

Innovation and technology in tourism



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The purpose of the report is to demonstrate an understanding of issues, developments and approaches for utilizing technology and innovation in Tourism Leisure and Events (TALE). To explain all the concepts covered in this report, the example of Slow Food Noose has been taken. With the use of Journal articles, newspaper articles, websites, personal communications and lectures, this report analyses the context; the role of regional and organizational innovation systems to TALE; Technology, innovation and entrepreneurship in TALE; The role of stakeholders in TALE; and Innovation and genealogy.

Remarks Several terms are used in this report. ' TALE: Innovation: Tourism, Leisure and Events Application of new and creative ideas following by the implementation of inventions Any persons that can affect or be affected by an organization or a business Stakeholders: 3 I. Context Building an innovation culture in Australian industry is a vital part of the Government's plan for building a fairer, richer, and greener nation. (Innovation. Gob (Australia), 2011). Slow Food Noose will be used as example to explain all the concepts about technology and innovation.

Slow Food is a global, grassroots organization with supporters in 150 countries around the world who are linking the pleasure of good food with a commitment to their community and the environment. Carlo Petri created the concept of Slow Food in 1986 in Italy. The concept was innovative at that time as it was an alternative to fast food. Real, clean and fresh food directly purchased from local producers is the main line of the Slow Food policy. Slow Food Noose was founded in 2005. It is considered as a tourism organization as it organizes educational food events. Slow Food Noose, 2012) Moreover it

fits the new way of traveling that has appeared the last years: the slow tourism. This concept is aiming to reduce the high impact on nature by becoming sustainable. (Dickinson, J. & London, L. 2012). For a better understanding of Slow Food Noose, the Appendix 4 deeply explains the model of Porter of slow Food Noose, Figure 1. Figure 1 . The model of Porter of Slow Food Noose New entrant and barrier New entrant on the market could be other organizations or new movement, but they will not be a threat, as they will work together with Slow Food Noose.

Competition Slow Food is a movement and Slow Food Noose works with there (Slow Food Sydney, Gold Coast, Indonesia). As the trend is more and more moving to “ green” and sustainability, Fast Food is not a real competitor. New entrant on the market Power of Customers Competition on the Sector of Food Movement Power of Suppliers Bargaining Power of Customers Slow Food Noose is a firm with low bargaining power of its costumers since it is a product of high consumption. Consumers of Slow Food Noose are aware of the Slow Concept and all that it includes (price, time) and do not change their mind for the opposite: Fast Food.

Threat of Substitute product Substitute technologies Recipes can be found on the Internet, consumers can do their own dinner without participate to any events. But participating at Slow Food Noose’s event is a special leisure, it cannot be substitute. Bargaining Power of Suppliers Slow Food Noose only uses product from local producers. The power of suppliers is high as it is a part of the core product of Slow Food Noose. Slow Food Noose manages to take care of its suppliers by promoting them. 4 II. Technology, innovation and entrepreneurship in TALE 11. Technology Technology is a vast term that <https://assignbuster.com/innovation-and-technology-in-tourism/>

represents all the knowledge and the practices uncovering an industrial technical. It has several branches and levels, from the Internet to cell phones and even for medical purpose. Technology is constantly advancing, and so, changing the world and the way of living. 11. 2 Innovation Innovation has always existed and has an impact on the everyday life. “ Innovation corresponds to the application of new and creative ideas following by the implementation of inventions. ” (Deckle, X. 004) Indeed, Innovation is a continuous process seen as the development of new improved goods, services, processes or method, following by the implementation of these improvements. Australian Bureau of Statistics, 2011). Innovation can be radical or incremental, about science-led and customer-driven (= product innovation) or organizational and technological (= process innovation). (innovation. Gob (Australia) 2008). The table 1 provides examples of those different innovations. Tourism is a competitive market and innovation is a key to distinct a company to another.

Innovation in tourism is “ nebulous” and driven by stakeholders and external forces such as “ changing customer needs, demographics, technology, government policy, environmental conditions, social imperatives or the suppliers chain. (Carlson, J. Et al. 2008) Table 1 . Different Nature of Innovations Source: Innovation. Gob Australia, 2008 5 11. 3 Entrepreneurship Entrepreneurship is a process that is initiated by entrepreneurs to enhance their organization. (Remington, M. Et al. 2012) Who are entrepreneurs and what are their links with innovation and technology?

