

Innovation practices

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New products and services for tourists

Introducing new products or services to the market, industry or destination level, that will stimulate tourists' experience and consumption of the “*new*”.
E.g. *enhancement of the core products; increasing comfort; new needs and modes of diversification; an IT-ingredient; mythical reinventions; feel good products;*

New managerial methods and resource mobilization

Develop and organise internal collaboration, collaborative strategy, co-operation and communication. e.g. *managerial innovation; networking innovation;*

Collaboration example



Educational spin-offs and innovation in the educational sector

Knowledge and research, the development of innovation activities and the benefits to education. e.g. *utilising the local knowledge base; building new educational resources; learning and scientific research.*

Reverse community innovation

Innovation aiming at the benefits of the residents.
e.g. local economic and employment impacts,
development of local economy and infrastructures
(*e.g. entrepreneurship*); *quality of life impacts,*
development of local culture and leisure projects
enhancing communities quality of life.

Reverse business innovation

Innovation furthering other business branches.

While tourism is often seasonal and depends on skills in the lower range, other industries often employ better educated personnel on more stable or career favourable conditions.

Thank you

Dziekuje