

SUMMER
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Innovation in Tourism and Sustainable Regional Development



UNIÃO EUROPEIA
Fundo Europeu de
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ASSOCIAÇÃO de TURISMO
das Açores



ACTING
FOR **LIFE**

Michel Sudarskis

Secretary General

INTA

***We live on a placid island of
ignorance in the midst of black seas
of infinity, and it was not meant
that we should voyage far***

H. P. Lovecraft

Inhabitable, le monde est de plus en plus habité

Global Change

- Tourism and climate change
- Environmental impact of air travel
- Congestion

Rush to Paradise...



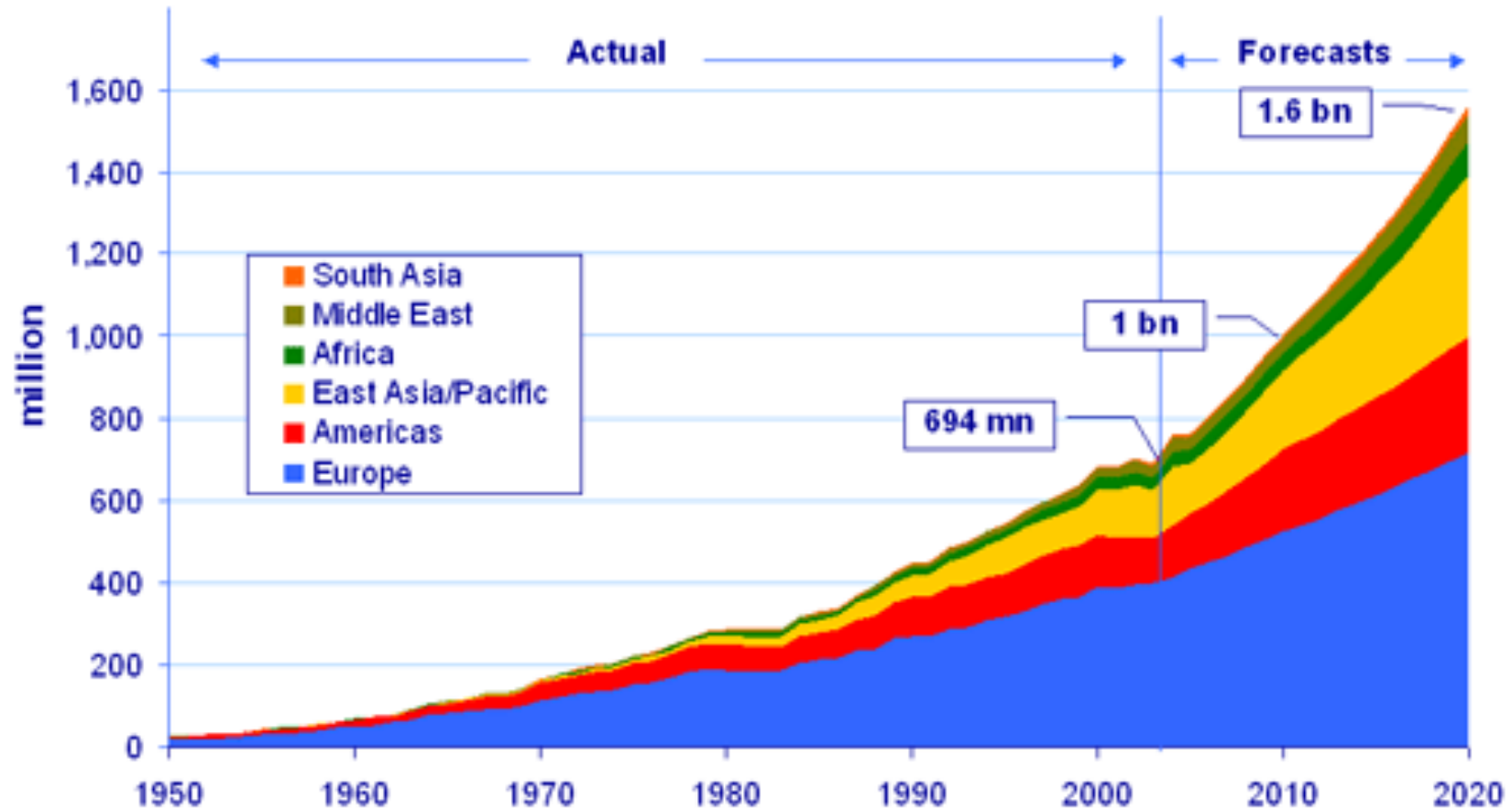
http://en.wikipedia.org/wiki/Image:Crowded_Netherlands_beach_with_mostly_adults.jpeg

...and Rush Hour in Paradise



Dennis Oda, Star Bulletin, starbulletin.com/96/10/14/news/story2.html

International Tourism Growth



The pursuit of tourism

The quality of our lives will depend to a significant extent on our ability and willingness to make urgent and significant corrections to our lifestyles.

