

KAKO SPODBUJATI INOVACIJE V TURIZMU?

1. Širitev priljubljenosti in zagovarjanje inovacij.
2. Ustvarjanje resničnega in virtualnega prostora za izmenjavo inovativnih idej, njihovo financiranje in promocija.
3. Izobraževanje deležnikov o inovacijah, trajnostnemu turizmu in pomembnosti spremljanja inovacij (kazalci inovativnosti).
4. Izobraževanje o inovacijah v okviru visokošolskih programov (še zlasti o inovacijah, usmerjenih v razvoj trajnostnega turizma).
5. Razvoj in podpora sodelovanju ter mreženje ključnih deležnikov - inovatorjev, malih in srednje velikih podjetij, razvojnih agencij, financerjev, lokalnih in regionalnih organov itd., še zlasti:
 - podpora prenosu znanj in inovacij iz drugih sektorjev v turizem,
 - sodelovanje med malimi in srednje velikimi podjetji ter velikimi podjetji (t. i. »win-win«),
 - sodelovanje med visokošolskimi ustanovami in podjetji.
6. Poenostavitev in izboljšanje zakonodajnih aktov na področju inovacij.
7. Uvedba obveznega poročanja o inovacijah na nacionalni ravni.
8. Razvoj raziskovalnih dejavnosti, povezanih z inovacijami in turizmom.

Strategija za spodbujanje inovacij trajnostnega turizma v jadransko-jonski regiji, 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.

www.fostinno.adrioninterreg.eu

Interreg 
ADRION **ADRIATIC-IONIAN**
EUROPEAN UNION
European Regional Development Fund - Instrument for Pre-Accession II Fund

FOST INNO



This brochure has been produced with the financial assistance of the European Union. The content of the brochure is the sole responsibility of University of Rijeka, Faculty of Tourism and Hospitality Management and can under no circumstances be regarded as reflecting the position of the European Union and ADRION programme authorities.

www.adrioninterreg.eu

INOVACIJA JE:

- razvoj in uporaba nečesa novega ali bistveno izboljšanega

VRSTE INOVACIJ:

1. Inovacije na področju proizvodov in storitev
2. Inovacije na področju procesov
3. Tržne inovacije
4. Inovacija na področju virov in posrednikov
5. Organizacijske 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 UČINKOV INOVACIJ:

1. Zagotavljanje trajnostne in konkurenčne prednosti
2. Hitro odzivanje na spremenjene pogoje
3. Rast in diferenciacija trga
4. Razvoj novih trgov in ciljnih skupin
5. Povečanje učinkovitosti in zmanjšanje stroškov podjetja
6. Dodana vrednost za družbo

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 V TURIZMU PRISPEVAJO K:

- višjemu dohodku,
- trajnostnemu razvoju,
- novemu znanju,
- novim izdelkom in storitvam,
- novemu razmišljanju za razvoj turizma v prihodnosti

INNOVATION IN TOURISM BRINGS ABOUT:

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

$b^2 =$
 $+b) =$

