



# ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM  
EDUCATION AND TRAINING**

---

Project No. : 2020-1-PL01-KA202-081845

<b>ESTET Learning Block</b>	<b>Green Skills for the Economy</b>		
<b>Service Learning Project Title</b>	Rewarding tourism innovation	<b>SLP Code</b>	SLP3.4
<b>Type of resource</b>	<b>Service Learning Project (SLP)</b>	<b>Type of learning</b>	Self-directed learning
<b>Duration of Activity (in minutes)</b>	<b>90 minutes</b>	<b>Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Theoretical knowledge on sustainable innovation in the field of tourism</li> <li>• Improve critical analytical skills through direct contact with real cases</li> <li>• Use the knowledge acquired in the professional field</li> <li>• Raise awareness on economic, green and inclusive growth.</li> </ul>
<b>Aim of Service Learning Project?</b>	<p>According to UNWTO<sup>1</sup> Innovation in tourism, as elsewhere, is collaborative action between governments, academia, corporations, micro, small and medium enterprises (MSMEs) and start-ups, investors, supporting business partners (accelerators, incubators, etc.) and other stakeholders. Fostering a successful tourism innovation and entrepreneurial ecosystem requires connecting all stakeholders to collaboration opportunities and prioritizing capacity building in tourism and technology.</p> <p>Indeed, innovation capability is the key productivity that creates competitive advantage by perceiving or discovering the new or better way to perform towards a sustainable tourism.</p> <p>The aim of this activity is to provide learners a practical example of an initiative that promotes innovation in the tourism sector.</p> <p>Learners will gain an invaluable work experience as well as key transferable skills, understood as the competencies that can be applied across a range of different areas of the sustainable tourism.</p> <p>The selected case study is an example of a regional innovation contest for tourism which encourage collaborative teamwork, knowledge sharing and open-mindedness.</p>		
<b>Introduction</b>	<p>Today single tourism businesses as well as destinations compete worldwide for innovation and new products to gain strategic advantages, attract new segments of customers overall contributing to the sustainability of the sector. In this context, public institutions must foster innovation through their policies and strategies. Academia contributes by creating frameworks and models on sustainable innovation in tourism and smart destinations being a reference for the public institutions and the startups and micro and small enterprises. The latter are in charge of develop and implement disruptive technologies in tourism, satisfying and reflecting the needs and demands of travellers, create innovative solutions in tourism that support the SDGs and the public policies.</p>		

<sup>1</sup> [Innovation in tourism | UNWTO](#).

	<p>It is essential to facilitate innovation processes by:</p> <ul style="list-style-type: none"> <li>▪ Boosting strategic alliances between universities, research centres, clusters and other public and private institutions</li> <li>▪ Funding talent, ideas, precommercial and commercial projects.</li> </ul>
<p><b>Challenge</b></p>	<p>As stated, innovation in tourism is a collaborative action where governance is a crucial component as directly affect whether – and how – real progress is made toward an innovative and sustainable tourism.</p> <p>The challenge of this SLP is to provide practical and feasible tools, helping to promote innovation in the tourist sector by encouraging an innovation ecosystem within the sector involving all key stakeholders.</p> <p>Miro in Cube, an Euroregional innovation contest, focused on solving the problems of the tourism sector. It is coorganised by different regional governments with the support of technological partners. For each year's edition, a specific topic for the tourism sector is selected. It consists in a 56-hour hackathon. During the contest, teams are formed and undergo an initial selection process. Teams will then benefit from mentoring and workshops throughout the competition led by experts in tourism, entrepreneurship, technology and research. The aim is to promote innovation in tourism by stimulating the cooperation between different actors.</p> <p>See <a href="#">Miro in Cube contest</a></p>
<p><b>Assignment</b></p>	<p>After studying and understanding this initiative, reflect on the following questions and prepare an argument to propose or not this initiative as a good practice to promote innovation in the tourism sector:</p> <ul style="list-style-type: none"> <li>- Do you find the contest contribute and it is relevant for the sustainable tourism ? How the new innovative products impact in a more sustainable tourism model?</li> <li>- Why is it necessary to involve in such initiative different actors from the public institutions, academia, entrepreneurial, investors?</li> <li>- What are the main positive and negative aspects that you could highlight concerning this initiative?</li> <li>- Do you think this type of initiative could be replicated to promote sustainable innovation in tourism.</li> </ul>

