

# **Innovation – new business models for destinations**

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# ??? Questions ???

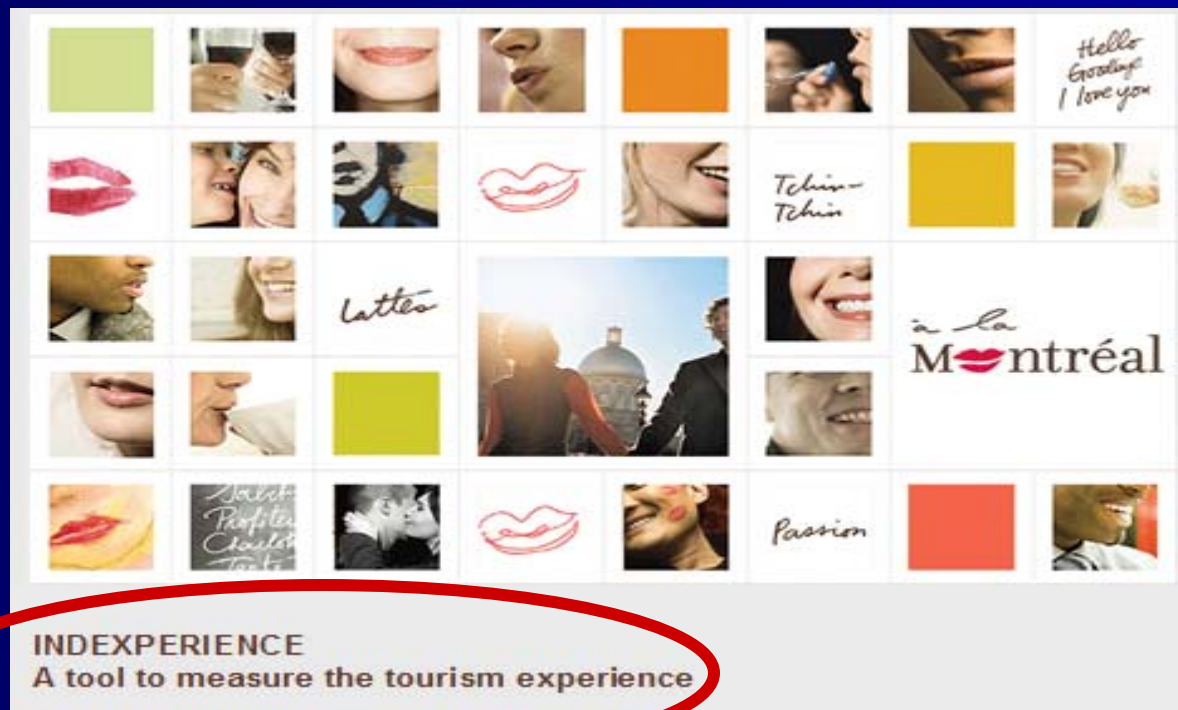
- **Why** adopting innovative models for strategic repositioning?
- **How** can the public administration create and stimulate human ware as a driver for innovation in the tourism sector (at the destination level)?
- **What** would be a suitable model for the design and implementation of an innovation driven strategy?

# **Why** adopting innovative models for strategic repositioning? (1 of 2)

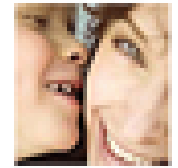
- **Market forces:**
  - Demanding and empowered **consumers**
  - Fierce **competition** worldwide
- **New values:**
  - **Sustainable** tourism
  - Global Code of **Ethics** for Tourism

