

Critical Tourism Studies Proceedings

Volume 2017

Article 97

2017

Creativity and Tourism Networks: A Contribution to a Post-Mechanistic Economic Theory

Matthias Fuchs

Mid-Sweden University, matthias.fuchs@miun.se

Rodolfo Baggio

Bocconi University, rodolfo.baggio@unibocconi.it

Follow this and additional works at: <http://digitalcommons.library.tru.ca/cts-proceedings>

 Part of the [Tourism and Travel Commons](#)

Recommended Citation

Fuchs, Matthias and Baggio, Rodolfo (2017) "Creativity and Tourism Networks: A Contribution to a Post-Mechanistic Economic Theory," *Critical Tourism Studies Proceedings*: Vol. 2017 , Article 97.

Available at: <http://digitalcommons.library.tru.ca/cts-proceedings/vol2017/iss1/97>

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact kgaynor@tru.ca.

Title: Creativity and Tourism Networks: A Contribution to a Post-Mechanistic Economic Theory

Author: Matthias Fuchs¹ & Rodolfo Baggio²

Affiliation: Mid-Sweden University¹; Universita Boccon²

Contact: matthias.fuchs@miun.se

Session Type: Presentation

Abstract:

We criticize ‘orthodox’ economic theory by applying the philosophical framework developed by K.H. Brodbeck (2008; 2012). Accordingly, we argue that creativity represents the core economic activity conducted within the boundaries of socio-economic networks. After discussing the changing notion of creativity throughout the history of thinking, the elements of a post-mechanistic economic framework are presented. By doing so, we elaborate on the idea that market economies are complex network systems of interacting agents (individuals, organisations). In the second part, we conduct network analysis to assess network-topologies of European tourism destinations. By applying the network metric Simmelian brokerage (Latora et al., 2013), we show how network closure and structural holes can affect creativity. Findings reveal that destinations show serious creativity gaps.

References:

- Brodbeck, K.H. (2008). Wirtschaft als kreativer prozess: Wie ein weicher faktor harte tatsachen schafft. In T.G. Baudson & M. Dresler, eds., *Kreativität und Innovation* (pp. 16–27). Stuttgart: Metropolis.
- Brodbeck, K.H. (2012). Zur philosophie der kreativität. In J. Schick & R. Ziegler, eds., *Residenzvorlesungen*. Würzburg.
- Latora, V., Nicosia, V., & Panzarasa, P. (2013). Social cohesion, structural holes, and a tale of two measures. *Journal of Statistical Physics*, 151(3–4), 745–764.