

About The Santa Fe International Conference on Creative Tourism

The UNESCO Creative Cities Network was launched by UNESCO in October 2004. The network is designed to promote the social, economic, and cultural development of cities in both the developed and the developing world. The cities that apply to the network seek to promote their local creative industries; they share interest in UNESCO's mission towards cultural diversity. Once a city is appointed to the network, it can share experiences and create new opportunities for itself and others on a global platform. One such activity is based on the notion of creative tourism.

A key ingredient is the creation of public/private partnerships that help unlock the entrepreneurial and creative potential of small enterprises, which play an important role in the new economy. To underpin their development, small creative businesses also need innovative talent, and therefore cities with strong contemporary art, fashion, craft, music and design schools are most likely to flourish.

UNESCO - the United Nations Educational, Scientific and Cultural Organization (UNESCO) was founded on 16 November 1945. For this specialized United Nations agency, it is not enough to build classrooms in devastated countries or to publish scientific breakthroughs. Education, Social and Natural Science, Culture and Communication are the means to a far more ambitious goal: to build peace in the minds of men. Today, UNESCO functions as a laboratory of ideas and a standard-setter to forge universal agreements on emerging ethical issues. The Organization also serves as a clearinghouse – for the dissemination and sharing of information and knowledge – while helping Member States to build their human and institutional capacities in diverse fields. In short, UNESCO promotes international co-operation among its 193 Member States and six Associate Members in the fields of education, science, culture and communication.*

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