

Conclusions from the International Conference

"Digital Concept in the Role of Creative Economy: The Effects of Digital and Creative Tourism Economy"

A traditional, eight annual international scientific meeting, **from the New Economy cycle** to the basic topic *"Digital Concept in the Role of Creative Economy: The Effects of Digital and Creative Tourism Economy"* was held on 16 May 2019 in Sutomore, as organized by **Oikos Institute - Research Centre from Bijeljina** (www.oikosinstitut.org) and its co-organizer Faculty for business in tourism in Budva, "Adriatik" University.

The conference was attended by experts from 8 different countries around the world, mostly through their direct participation, or by a web-link. The exchange of scientific findings and ideas devoted to the effect of the creative economy in the light of digitization is thusly enriched by new insights regarding the contribution of general human creativity, and particularly culture, to those branches of the economy (modern products of goods and services) that are predominantly based on creative innovations and knowledge, and less focused on material resources, energy and mere labour force.

It is fairly difficult to determine the share of creative economy in the world's GDP due to the fact that many traditional products and services are gaining new economic potential and added value due to the creative contribution of factors such as design, architecture, film art, theatre, museums, music festivals, folklore and culture in general. Global estimates indicate that the pure human creation contributes to minimum 3% of the global economic activity, and that in the case of countries with a high percentage of services, particularly of tourism in their economic activity, this percentage reaches more than 10% of GDP. In respect of those facts, the Conference participants adopted the following conclusions:

1. The global economic activity is being developed and modified at a fast pace. Digitization accelerates economic activity and reduces production costs. The fourth technological revolution has affected all of the life segments, the service sector, and anything that is implied by the creative economy. Despite the new risks, the net effect of digitization is distinctly positive.
2. Nowadays, tourism is one of the fastest growing sectors of the economic activity in the world, developing and changing faster than the others, particularly in periods of global conjuncture. Over the past ten years, global economic activity has grown at a rate of around 3% per annum, whereas tourism services registered increase of more than 5% per annum. This has led to new challenges, innovations and a substantially higher level of global and regional competitiveness. The growth of tourism, as a rule is maintained even in the first years of global or regional recession, which is a consequence of the particular sensibility and positive expectations of the people who are the primary consumers of tourist services.
3. The world of today faces enormous uncertainties, new risks and threats to global growth and international cooperation, such as climate change, migration, terrorism, genuine extremism and protectionism. The creative economy, which fosters international cooperation, provides a chance for less developed countries, regions and the world as a whole, to mitigate the effects of new global crises, to increase the newly added value of products and services, thus slowing down the possible sudden decline of GDP, therefore preventing or mitigating new recessions and crises.

4. Probably the greatest contribution of creative economy to welfare of humanity lies in its role of fostering entrepreneurship, creating employment and reducing poverty. Family business, perhaps better than anything else, develops and applies ideas of economic creation and creativity in general, with a beneficial effect for vulnerable social groups.
5. In some countries of Southeast Europe (Montenegro, Croatia and even Northern Macedonia) tourism reaches up to one third of GDP. The share of creative economy in the tourism sector, by means of better organization and the utilization of local creative potentials of people (handicraft business, cultural events, healthy food and good wine) on the grounds of eco-friendly and other culture could reach nearly one fifth of GDP and to generate 5% GDP growth. Creative economic potential in today's conditions requires far more effort and better international and regional cooperation, eliminating obstacles to the free flow of products and services.
6. The regional service and tourism industry is a new potential that emerges from the dispersion of global tourism demand around the world, and particularly due to the new wave of tourists from the Asian most populous countries such as China and India, and very likely many other countries of Asia and Africa in the near future.
7. The creative potential of people lies in the multitude of newly generated resources, primarily cultural habits and people's desires. Many of these requirements are linked to the quality of life, health and safety, and particularly to the preservation of the environment, biodiversity and natural rarities. Therefore, a greater public concern on protected natural areas and cultural heritage are the necessary preconditions for a greater contribution of the creative economy to the sustainable economic development.

Sutomore, Montenegro
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Conference participants