

Tourism Destination & Enterprise Innovation Stimulation Tool

Framework to Overview, Design and Stimulate Destination & Micro/SME Innovation Processes

1 RESEARCH TO MARKET INNOVATION CYCLE PHASE

2 Stakeholder Actions

3 DestiNet Tourism Knowledge & Innovation Community Support

4 Link to Case Study/ Implementation Process

A RESEARCH

B POLICY

C PRODUCT/ DESTINATION DEVELOPMENT

D PROMOTION/ MARKET ACCESS

E MONITORING

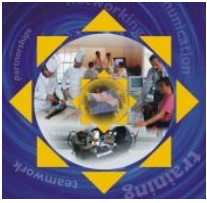


Target Users: Policy-makers, Destination Administrators, and Micro/SME Businesses with consultancy/guidance.



DestiNet Training, Education & Development Services, FAST-LAIN Project 2012





The TOURISM KIC – Making Innovation Systematic - A Destination & Enterprise Innovation Stimulation Tool

Framework to Overview, Design and Stimulate Destination & Micro/SME Innovation Processes

This tool takes stakeholders through a product & market innovation process, using the **DestiNet Sustainable Tourism Knowledge & Innovation Community Portal** as an online system to do this in reality .

The Research to Market Place Innovation Stimulation Framework

How can an SME or administration use the European Research Area and the Knowledge Economy to be more sustainable and competitive in the global tourism market place? This matrix charts the steps needed to stimulate innovation linked to the practical support given on the **DestiNet Portal** to tourism sector businesses and destinations in their efforts to perform with full awareness of their triple bottom line responsibility, whilst discovering the opportunities of European knowledge economy innovative enterprise possibilities on the path to competitive & sustainable tourism in Europe.



Research to Market Innovation Cycle Phase

The research to market place Innovation process is shaped in each of the following stages of business or destination development:

- **A RESEARCH > B POLICY > C PRODUCT/DESTINATION DEVELOPMENT >**
- D PROMOTION/MARKET ACCESS > E MONITORING >**

This knowledge cycle leads to a set of **LEARNING OUTCOMES** which stakeholders can then use to develop their tourism businesses or destinations, and also fed back into the Tourism Knowledge & Innovation Community market innovation cycle to produce continuous improvements in stakeholder activities, in part or as a whole. The following matrix can be used to chart this process.

Who, Why & When Would You Use the Tool



Businesses

If you are a **small business** – knowing issues of tourism sustainability, competitiveness and the cycle of the research to market innovation process will give you a rapid assessment of your current business situation, opportunities and potential new business leads, and bring you into the global tourism sustainability supply chain development process.



Governments



Destinations

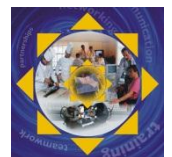
If you are a **policy-maker** or **administrator**, running this tool as an exercise for yourself or as a team will give you a means of developing an evidence-based best practice destination and business innovation support programme.



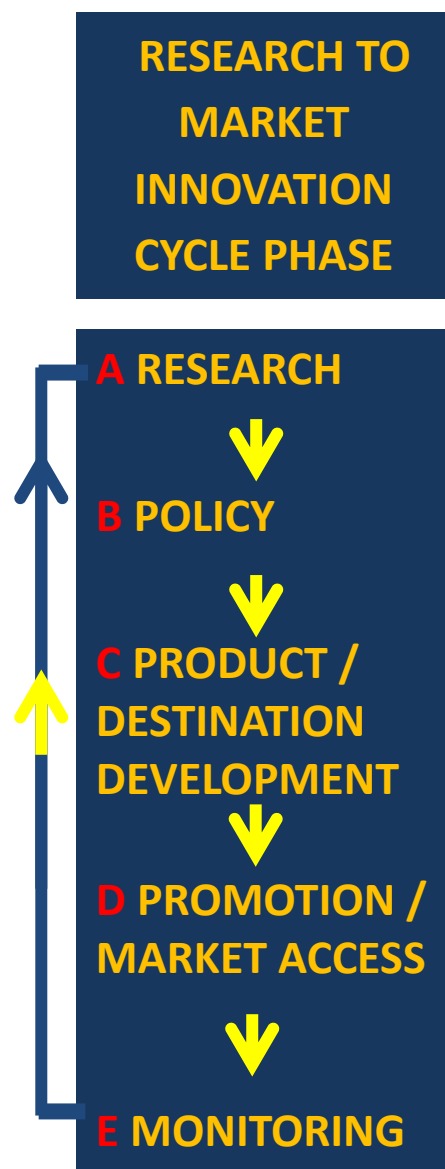
Academics

Consultants and academics can use the tool to assist clients or teach students to understand, design and implement their own business and destination innovation processes.

