

KAKO PODSTAKNUTI INOVACIJE U TURIZMU?

1. Popularizacija i zagovaranje inovacija
2. Stvaranje stvarnog i virtualnog prostora za razmjenu inovativnih ideja, njihovo finansiranje i promociju
3. Edukacija stakeholdera o inovacijama, održivom turizmu i važnosti praćenja inovacija (inovacijski indikatori)
4. Edukacija o inovacijama u okviru programa visokog obrazovanja (posebno o inovacijama usmjerenim na razvoj održivog turizma)
5. Razvoj i podrška saradnji i umrežavanju ključnih stakeholdera - inovatora, malih i srednjih preduzeća, razvojnih agencija, finansijera, lokalnih i regionalnih vlasti itd. Posebno:
 - Podrška za prenos znanja i inovacija iz drugih sektora u turizam
 - Saradnja malih i srednjih preduzeća sa velikim preduzećima (win-win)
 - Saradnja između institucija visokog obrazovanja i preduzeća
6. Pojednostavljenje i poboljšanje zakonodavnih akata koji se bave inovacijama
7. Uvođenje obaveznog izvještavanja o inovacijama na nacionalnom nivou
8. Razvoj istraživačkih aktivnosti vezanih za inovacije i turizam.

Strategy for Fostering Innovations in Sustainable Tourism for Adriatic-Ionian Region, 2018.

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HOW TO ENCOURAGE INNOVATION IN TOURISM?

1. Popularization and advocacy of innovation
2. Creating a real and virtual space for exchange of innovative ideas, their financing and promotion
3. Education of stakeholders about innovation, sustainable tourism and the importance of monitoring innovation (innovation indicators)
4. Education about innovation within programs of Higher Education Institutions (especially about innovation aimed at sustainable tourism development)
5. Development of and support to cooperation and networking among crucial stakeholders - innovators, SMEs, development agencies, financiers, local and regional authorities, etc. - especially:
 - Support for the transfer of knowledge and innovations from other sectors to tourism
 - Cooperation between SMEs and large enterprises (win-win)
 - Cooperation between HEIs and enterprises
6. Simplification and improvement of legislative acts dealing with innovations
7. Introduction of mandatory reporting on innovations at the national level
8. Development of research activities related to innovation and tourism.

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ADRION **ADRIATIC-IONIAN**
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FOST INNO



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INOVACIJA JE:

- razvoj i primjena nečeg novog ili nečeg bitno izmijenjenog

VRSTE INOVACIJA:

1. Inovacije proizvoda i usluga
2. Procesna inovacija
3. Tržišna inovacija
4. Inovacija inputa
5. Organizacijska inovacija

INNOVATION IS:

- the development and application of something new or substantially altered.

TYPES OF INNOVATION:

1. Product and service innovation
2. Process innovation
3. Market innovation
4. Input innovation
5. Organizational innovation.

6 POZITIVNIH EFEKATA KOJE INOVACIJA DONOSI:

1. Osiguravanje održive konkurentske prednosti
2. Brza reakcija na promjenjive uvjete
3. Rast i diferencijacija tržišta
4. Razvoj novih tržišta i ciljnih skupina
5. Povećanje efikasnosti i smanjenje troškova u preduzeću
6. Dodana vrijednost za društvo

6 POSITIVE EFFECTS THAT INNOVATION BRINGS:

1. Securing a sustainable competitive advantage
2. Fast reaction to changing conditions
3. Market growth and differentiation
4. Development of new markets and target groups
5. Efficiency increase and cost reduction in the company
6. Added value for society

INOVACIJE U TURIZMU DONOSE:

- Veća primanja
- Održivi razvoj
- Novo znanje
- Nove proizvode i usluge
- Novo razmišljanje za budući razvoj turizma

INNOVATION IN TOURISM BRINGS ABOUT:

- Higher incomes
- Sustainable development
- New knowledge
- New products and services
- New thinking for future tourism development

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