

# **INNOTOUR**

## **Using Web 2.0 in Tourism Education, Research and Business Development**

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University of Southern Denmark

## **Agenda**

1. Rationale
2. INNOTOUR
3. Challenges and hindrances
4. Concluding reflections

## Rationale

- Tourism in and of this world
- Mega-trends (Dwyer, et.al, 2007)
  - Web 1.0 versus Web 2.0
- Student behaviour and attitudes (Benckendorff, et.al, 2010). "Degrees as visas, not passports to secure jobs" (Robinson, 2009)
- Research underpinning (sustainable) industry development and innovation
- End of the Ivory Tower (Liburd & Hjalager, 2011) towards open, seamless collaboration.

## INNOTOUR

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01 Students

02 Academics

03 Enterprises

TEFI TOURISM EDUCATION

04 Tutors & teachers

BEST Building Excellence in Sustainable Tourism

05 Lecture series

Recommended Julia Nepomchikova

UNIVERSITY OF SOUTHERN DENMARK

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**Learn from innovation cases**

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Tourism products and services are constantly changing. You can learn from the experiences of enterprises and organizations from around the world that redefined, upgraded, transformed, and conceptualized their projects. Take a tour in the innovation universe and find inspiration. Comment on and discuss the innovations with others and gain an inspired insight. Register and upload information about your best innovation cases. Share your opinions with friends and colleagues and contribute to the development of tourism.

**How-To**

**Locations**

Edit this entry.

**Popular keywords**

**Keep up to date**

**Latest additions**

- Bicycling in the Netherlands
- Spyglass – the adventurer's toolkit
- Mapping sporting tracks
- Nature as a fitness center – the NIKE approach
- Trails – a GPS-app for tracking outdoor adventures

**Archives**

- June 2013
- May 2013
- April 2013
- February 2013
- January 2013
- December 2012
- November 2012
- October 2012
- September 2012



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**Bicycling in the Netherlands**

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Pedal-powered transportation is increasingly getting popular at tourist destinations. Many cities and towns have developed advanced systems for tourists to rent or borrow a bike. The idea is to provide attractive services, but also to limit car traffic in dense areas for the benefit of those who visit and for the benefits of inhabitants.

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Dutch cities have a long record for innovative bicycle policies. Arnhem and Nijmegen have implemented fully automated rentals, which are located near train stations, car parks etc. The BIKEDISPENSER can push out a bike, when the user inserts a card and a deposit. It is easy and convenient.

Keywords: Bicycles, dispenser



**INNOWHEEL**

**Brainstorming tools**

**Innovation risk assessment**

**Innovation ability test**

**Innovation checklists**

**Dilemma play**

**Right/left brain test**

**User driven methods**

**INNOWHEEL -The idea generator**

Are you stuck? Do you lack ideas? Try the INNOWHEEL.

The purpose of this tool is to challenge conventional thinking and force the inclination to consider new ideas for tourism products, markets or distribution. It is a tool to inspire new ideas.

Press the MIX button, and four words will appear in the spinners. Assess whether there is a message in the combination for you? If not, press the button again

**IDEAS GENERATOR**

Your product/enterprise:	Your target group:
<input type="text" value="Musical entertainment"/>	<input type="text" value="Owners of pets"/>
Channel of distribution:	The customer's need:
<input type="text" value="Markets and festivals"/>	<input type="text" value="Increased fitness"/>
<input type="button" value="MIX"/>	

ShareThis



**INNOWHEEL**

**Brainstorming tools**

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**Innovation checklists**

Planning and performing innovation activities may be a very complex and challenging matter. There are issues that need consideration. Did you forget anything? Can you do better? The checklists are easily accessible tools for enterprises and project managers. They can assist reflection and planning processes. The checklists on INNOTOUR are related to innovation issues in a broad sense.