Contact DestiNet Training, Education & Development Services if you need support to implement this tool



How to Use this Tool



Understanding the Innovation Stimulation Tool

- A Quick Tour of the tool to see how it works can take 5 - 30mins.
- You can build a workshop of 2hrs to 1 day to use the tool with a team or with other stakeholders.
- If you wish to make full use of the tool and use it in conjunction with the on-line DestiNet contributor and administrator folder system, you might take several days or weeks to run through everything. This may best be done as a small project in its own right.

How to Use this Tool

RESEARCH TO MARKET INNOVATION CYCLE PHASE



The tool links the table on the following page to you documents you create, or the [KIC workbook on DestiNet](#), or to [the Portal](#) itself.

1. Research to Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Tourism Knowledge & Innovation Community Support	4 Link to Case Study/ Implementation Process/ Documents
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For each phase of the cycle, you see the actions you need to do and then go to the knowledge base to research/surf information, then enter a website/worksheet reference or a document link in the last column of each table (by using the .pdf insert note function **NB You need the latest version of Adobe for this, i.e. v11 >**)

Template to Overview, Design and Stimulate SME & Destination Innovation Processes

On each of the following pages you will be asked to fill in the final column to develop your own knowledge & innovation activities.

Being aware of the Innovation cycle phase in column 1, use columns 2 and 3 to construct a specific example or process, which you can develop in column 4 using either case studies or your own business/destination development process.

1. Research to Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Tourism Knowledge & Innovation Community Support	4 Link to Case Study/ Implementation Process/ Documents
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In the final column enter a document reference (or worksheet reference if you are working with the [KIC workbook on DestiNet](#)), or a website address, by using the .pdf insert note function (Adobe Reader v 11 >)



NB. To make full use of this tool, you should apply for the rights to manage your own online space on DestiNet, in which you will have a folder to record your information online that will be linked to this matrix.

1. Research to Market Innovation Cycle Phase

2 Stakeholder Actions

3 DestiNet Tourism Knowledge & Innovation Community Support

4 Link to Case Study/ Implementation Process/ Documents

A Research

- Access European knowledge base
- Knowledge transfer
- Development of evidence-based good practice

- [Whos Who – knowledge networking](#)
- [Topics – sustainable tourism subject matter](#)
- [Good practice database & transfer system](#)

Worksheet or document reference (Use .pdf insert note function)



Who is who?



Topics



Best practice

<p>1. Research to Market Innovation Cycle Phase</p>	<p>2 Stakeholder Actions</p>	<p>3 DestiNet Tourism Knowledge & Innovation Community Support</p>	<p>4 Link to Case Study/ Implementation Process/ Documents</p>
<p>B Policy</p>	<ul style="list-style-type: none"> • Implementation of good governance principles • Policy coherence • Openness • Transparency • Participation • Accountability • Effectiveness 	<ul style="list-style-type: none"> • <u>Who's Who - Multi-stakeholder participation</u> • <u>Topics- SCP and tourism</u> • <u>Good Practice examples</u> • <u>Resources- Policy tools</u> • <u>Survey tool</u> • <u>Observatory</u> 	<p>Worksheet or document reference (Use .pdf insert note function)</p>



Who is who?



