

KAKO STIMULISATI INOVACIJE U TURIZMU?

1. Popularizacija i zagovaranje inovacija
2. Kreiranje stvarnog i virtuelnog prostora za razmjenu inovativnih ideja, njihovo finansiranje i promociju
3. Edukacija zainteresovanih strana o inovacijama, održivom turizmu i važnosti praćenja inovacija (inovacioni 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 zainteresovanih strana - inovatora, MSP, razvojnih agencija, finansijera, lokalne i regionalne vlasti i slično, posebno:
 - Podrška za prijenos znanja i inovacija iz drugih sektora u turizam
 - Saradnja MSP-a sa velikim preduzećima (win-win)
 - Saradnja između institucija visokog obrazovanja i preduzeća
6. Pojednostavljanje i unaprijeđenje zakonske regulative vezane za inovacije
7. Uvođenje obaveznog izvještavanja o inovacijama na nacionalnom nivou
8. Razvoj istraživačkih aktivnosti vezanih za 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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ADRION **ADRIATIC-IONIAN**
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FOST INNO



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INOVACIJE SU:

- razvoj i primjena nečeg novog ili nečeg značajno unaprijeđenog

VRSTE INOVACIJA:

1. Inovacije proizvoda i usluga
2. Procesne inovacije
3. Tržišne inovacije
4. Inovacije inputa
5. Organizacione inovacije

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 održive konkurentske prednosti
2. Brza reakcija na promjenjive uslove
3. Rast i diferencijacija tržišta
4. Razvoj novih tržišta i ciljnih grupa
5. Povećanje efikasnosti i smanjenje troškova u preduzeću
6. Dodatna 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:

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