Entrepreneurs are important for the tourism industry. Indeed, with the improvement in technology, the environment is dynamic and radically

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changing, and so the tourism industry. Tourism entrepreneurs have realized that innovation is becoming a key element to survive and compete. Fussing, L. And Sounds, J. (2012) explain that the driving force of innovation is not only the knowledge but “ the will to innovate, creative and entrepreneurial element. ” And that “ entrepreneur often have an intuition for market possibilities that can no be translated into rational knowledge. Entrepreneurs have loads of skills; the table 2 lists some of them. They know when and where there are opportunities to create a new concept. “ Entrepreneurs are individuals who recognize opportunities where others see chaos or confusion” (Curator, D. F. 2009 p. 3). They are looking for change ND want to “ break new barriers”(Curator, D. F, 2009 p. 3), “ do something new’ and create new values. (Hickman, 2004). When innovation, technology meet entrepreneurship, memorable experiences are created and that is beneficial to tourism. Table 2.

Entrepreneurs profile Entrepreneurs are Persistent Adventurous Ideas People Innovative Proactive Alert to opportunities Kaleidoscopic thinkers Ability to communicate vision High profile image makers Adopt broad financial strategies 6 III. The role of national and regional innovation systems to TALE A system of innovation is a “ social” and “ dynamic” process. Indeed, one central activity of the concept is learning and that involves interactions between people. Moreover, it reposes on positive feedback and by reproduction; “ the elements of the system of innovation either reinforce each other in promoting processes of learning and innovation. (Landfall, B. A. 2010, p. 2) An innovation system can be a physical, mental or cyberspace environment; and uses technology, innovation and include a complex

network of universities, enterprises and government research. It is innovative process that is pursuant to the flow of information and knowledge among people, enterprises, policies and institutions. COED, 1997) Regional Innovation System gather together all into one mass and provides the optimum context for innovation development and learning. (Hall, C. M. & Williams, A. M. 2008, up. 42-144) For instance, the Gold Coast Innovation Centre is a Regional Innovation System in Queensland, which includes the Queensland Government, the Gold Coast City Council and the University of Griffith. National Innovation Systems are quite similar to Regional ones except the fact that they are “ located within or rooted inside the borders of a nation state. ” (Landfall, B. J. 2010, p. 2.) A nation state is a where there are he same culture, language and ethics. For example Canada, Switzerland or Belgium are different countries that count at least two different languages each, there are not considered as nation states.

National Innovation Systems is a concept B« of little relevance B» for some countries. (Landfall, B. J. 2010, p. 3.) Those Innovations Systems have to create innovations to improve and fit the tourism industry. Indeed, Tourism is a sector that changes a lot as it depends of moving elements such as nature (some places might disappear) and society (population aging, new trends). 7 IV. The role of stakeholders in TTL IV. 1 Definition Stakeholders are any group of persons that can affect or be affected by the achievement of an organization or business’ objectives.

Each of the group (Figure 2) has an important role for the success of a company. (Freeman, E. R. 2010). Stakeholders have all a link between them. Indeed Government needs businesses and communities involved to make <https://assignbuster.com/innovation-and-technology-in-tourism/>

money to pay their tax; businesses need the communities and government's support to bring them tourists; communities need support from businesses and government to develop Job opportunities. (Cough, B. 2008) Figure 2.

Stakeholders Source: Freeman, E. R, 2010 There are two types of stakeholders: internal or/and external to an organization (Figure 3 and tables 3 and 4).

Stakeholders are all different and include individual or large groups and share diverse goal. (Marquis, B. L. & Jorgensen Huston, C. 2009) 8 To include stakeholders in tourism, the stakeholders' interests and needs must be understood. (Deckle 2004) Indeed they have rights but also responsibilities that can impact on sustainability and innovation. (Swarthmore, J. 1999) For instance, in Laurie Beach in 1990, there were no businesses that proposed to do a boat tour with three activities (beach, walk and snorkeling) in one day.

