

THE TOURIST EXPERIENCE



THE **CREATIVE** TOURIST

A Eudaimonic Perspective

XAVIER MATTEUCCI • MELANIE KAY SMITH



The Creative Tourist

THE TOURIST EXPERIENCE

Series Editor: Richard Sharpley

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The Creative Tourist: A Eudaimonic Perspective

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Dr Xavier Matteucci is an Independent Scholar currently employed at FH Wien der WKW / University of Applied Sciences for Management and Communication. He was appointed Honorary Professor at IMC Krems University of Applied Sciences, Austria in 2023. He grew up in the Provence region where, over the years, he has witnessed the erosion of the regional culture and the marketisation and privatisation of public spaces and services. He became interested in the influence of tourism/travel on individual and collective well-being as well as in the effects of globalisation processes on regional cultures and cultural identities. During his frequent travel to Spain, he became passionate about flamenco as an art form, which led to his doctoral research on creative flamenco experiences. Xavier adheres to constructivist epistemology, but he also finds inspiration in new materialist philosophies for understanding social phenomena and fostering positive change. His publications cover topics in the areas of tourism experiences and well-being, cultural tourism and qualitative social research methodologies. Apart from his academic activities, he has led European Commission funded consultancy research projects on sustainable cultural tourism in South-East Europe.

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