

*The tourism and creative industries meet: Experiences from Singapore*

In many countries, the creative industries are seen as the future of economic development. And so is tourism. There are many overlaps between the creative industries and tourism, including heritage management, the arts and culture, film festivals and destination branding. In this context, this presentation looks at the case of Singapore and how the creative industries and tourism industry come together. The current destination brand of Singapore – YourSingapore – for instance, hinges on tourists planning their own itinerary online and creating their own experiences. There are however also challenges, for instance, the touristification and digitalization of heritage products. This paper looks at a number of examples and offer a model to manage the interface between the tourism and creative industries.