



# ESTET

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

---

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

<b>THEME ALLOCATED:</b>	Green Skills for the Economy
<b>PARTNER ORGANISATION:</b>	ALBEA
<b>TITLE OF THE WEBQUEST:</b>	Innovation, creativity, and passion in the sustainable tourism

**INTRODUCTION:**

Tourism has become one of the major economic growth sectors worldwide. Indeed, it has been influenced by:

- The globalisation has led to an increased competition in the tourism sector.
- The tourist profile has changed: they become more experienced and informed.
- Sustainability is essential in order to gain competitive advantage. Tourism holistically must be managed in line with the three key dimensions: economic, social and environmental.

In this increasingly globalised and competitive context, it is up to the management of tourist destinations and business to develop innovative and sustainable strategies to ensure the best possible results over time. Innovation, indeed, in the tourism sector is strongly linked to the use of information and communication technologies (ICT), which has transformed the sector's modus operandi through mutability in the forms of organisation, processes and products of companies providing tourism services, as well as the new consumer-tourist demands.

But not all innovation is technological. Although digital transformation has reached the tourism industry in earnest and is gradually changing jobs and customer relations, it is important to understand that technology is not an end, but a means to achieve a sustainable, digital, resilient, and social tourism transition.

**TASKS**

Let's suppose you are the head of a hotel chain that wants to develop and implement a sustainability strategy based on the introduction of innovative technological and non-technological measures.

Your objective is to compile innovation-based best practices and rank them according to the milestone they mark such as:

- Opening a new market.
- Creating a new product.
- Modifying an existing product.
- Improving a production method.
- Finding a new source of supply.
- Creating a new form of organization.

This information will be crucial for you to make decisions and plan your own strategy.

In this WebQuest – Innovation, creativity, and passion in the sustainable tourism [Advanced Level], you are going to be guided through a series of tasks that will help you to learn about what the innovation in the tourism sector is and how it has become an essential tool towards the sustainability of the sector. You could complete the tasks in small groups of 2-3 people. When you complete the tasks, you will have a more clear picture about the different innovative solutions that could be applied in the tourism facilities in a broad sense.

Let's get started!

## PROCESS

### **Step 1: What is the innovation in the tourism sector?**

Innovation is the constant creation of ideas and solutions that translate into monetizable products, services, or business practices. But innovation is the key to making tourism businesses more sustainable. Let's see how innovation is impacting the tourism industry:

[Technology guiding the way to sustainable tourism?](#)

[Smart Tourism - Innovation and Reinvention for an Industry in Crisis](#)

[Innovations in the travel and tourism industry](#)

[Post-COVID19 innovations in the Tourism industry](#)

[Pandemic Fought through the Innovation in Tourism](#)

### **Step 2: What are the technological and non-technological innovations in the tourism sector? How and/or where to find them?**

Innovation is the creation of ideas and solutions that translate into improved and more efficient products, services and processes. Let's explore the different typologies of innovation in the tourism sector:

[11 Key Technology Trends Emerging in the Travel Industry in 2022](#)

[Tourism and Technology: How Tech is Revolutionizing Travel](#)

[Most Innovative Organisations in Tourism Policy](#)

[Tourism Innovation Summit](#)

[Top 7 Travel and Tourism Innovations From 2020](#)

### **Step 3: How innovation is really improving sustainability?**

There are many examples in tourism business implementing innovative policies to achieve a sustainable and quality tourism. See some examples:

[Sustainability and innovation: the case of the Accor Hotels](#)

[12 most innovative sustainable travel and hospitality start-ups](#)

### **Step 4: How to succeed in introducing innovation in the tourism sector?**

There are several success factors when introducing innovation in tourism. Depending on our field of activity within tourism, the type of business, etc., the factors that influence success may vary.

[What are the new key success factors in the tourism sector?](#)

[Leading examples of Smart Tourism Practices in Europe](#)

## EVALUATION

There are multiple factors which have an influence on the overall tourism competitiveness, among

which is innovation within the industry.

Putting the focus on technology, artificial intelligence is transforming the sector, allowing companies to understand travellers and their needs and to offer highly personalized experiences, improving revenue. In addition, more and more destinations are measuring tourism in real time to better manage visitor flows.

But innovation in the tourism sector puts also the focus on the social dimension having influence in the organizational change in the tourism firms and value creation in rural areas.

Based on the innovation practices you have previously explored (new or modified products, new or improved methods, new organisational forms), you are invited to draft a roadmap to be implemented in your hotel chain by indicating briefly (approximately 250-300 words) what type of innovations you will implement, why and how you will ensure the success. The following criteria could guide your exercise:

- What are the main areas in your hotels that could benefit of introducing innovation and have positive impacts?
- What type of innovation you think is more appropriate for your hotels? Technological-oriented or non-technological oriented? Both?
- How do you involve the staff in the process to ensure the success of the new measures?
- How do you involve the users (tourists) to aware raising?

## **CONCLUSION**

Until recently, tourism sector was considered little or no innovative because its operation and organisation tasks consumed only innovations from the manufacturing sector, indicating its inability to generate innovations themselves. However, it is evidence tourism sector plays an important role in the use and generation of innovations that enable efficient management of resources, generation competitive advantages and value creation.

Innovation and in particular green innovation is having a fundamental role in improving sustainability and maximising the potential environmental, social and cultural benefits of tourism in the transition to a green economy. By adopting and encouraging the development of innovative technologies and processes, businesses can make efficiency improvements in energy, water and waste systems, while protecting biodiversity and creating the conditions for growth and sustainable development in local communities.

Many destinations and tourism business have focused on innovation as one of the renewable forms of competition that provides an innovative tourism product and meets the constant change in the tourists' needs. It is noted there is a prevalence of the technology-based solutions in the innovative proposals in the heterogeneous activities of tourism. But it is also noted that supporting innovations through the development of new products, processes and marketing methods appears as one of the pillars towards a sustainable, digital, resilient, and social tourism transition.