But it is far from clear how such changes should be structured or pursued towards a wholesomely sustainable outcome.

We urgently need to become more innovative about how we can accelerate the processes through which humankind will realize, understand and appropriately deal with complex environmental, economic, social and spiritual challenges, natural or man-made.

This relates to the pursuit and effects of travel and tourism as much as it concerns any other facet of our lives

Innovation is not absolutely necessary, but then neither is survival

- We need to become more innovative about the ways we transport, accommodate, feed, entertain and cater to multiple other needs of travelers, such as to develop products, build/modify relevant infrastructure, develop business models and practices, and establish behaviors that will not threaten the ability of subsequent generations to pursue travel and tourism as part of their lifestyle

Should we stop / reduce air travel?

- Improvements in aircraft and engine technology and in air traffic management are not expected to offset the projected growth in aircraft emissions.
- That is, we need to slow the growth in air travel if we want to reduce the growth in aircraft greenhouse gas emissions.
- At the same time, about 1 in 10 jobs worldwide are in the travel & tourism industry, out of which many in destinations that cannot be (easily) reached by any other form of transport.

Technology and innovation

- Technologies broaden the range of what we can do, but are not necessarily designed to operate in harmony with boundaries and limitations of the systems in which they are applied
- Innovation is the application of ideas that are new, regardless of whether the new ideas are embodied in products, processes or services, or in work organisation, management or marketing systems

Technology and innovation towards more balanced tourism



Why is responsible tourism rather an exception than the rule?

- Fragmentation and vulnerability of many tourism businesses (SMTE)
- Lack of:
 - Vision
 - Understanding and appreciation of available assets
 - Leadership and skilled management
 - Political support, will and initiative
 - Awareness & empowerment at the necessary levels (especially at community level)
 - Financing
 - Information (at all levels)
 - Awareness and implementation of available tools (incentives/programs/technologies etc)
 - Ability to deal with complex (indicator-based) feedback (when available) towards TBL
 - Expertise and incentive to translate local/regional development plans and strategies, land-use plans, coastal zone management programs, etc. into appropriate tourism products and businesses
 - Institutional, legal, economic, social and environmental frameworks
 - Voluntary initiatives/agreements
 - Skilled workforce
- Prevalence of short-term thinking, greed, corruption

Technology can help

- to decrease resource consumption per unit of delivered services/goods
- in generating environmental impacts and dealing with them
- In disseminating relevant information and knowledge
- In facilitating the communication between stakeholders
- in processing vast amounts of information and managing complex systems
- in enhancing in multiple ways the quality of the travel experience

Innovation in the hospitality sector



Figure 3: Related sectors along with their innovative themes

Innovation in the hospitality sector

- The food industry is mainly developing towards *safe and healthy food*, while also the *convenience consumer* is within the food industry. Convenience is also the main topic for the recreation and tourism sector.
- The construction sector is evolving towards *smart buildings* enabled by advances in technology, while the public and the government are promoting *sustainable building and construction*.
- The *information society, network economy and new business models* are evolving from communication and related sectors.
- Innovation waves like sustainable energy, smart consumer electronics, sustainable regions and efficient and effective health care also have cross-relationship with the developments within the hospitality sector.

Innovation at the front office

- At the front office of a hospitality firm, clients are generally offered three types of services: *accommodation, nutrition and relaxation*.
- No matter a hotel, restaurant, cafeteria or pub is being visited, they all offer a place to stay, food and drinks and some kind of surplus value

Innovation at the front office



Figure 4: Innovation radar at the front office

Innovation at the front office

- Accommodation: renewal is expected in the field of customer safety and security, and increasing comfort, which in the future will be increasingly automated.
- Nutrition shows a wider diversification for the client across the hospitality sector. Depending on the formula, image and target group a hospitality undertaker can go for more convenience, healthiness, local and/or ecological food. The customer can also expect more smart packaging to increase or communicate the food quality, food safety or convenience.
- Relaxation within the hospitality sector develops towards a wide variety of experiences, going to more extremes, designed to a specific function and/or integrating several forms of recreation into one concept. Additionally, the convenience in the customers' leisure time is also increasing with several concepts and customer relations are developing into a new era with ICT. Finally, digital entertainment will be more widely available within the hospitality sector

Innovation at the back office

- At the back office, the entrepreneur has to deal with the premises, business processes and a business concept.
- The *premises* refer to both the building and its interior.
- The *business* concept is the general formula in location, price, quality and undertaking,
- *business* processes refer to - the organisation of daily activities.