# Why adopting innovative models for strategic repositioning? (2 of 2)

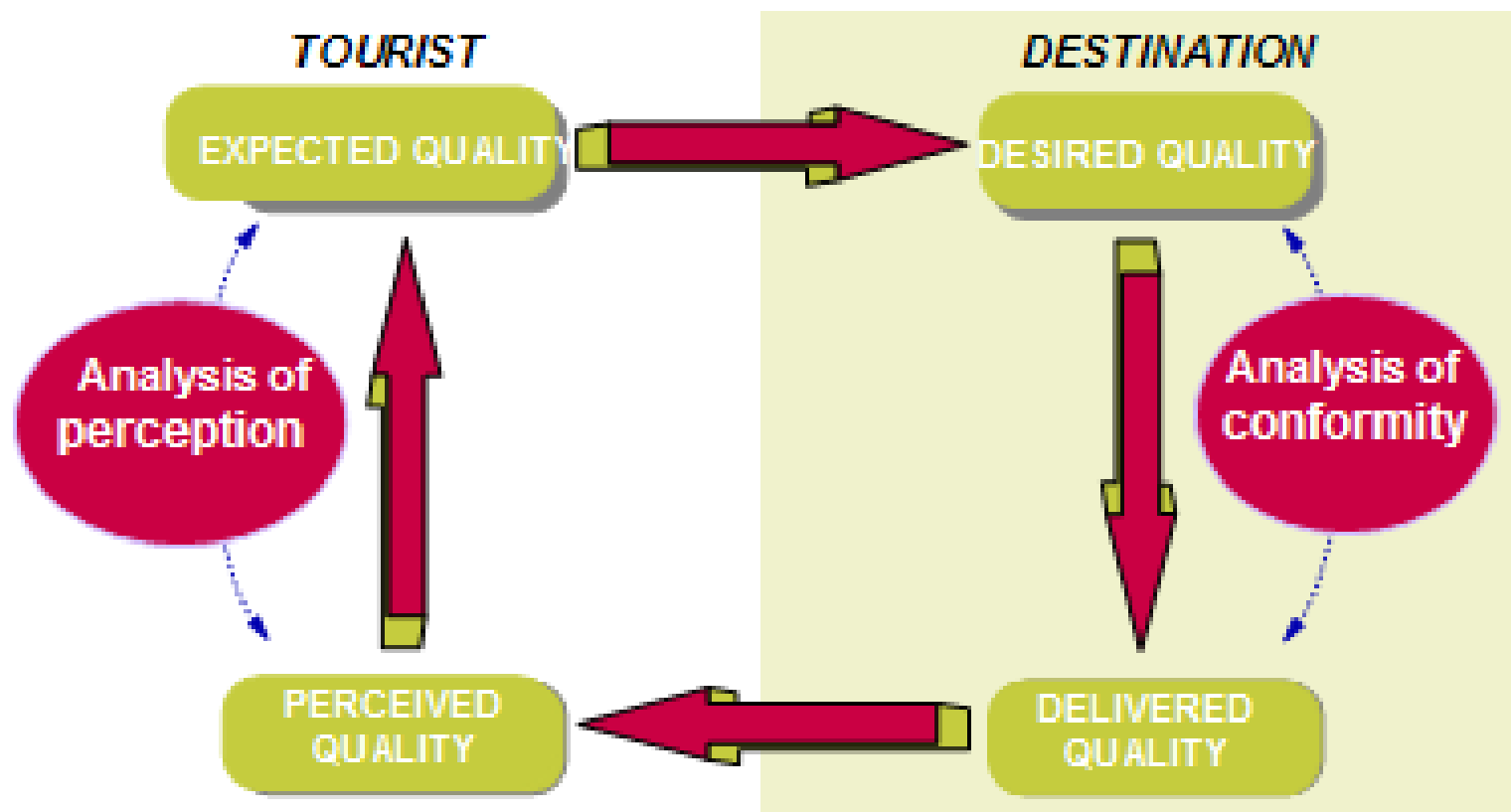
Tourism => Experience economy



## A conceptual frame work



A tourist experience is evaluated through an analysis of variances between the 4 components of the quality of the experience.



*The Indexperience* is based on a set of conformity and perception indicators, synthetized into a calculation matrix.

**How** can the public administration create and stimulate human ware as a driver for innovation in the tourism sector?

Tourism => A **service** industry

- **Qualified and well-trained** human resources are key to success in any service industry
- To support the development of **training programmes** for the tourism sector
- To recognize **local people** as stakeholders in the tourism sector

**What** would be a suitable model for the design and implementation of an innovation driven strategy?

Developing a **culture of excellence**

- A new initiative: The World Centre of excellence for destinations (**CED**)
- **Geotourism** => one example of a suitable model

# CED Mission Statement

The mission of the Centre of Excellence for Destinations (CED) is to contribute to bring destinations worldwide towards excellence by:

- Developing their competitiveness
- Helping them reach their sustainable development objectives
- Improving the quality of the experience offered to tourists
- Strengthening the geographic character of destinations, which includes: their environment, their culture, their aesthetics, their heritage, and the well being of their inhabitants (Definition of geotourism).

# Public Private Partnership (PPP)

The CED will act as a catalyst for partnerships and collaborations with **public and private stakeholders** such as:

- destination management organisations (DMOs)
- associations and experts from the tourist industry
- university centres
- and civil society at large

# CED Role

The World Centre of Excellence for Destinations is designed as a **clearinghouse** :

- for the exchange and communication between destinations
- and cultivation of innovative thinking processes that encourage responsible destination stewardship

**Geotourism** as an example of a suitable model for the design and implementation of an **innovation driven strategy**

# Definition of geotourism

“Enhancing the geographical character of place – its environment, culture, aesthetics, heritage, and the well-being of its residents.”

# Principles of geotourism (1 of 4)

## **1. Integrity of place**

Sustain and enhance geographical character

## **2. Adhere to International Codes**

Follow the World Tourism Organization's Global Code of Ethics for Tourism and the Principles of the Cultural Tourism Charter established by the International Council of Monuments and Sites (ICOMOS.)

## **3. Involve Community**

Base tourism on community resources, encouraging local businesses and civic groups to promote and provide distinctive, honest visitor experiences

# Principles of geotourism (2 of 4)

## **4. Determine Community Benefit**

Ensure specific economic and social benefits from tourism that helps local residents, resources, and businesses

## **5. Ensure Tourist Enthusiasm**

Identify quality experiences that tourists want to share with others, thus providing continuing demand for the destination

## **6. Conserve Resources**

Encourage and promote environmentally friendly business practices

# Principles of geotourism (3 of 4)

## **7. Protect and Enhance Destination Appeal**

Encourage businesses to balance usage with protection of resources. Manage tourism by understanding and limiting capacity

## **8. Conduct Appropriate Planning**

Recognize and respect immediate economic needs without sacrificing long-term character and geotourism potential of the destination

## **9. Use Land Wisely**

Apply pro-active techniques to prevent overdevelopment and degradation. Locate manufactured attractions into areas with minimal significant ecological, scenic, historic, or cultural assets

# Principles of geotourism (4 of 4)

## 10. Foster Product Diversity

Encourage a full range of food, lodging and retail facilities to appeal to the entire spectrum of the geotourism market

## 11. Encourage Interactive Interpretation

Engage both visitors and hosts in the learning process

## 12. Market Selectively

Plan not for "tourism," but for *which* tourists. Seek tourist segments with the best cost/benefit ratio. Measure success by quality of visitor experience, rather than quantity of tourists