Topics



Best practice



publications & tools



Survey tool



Observatory

1. Research to Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Tourism Knowledge & Innovation Community Support	4 Link to Case Study/ Implementation Process/ Documents
C Development of Product/ Destination	Assessment of field, similar operations and actors Resource Access	<ul style="list-style-type: none"> • Market-Place • Atlas of Excellence • Resources • Good practice 	Worksheet or document reference (Use .pdf insert note function)
	Development of certification & quality cycle systems	<ul style="list-style-type: none"> • Topics • Resources 	Worksheet or document reference (Use .pdf insert note function)



Market place



Market place



Topics



publications & tools

<p>1. Research to Market Innovation Cycle Phase</p>	<p>2 Stakeholder Actions</p>	<p>3 DestiNet Tourism Knowledge & Innovation Community Support</p>	<p>4 Link to Case Study/ Implementation Process/ Documents</p>
<p>D Promotion/ Market Access</p>	<ul style="list-style-type: none"> Market access actions 	<ul style="list-style-type: none"> <u>Market-place</u> <u>News and Events</u> <u>Topic Fora</u> <u>Survey tool</u> 	<p>Worksheet or document reference (Use .pdf insert note function)</p>



Market place



Topics



1. Research to Market Innovation Cycle Phase	2 Stakeholder Actions	3 DestiNet Tourism Knowledge & Innovation Community Support	4 Link to Case Study/ Implementation Process
E Monitoring	<ul style="list-style-type: none"> Supply chain and destination management 	<ul style="list-style-type: none"> <u>Observatory</u> Survey tool <u>Market Profile –Atlas</u> <u>Sustainable destination management checklists</u> <u>Sustainable business checklists</u> <u>Setting up a Tourism Knowledge and Innovation Community</u> 	<p>Worksheet or document reference (Use .pdf insert note function)</p>



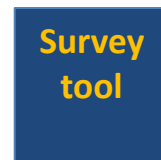
Observatory



Market place



publications
&
tools



Enter the Learning Outcomes that you have achieved by following this process

LEARNING OUTCOMES	Stakeholder Action	DestiNet Tourism Knowledge Base Tools	Link to Learning Outcomes/ document
Spatial/thematic Assessment/ Profiling	<ul style="list-style-type: none"> • Destination/Business Process and Performance Review 	<ul style="list-style-type: none"> • Observatory • Topics • Who's who • Resources • Atlas 	<p>Worksheet or document reference (Use .pdf insert note function)</p>
Good Practice Case Examples	<ul style="list-style-type: none"> • Contribution to/Use of Expert Knowledge Base to Assess Best Practice 	<ul style="list-style-type: none"> • Atlas of Excellence • Resources • Good Practice Transfer System 	<p>Worksheet or document reference (Use .pdf insert note function)</p>
Strategic Information for product/ destination development	<ul style="list-style-type: none"> • Contribution to/Use of Expert Knowledge Base to Develop Product and improve Market Access 	<ul style="list-style-type: none"> • Who's who • Topics • Resources • Market-Place • News, events 	<p>Worksheet or document reference (Use .pdf insert note function)</p>
Key Lessons	<ul style="list-style-type: none"> • Contribution to/Use of Expert Knowledge Base 	<ul style="list-style-type: none"> • Ask Expert service • Topics • Information workflow Contributor/Administrator 	<p>Worksheet or document reference (Use .pdf insert note function)</p>

Now You have Completed the Innovation Stimulation Tool!



Depending on how much time you spent using the innovation stimulation tool, you should at this point have:

1. An idea of what the tool does and how and when it would be used.
2. The innovation cycle table filled in, showing awareness or actions in each phase.
3. A Tourism KIC Workbook with sections filled in that will help stimulate either SME or Destination innovation.
4. A Folder on the DestiNet Portal managing your SME or destination innovation process.
5. A Set of Learning Outcomes.

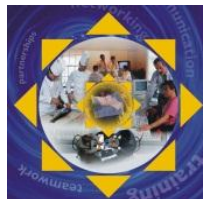
You can run through this tool again whenever you need to develop an innovative solution for your business or destination challenges.

Use www.destinet.eu to make full use of support you can get when you use this tool, and where you will find more tools, news, market services and information.

DestiNet Training, Education & Development Services

FAST-LAIN 2012

www.destinet.eu



Further Information & Help

This tool is part of the toolkit elaborated in the manual, - **Tourism Knowledge and Innovation Communities - A Guide to Multi-Stakeholder Tourism Knowledge Networking to Improve European Innovation, Competitiveness and Sustainability**

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A copy of this document can be found at
<http://destinet.eu/resources/...-various-target-groups/tourism-learning-area-toolkit>

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