

Tourism Innovation

Technology, Sustainability and Creativity

INNOVATION AND TECHNOLOGY HORIZONS



Edited by Vanessa Ratten, Vitor Braga,
José Álvarez-García and María de la Cruz del Río-Rama

ROUTLEDGE

“This intelligently written book elaborates the technological, sustainability and creativity aspects of tourism innovations. It successfully balances the theoretical discussions with relevant practical examples from rural, coastal and heritage tourism, golf courses, historic gardens, sporting events and others. Alongside the enlightening empirical studies, the book incorporates thought-provoking conceptual chapters that deal with broader philosophical issues of tourism innovations. The variety of topics and accessible language make the book suitable for both researchers and practitioners.”

—*Stanislav Ivanov, Professor and Vice Rector (Research),
Varna University of Management, Bulgaria*

“From fuelling innovation in tourism to future trends impacting the sector, this publication provides a rich vein of interesting exemplars and unique approaches to the study of the discipline. It is a very useful guide to unpacking the impact and opportunity of technology, sustainability and creativity based on recent cases in tourism.”

—*John Bustard, Lecturer in Digital Transformation,
Ulster University, Northern Ireland*

“*Tourism Innovation: Technology, Sustainability and Creativity* brings together eleven commentaries, contributing both individually and collectively to bridge a gap between our understanding of the creative process and its purposeful application (innovation). As the editors Vanessa Ratten, Vitor Braga, José Álvarez-García and Maria de la Cruz del Rio-Rama highlight, this combined body of work is both preparatory and illuminating for the tourism industry and for tourism studies scholars. It is preparatory for what Ratten et al. describe as the new imperative for profiting from creative ideas; it is illuminating because the influence of the

dual aspects of technology and sustainability on innovative practice requires greater understanding. As contribution to analysis and understanding of the interrelation of technology, sustainability and creativity for tourism this a timely collection of work.”

—*Dr Martin Robertson (FHEA), Associate Professor (International Festival and Event Management), The Business School, Edinburgh Napier University, Edinburgh, UK*

“This well-written book is innovative as it links tourism innovation and sustainability by offering many interesting and up-to-date case studies. Sound empirical studies help researchers and students to better understand the mechanisms of innovation.”

—*Mike Peters, University of Innsbruck / Department of Strategic Management, Marketing and Tourism, Austria*

TOURISM INNOVATION

Tourism can take many different forms and types but increasingly it is viewed as one of the most innovative industries. This book showcases the innovations in tourism through a creativity, sustainability and technology perspective.

Tourism Innovation: Technology, Sustainability and Creativity addresses the growing use and importance of tourism innovation in society. Readers of this book will gain a global perspective on how the tourism industry is changing and taking advantage of emerging technologies, which will help them to foresee potential changes in the industry and plan for the future. Tourism innovation is defined as innovating in a cost-efficient manner by taking into account the available resources. Most of the focus on tourism innovation has been on developing countries but it is also used by companies in other locations. This book explores the way in which tourism innovation differs from other types of innovation and offers a creative solution to issues about sustainability and the circular economy. In this vein, it includes chapters addressing issues related (but not limited) to the following subjects: co-creation in innovation, social issues in innovation, leadership and innovation, forms of innovation, government innovation and innovation research.

This book is suitable for tourism industry professionals, researchers and policy experts who are interested in how innovation is embedded in the tourism industry.

Vanessa Ratten is an Associate Professor of Entrepreneurship and Innovation at La Trobe University, Australia.

Vitor Braga is an Associate Professor at the School of Technology and Management of Felgueiras, Polytechnic of Porto, Portugal.

José Álvarez-García is an Associate Professor and Researcher at the University of Extremadura, Caceres, Spain.

Maria de la Cruz del Rio-Rama is an Associate Professor and Researcher at the University of Vigo, Galicia, Spain.

Innovation and Technology Horizons

Series Editor: Vanessa Ratten, La Trobe University, Australia

As the business landscape constantly shifts in today's digital age, this timely series looks at how business and society can harness technological innovation to succeed and drive progress. The books in this series identify new innovation capabilities and emerging technologies and investigate the managerial implications of such technologies. As business processes become increasingly complex, the series also explores how businesses can transform themselves with new digital technologies while aligning themselves with today's societal goals. This series provides direction through research on innovation and technology management and will be of benefit to anyone who is keen to thrive in an evolving business environment.

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