

KAKO POTAKNUTI INOVACIJE U TURIZMU?

1. Popularizacija i zagovaranje inovacija
2. Kreiranje stvarnog i virtualnog prostora za razmjenu inovativnih ideja, njihovo financiranje i promociju
3. Edukacija dionika o inovacijama, održivom razvoju i važnosti praćenja inovacija (inovacijskih indikatora)
4. Edukacija o inovacijama u okviru programa visokih učilišta (posebno o inovacijama u službi razvoja održivog turizma)
5. Razvoj i podrška suradnji i umrežavanju ključnih dionika - inovatora, MSP, razvojnih agencija, financijera, lokalne i regionalne samouprave i slično, posebno:
 - Potpora prijenosu znanja i inovacija iz drugih sektora u turizam
 - Suradnja MSP-a sa velikim poduzećima (win-win)
 - Suradnja visokih učilišta i poduzeća
6. Pojednostavljanje i unaprijeđenje zakonske regulative vezane uz inovacije
7. Uvođenje obaveznog izvještavanja o inovacijama na nacionalnoj razini
8. Razvoj istraživačkih aktivnosti vezanih uz inovacije i turizam.

Strategija za poticanje inovacija u održivom turizmu jadransko-jonske regije, 2018.

www.fostinno.adrioninterreg.eu

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.

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

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FOST INNO



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INOVACIJE SU:

- razvoj i aplikacija nečeg novog ili značajno unaprijeđenog

VRSTE INOVACIJA:

1. Proizvodno-uslužna inovacija
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 UČINAKA KOJE DONOSE INOVACIJE:

1. Osiguravanje održivost kompetitivnih prednosti
2. Brze reakcije na promjene
3. Tržišni rast i diferencijacija
4. Razvoj novih tržišta i ciljnih skupina
5. Rast učinkovitosti i smanjenja troškova
6. Društvena dodana vrijednost

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:

- Veće prihode
- Održivi razvoj
- Nova znanja
- Nove proizvode i usluge
- Nova promišljanja 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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