

Innovation in Tourism

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The issues

1. Tremendous competitive pressures
2. Productivity issues in the tourism sector
3. Security
4. Economic Situation

Innovation

- Improves products and services
- Reduces the cost of processes
- It is an investment process
- Needs funding
- Needs research and development
- Is customer driven

Innovation

- Determines direction
- Determines momentum of change
- Follows the laws of natural growth
- Has a life cycle

Positive Trends

- The contribution of Travel and Tourism to Gross Domestic Product is expected to rise from 22.6% in 2009 to 25.0% by 2019.
- Tourism related employment is expected to rise from 43000 to 51000 jobs by 2019.

(Source World Travel and Tourism Council report)

What can the local tourism entrepreneur do?

- Focus on quality to achieve or exceed the high standards expected by international visitors
- Maximise on opportunities
- Develop new ideas

What can the local tourism entrepreneur do?

- Target and win international business that was going elsewhere
- Penetrate new markets

Innovation is not always revolutionary

- Often advances are made incrementally
- World class training is a must
- Access needed to the pool of sector specific or macroeconomic know how

Innovation is not always revolutionary

- Diffusions of knowledge stimulate innovation
- Create framework conditions that will help to develop and improve the innovation process

Innovation in tourism

- Is the introduction of new ideas or methods that impact on the tourism product (example a different dining experience, new attractions such as a museum for the old buses, renovate and find use for derelict buildings)

Innovation in tourism

- Characterised by the creation of new ideas of things:
 - forward looking;
 - ahead of current thinking

Innovation through technology

- Improve remote access to quality information and booking services
- Reach out to new markets and home and abroad

Innovation through technology

- Establish positive and productive relationships with new and existing customers
- Increase efficiency in the supply chain
- Improve the bottom line

The role of policy makers

- Encourage organisations to gather and utilise market intelligence including research (country competitor analysis related to tourism)
- Create fertile ground for entrepreneurs to learn from best practices

The role of policy makers

- Invest in the development of infrastructure (new cruise terminals)
- Work collaboratively with operators (do not stifle business initiative with bureaucracy)

Innovation in tourism in Malta

- Listen to the present visitor and the 'new' visitor
- Fine tune products and services and create more activity
- More research and tracking

Innovation in tourism in Malta

- More and better planning
- Environmental stewardship
- Profit maximisation

The New tourist

- Knowledgeable
- Discerning
- Seeks quality
- Wants to participate
- Wants to learn
- Is curious

The New tourist

- There is a growing group of older people who like to travel but have limitations because of their mobility
- In Germany 7 million people have disabilities
- In Europe 30% of the population will have a disability in 20 years time

Talking tactile example



Travel

- It is becoming a medium for personal fulfilment and identity
- The is the New Tourist

Thank you