<input type="button" value="All checklists"/>	<input type="button" value="Customers and innovation"/>	<input type="button" value="Social Media"/>
<input type="button" value="Innovative staff"/>	<input type="button" value="Being innovative through collaboration"/>	<input type="button" value="Innovation and the destination context"/>
<input type="button" value="Sustainability and innovation"/>	<input type="button" value="Communicating innovations"/>	<input type="button" value="Innovation and strategic adjustment"/>
<input type="button" value="Click on a blue rectangle to see checklists"/>	<input type="button" value="Innovations in times of risks and crisis"/>	<input type="button" value="Click on a blue rectangle to see checklists"/>

checklists/

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**TEFI courses**

**Student blogs**

**Student wiki**

**Student forum**

**Slides**

**Streamed teaching sessions**

**Work and learn**

**Summer courses**

**Use your library**

**Introduction to TEFI by Pauline Sheldon**

Session keywords: Stewardship, TEFI, Mutuality, Knowledge, Professionalism, Ethics

[TEFI video 2010](#) | [All Sessions](#) | [All Courses](#) | [Tefi Blog](#) | [TEFI Wiki](#)

**Courses**

**HTM4500 Special Reading Course (Spring 2012)**


The TEFI course focuses on critical tourism issues, challenging students to build and critically reflect upon shared knowledge construction including ethics, mutual respect, stewardship and professionalism. Most importantly, TEFI offers the opportunity to benefit from interactive learning and communication with other students and faculty, internationally. Your classroom will be the Web 2.0. You will learn, communicate, participate, and share knowledge. Enhance your employability. Strengthen your key innovation skills. Combine practical and academic knowledge your way. Using the INNOTOUR website gives you an opportunity to create national and international networks. INNOTOUR builds on your creativity and the creativity of a great many people like you. You can share your experiences and opinions and benefit from the point of view of others by discussing and sharing knowledge with both national and international students, academics and enterprises.


Number of sessions: 9

travel motivations, stereotypes, nationalism, authenticity, ecolabels, Corporate Social Responsibility, sustainable tourism, climate change

**Dr. Liburd: Introduction to Tourism 2011**

Through a general introduction to tourism and leisure as a field of research in the Humanities, the potentials and the limitations of relevant analytical approaches will be looked at. Students must acquire an understanding of the meaning of tourism from a Danish and an international point of view.

Janne J. Liburd July 4, 2013  UNIVERSITY OF SOUTHERN DENMARK.DK



**BEST Education Network**  
Commitment to Sustainable Tourism, Education and Training

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**BEST EN**

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**How-To**

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**Latest additions**

Island Tourism Sustainability  
The concept of sustainable development and its application to tourism by Dr. Janne Liburd, University of Southern Denmark (Denmark)

Sustainable Luxury Tourism: Is such a thing possible? by Prof. Gianna Moscardo, James Cook University (Australia)

**Archives**


September 2012  
June 2012

Search for:


**The concept of sustainable development and its application to tourism by Dr. Janne Liburd, University of Southern Denmark (Denmark)**

This presentation introduces the concept of sustainable development and its application to tourism.

Conceptualising Sustainable Tourism Development...



Powerpoint slides: Conceptualising\_STDb.pptx

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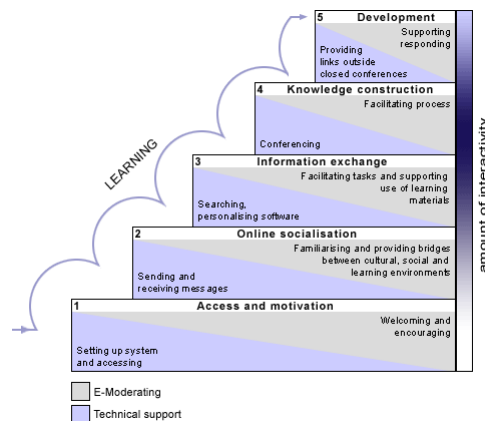
# Lifelong and Lifewide Learning



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# Designing learning in online environments



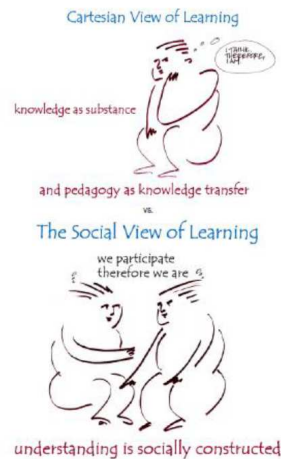
Source: Salmon (2002)

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## Challenges and Hindrances

- Epistemic implications
- Industry collaboration, education-led, and multi-disciplinary research does not count!
- Openness and copyright v. *copy-left*
- Sustainable development of tourism (Liburd & Edwards, 2010)



## Questions, comments, please

- Join us at [www.INNOTOUR.com](http://www.INNOTOUR.com)