total program with program topics and program elements; you are the decision makers!

Saturday 21/02 **The co-creation of the co-creation workshop**

Monday 23/02 **The Experience Economy; it is all about making meaning**

Tuesday 24/02 **Tourism and leisure; future concepts**

Wednesday 25/02 **Co-creation; how to work with every stakeholder**

Thursday 26/02 **Towards co-creative tourism and leisure**

Friday 27/02 **Your last chance; every question answered**

+ Breeding knowledge; preparing experience sharing with all WU participants

Saturday 28/02 **Breeding knowledge; preparing experience sharing**

+ Spread the word: experience sharing with all WU participants

Possible program topics:

- customer value chains
- not the tourist but the human being is the key figure
- experience economy
- co-creation applied tourism and leisure
- state of the art examples
- developing "new" knowledge
- innovative research methods
- making meaning
- imagineering
- ...
- ...
- ...

Possible program elements:

- lectures
- case studies
- experimental travel experiments
- group discussions
- photo or video sharing
- book reviews
- story telling
- ...
- ...

Prework (before WU starts):

- A. Read and summarize a book (choose one from the list provided asap.)
- B. Prepare and develop a tourism or leisure case study from your country / region

During the WU:

- A. Work on jointly determined program (see first page)
- B. Further develop your case study
- C. Work on a general case with your workshop group

Postwork (after WU)

- A. Further develop the case study with the knowledge and skills learned into a state of the art co-creation tourism or leisure experience
- B. Sharing insights in the application of WU content on blog

Central themes per day

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January 2008,

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