All the tourism companies proposed expensive three days tours that were not suitable for every kind of tourists. Ocean Rafting decided to enter the market with an innovation: the fastest boat in Earlier Beach. This boat is able to do all the activities in one day and can even reach some special places as it is CEO certified and has more than seven accreditations. The company took care about tourists' needs, environmentalists' preoccupations and all the other stakeholders' thoughts and feedbacks. Figure 3. External and Internal Stakeholders Source: Freeman, E. R, 2010

What role do the stakeholders play in the adoption of innovation? 9

Stakeholders represent the network of a company and this network permits to rise further innovation by creating a circle of process, product or service

innovation. (Carlson J. Et al. 2008) Their needs and interests are very important as it permits researchers, entrepreneurs and tourism industry to develop new ideas. (Burns & Howard 2003, up. 699-707.) “ Obtaining stakeholders’ perceptions of innovation provides a window on innovation efforts by industry and government, and opportunities for future action” (Innovation. Ova (Australia), 2011). The government lays an important role as stakeholder as it is encouraging and strengthening innovation in industry. Government programs, including the “ Many stakeholders identify Australian Councils, as making an important contribution to successful innovation in their industry sector. ” (Innovation. Gob (Australia), 2011). ‘ V. 2 Description of stakeholders for Slow Food Noose All the stakeholders listed in the tables 3 and 4, help Slow Food Noose to develop new ideas, new concepts and innovations.

If Slow Food Noose would like to know what to improve it can ask questions to its stakeholders (mystery shopping survey, watchdog, rivers). 10 Table 3. Internal Stakeholders of Slow Food Noose Stakeholders Employees and Owner General Functions The business develops Job opportunities in the area. Without employees and owners a business could not exist. Example for Slow Food Noose Slow Food Noose is a non-profit organization; owner and employees do not work for money because they are passionate. The company hires chef to cook for special events so it creates in some way Jobs. Moreover some slow food members tourists come to participate to Slow Food Noose: it brings tourists. Local producers: permits to reduce food miles, shorten the food chains and o propose fair food at good prices. (Vulgar, S. & Marvel, K. W. 2012). Slow Food Noose helps its suppliers, for example in <https://assignbuster.com/innovation-and-technology-in-tourism/>

2011 donated \$1, 000 to the Blue Hills Poultry Stud, as it was devastated by flood. As consumers participate at events, they become part of the organization, co producers (Vulgar, S. & Marvel, K. W. 2012).

They participate at the evolution of Slow Food Noose. Consumers can become members if they pay but can also be non-members: tourist or occasional consumers. (Slow Food Noose, 2012) Suppliers Suppliers provide all a business needs to run correctly in exchange of money and support. Consumers* Consumers and tourists actively participate to the creation of new products. Indeed they are the one who book, pay and use the product. All their knowledge and feedback are useful to innovate a business.

*Consumers are really important for Slow Food Noose.

There are two forms of consumers: members and non-members (tourists or occasional consumers). Slow Food (2010) explained that every type of consumer become co producer when he B« goes beyond the passive role of a consumer to take an active interest in who produces our food, their methods, the problems they face and the impact on the world around us. B»

11 Table 4. External Stakeholders of Slow Food Noose Stakeholders

Government General Functions National and regional governments decide on the laws and policies to regulate tourism industry and make sure that every industry follow them.

Government can: help with the training and administrative needs of local businesses give financial advice and support, promote an industry and building or maintaining tourist facilities. (Cough, B.) Competitors influence the way of doing things with pressure (price, range of product proposed, new

product). When a business creates something new, other businesses on the same market have pressure and have to rate new products. It is a kind of “race of the best innovation” to attract more clients.

Environmentalists care about the conservation of the environment and exercise some pressure on the tourism industry to become more sustainable. They can propose innovation that could reduce a business's impact on nature. Industrialists are all the large businesses involved in the tourism industry such as hotels, restaurants and travel agencies for instance. These industries invest money in the tourism industry as they maintain their facilities and provide jobs. They can also promote other industries. (Cough, B. Mass media and social media help the promotion of a company towards the Internet, radio, posters, television, magazines, or newspapers. Social media permits to know more about customers. Local community organizations are non-profit organizations. They can receive funds from government or other organizations. They also can participate with other organizations in commune programs. Example for Slow Food: Slow Food had a project: establishing a School Garden to educate and promote healthy food to children.

The Sunshine Coast Council has helped by donating one and a half hectares of land adjoining United Synergies in Tenants. (Slow Food, 2012)

Competitors Slow Food is a food movement; there are no competitors except Fast Food. But the two concepts are opposite and it strengthens the customers' desire to join Slow Food movement. Environmentalists

Industrialists Slow Food is a part of Slow Tourism. It has lots of things to deal with environment. Environmentalists help Slow Food to do

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some campaign to promote sustainable tourism. Appendix 2) Slow Food
Noose creates more than ten events a year and use industrialists facilities
such as hotels (Noose Springs Resort and Spa) and restaurants (Fire & Ice
Corey). (Slow Food Noose, 2012) Media Slow Food Noose uses Faceable as
social media. The Slow Food movement in general often does campaign that
appears in streets (posters) in newspapers, or in magazines. (Appendix 2) As
environmentalist, local community organizations help Slow Food Noose and
in the same way Slow Food Noose helps local organizations such as The
Greek Association of the Sunshine Coast. (Slow Food Noose, 2012) Local
community organizations 12 V.