Innovation at the back office

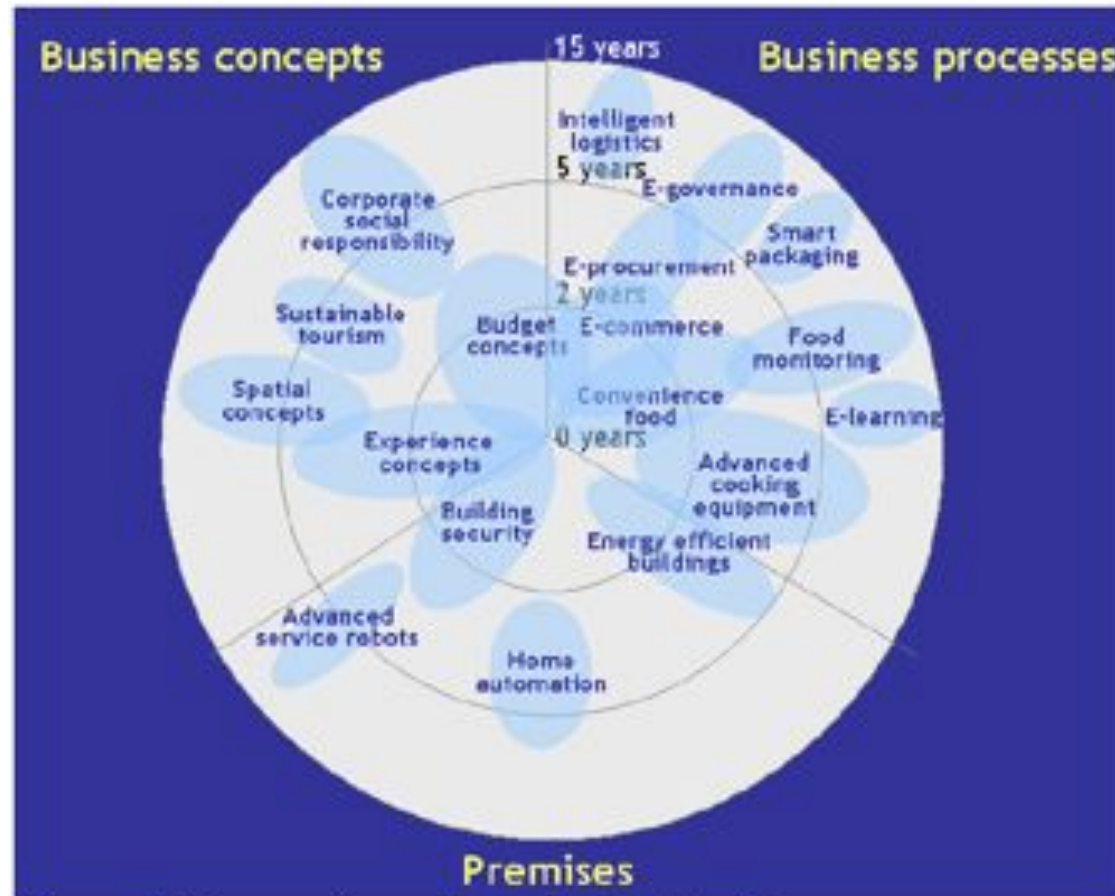


Figure 5: Innovation radar at the back office

Innovation at the back office

- Within the premises, the hospitality sector develops towards more safety and security of employees. While costs of energy and employees are cut by energy efficiency, home automation and advanced service robots.
- Daily business processes will be enhanced in a wide variety of internal activities. Renewal in food preparation is concentrating on speeding up the delivery time and assuring high quality with convenience food, advanced cooking equipment, food monitoring and smart packaging. Marketing, education, logistics and administrative work are increasingly supported by ICT or, to be more concrete, by e-commerce, e-procurement, intelligent logistics, e-government and e-learning.
- Business concepts will be more oriented on experience and/or on the short-term budget. Their surroundings and sustainability issues also increasingly affect formulas.

Ideas are plenty, the will to implement them too little

- But technology alone cannot :
 - Exercise political will or leadership
 - Define our value systems or generate our visions
 - Go the extra voluntary mile