Innovation and technology V. L How innovation and technology can benefit a
company Nowadays, lots of industries have an Internet access, a web
presence and use Internet commerce to permit their actual and potential
customers to order online. Australian Bureau of Statistics, 2011 , Appendix 3)
Technology and innovation change the life of everyone – consumers and
businesses-, to make everything easier. For example technology allows
consumers to get to know more about a company (Website, Faceable page,
Trapdoors), to compare with similar companies Outcast) but also to order or
book online (Hotels, Quanta's).

Technology also permits a company to find loads of information about their
client (insights available on website and Faceable, Twitter, Blobs) and to gain
competitive advantage through the timing and intangibility. Indeed,
technology has made moving their information safer ND faster through the
simple click of a button. Slow Food Noose uses the Internet as it has a
website and a Faceable page. Other technologies and innovations that could
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be a good idea for Slow Food Noose to use would be applications on smartness or tablets (pad, Windows or Samsung for example). V. Faceable can be used as a driving-force for sustainability in TALE What is Faceable? Faceable is a social networking service. It can be used on computers, phones and tablets. Faceable enables any businesses to build a strategy that is social by design, make it interactive and nurture relationships. It also creates an authentic brand voice and the out come is continuous learning about specific target market and market demands. 13 Faceable has several advantages: Gain insights Amplify recommendation and word of mouth Build loyalty and deepen relationships !

What is sustainability? Increase traffic and sales Drive preference and differentiation Generate awareness Nurture product development and innovation Sustainable tourism is a form of tourism that aims to reduce the carbon footprint of tourism industry. Costumers and Slow Tourism are examples of sustainable tourism. Sustainability is an alternative for traveling without impacting on the pollution and the global warming. It has a long-term value. (Cough, B. 2008) What is the link between Faceable and sustainability in Tourism, Leisure and Event?

Faceable permits an organization to inform its customers by posting about future events, giving information and selling tickets online. So that, customers and members move to the office only when it is really needed. In the same way, having a Faceable page permits to save resources such as paper and ink for brochures or advertisements. For example, Slow Food Noose creates events on Faceable and gives customers all the information to book by telephone; no need for customers to go to the office. 14 V. 3 How <https://assignbuster.com/innovation-and-technology-in-tourism/>

businesses can effectively manage innovation. New technologies permit businesses to manage innovation.

Indeed advances in technology provide new way of selling and delivering services (e. G. The Internet, flash codes). Technology also permits an enterprise to know more about its customers and about how to improve its service; so using technology can be useful to manage innovations. Facebook, blogging, Twitter, Mainstream, Youth and all others interactive websites or social medias are part of new technologies. There are several advantages that can come of applying social medias appropriately including, foster product development and innovation.

Indeed social medias allows industries to learn about their target audience and to understand their interests and generate awareness friends. For this reason social medias can be used to generate new product ideas and innovations. For instance, Slow Food Noose can organize surveys online via the Slow Food Noose's website or Facebook page to know if its consumers have ideas to innovate the service. The company can also test online if its ideas would work before implementing its or do discussion group. Indeed, consumers are very important for innovation and using their knowledge is primordial to succeed. 5 VI. Conclusion Tourism is a sector that is eternally seeking to become sustainable and to match the society's needs. The society is becoming older, trends are evolving (no more mass tourism, different way to spend leisure time), nature is changing, advances in technologies and innovations are more and more important. All those effects impact tourism. Entrepreneurs, stakeholders and Regional Innovation Systems are the

principal actors that permit the development of tourism. Stakeholders are all the persons that are impacting on or by a business.

All the stakeholders have different point of view of a specified enterprise and so different needs. Entrepreneurs think about innovations to fit these needs, and Regional Innovation Systems, with its knowledge, create it. Innovation, technology, stakeholders, Regional Innovation Systems and entrepreneurs are indispensable forces for the tourism industry. Indeed, all those forces lead tourism to sustainability by being more specialized and more ecological. Tourism is also being easier for customers and more and more accessible.