

Tourism and Smart Specialisation

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1. Characteristics of Tourism, a place oriented activity

Tourism destinations are **multiproduct areas** for **multi-segment markets**, with multi-clients from multi-origins and their multi-motivations.

Tourism services are provided by a **large number of companies** but tourists perceive destinations as an **integrated experience**.

The overall experience does not rely only in the products and services but also on the **environment and community** where the visit occurs.

Tourists have different **perceptions** about the authenticity of the destinations and **satisfaction** also depends on their **characteristics**, expectations and motivations.

The heterogeneity of contemporary tourism destinations (**differentiation**) is accomplished by the heterogeneity of tourist preferences (**segmentation**).

1. Characteristics of Tourism, a place oriented activity

Local specific resources (nature or culture) are essential to differentiate destinations but they are generally very sensitive to the **excess of usage**.

Excess of usage and commodification of local resources can contribute to develop hostile behaviors from **local communities** regarding tourism development.

Involvement of **local communities** in tourism development **plans** contributes to ensure local **social cohesion**.

Contemporary societal challenges (energy consumption, limited resources, climate change) have deep implications on **sustainable tourism development**.

2. Innovation in Tourism Services

Tourism is an increasingly **knowledge** based activity where **innovations** have a global diffusion.

Computer Reservation Systems Global Distribution Systems (Massification of internet
Geographical Information Systems **Infography and design** Interactive software solutions
Massification of mobile phones Web 2.0 (social networks)

Personalized communication **Customer Relation Management** Mediatization of tourism

Interaction of tourism companies with costumers helps to understand needs and motivations of tourists and to reach specific targets with oriented and personalized **information**.

2. Innovation in Tourism Services

Interaction producer – consumer in tourism enhances **entrepreneurial innovation**:

-**tacit** knowledge (requiring codification and adaptation to innovative processes)

-**localised** knowledge (the destination is a repository of unique and inimitable knowledge)

Interaction producers - consumers in a territory (**co-terminality, spatiality** and **temporality**) enhances the importance of local and **regional innovation networks**.

Transformation of tacit knowledge into innovation processes by SME requires expertise.

Innovation in tourism relies on collaborative networks (**cooperation** among **competitors**).

Potential **shared benefits** arising from **localised knowledge**

require the mobilization of **stakeholders** with very different characteristics

in order to create **networks for common learning**.

3. What is the tourism cluster Examples of activities and potential scientific areas

Accommodation
Food and beverage
Other facilities and services

Mobility (ship building, soft modes...)
Energy
Natural resources
Landscape
Health
Museums and Monuments
Cultural events
Recreational events

Information and communication
Communication

Promotion

Governance

Management
Architecture

Engineering

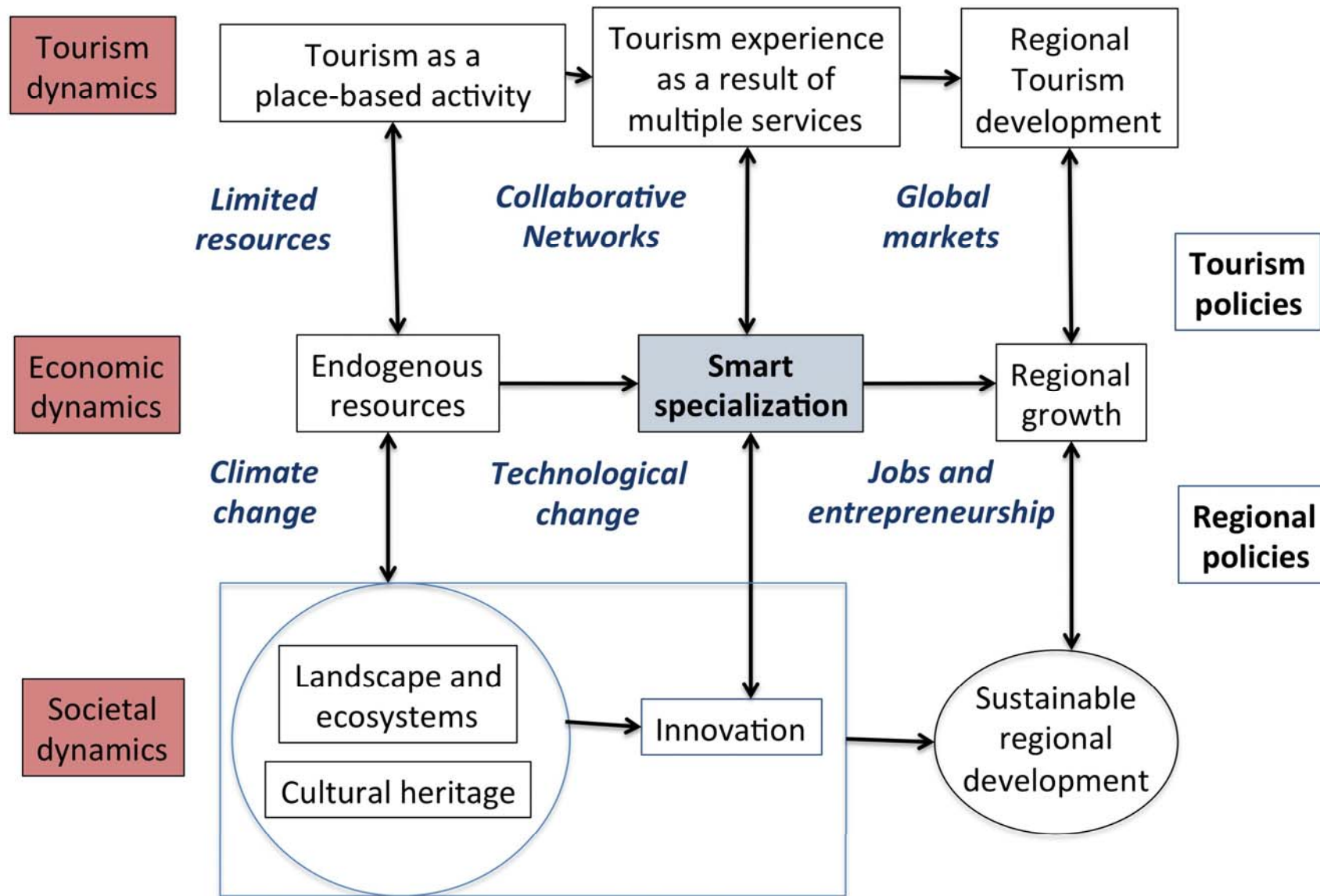
Life sciences
Landscape architecture
Biomedicine
Arts, History, Archeology
Anthropology

IC Engineering
Design

Marketing

Economics, Sociology

4. Tourism and Smart Specialisation Overall view



5. Tourism and Smart Specialisation

Challenges

How to combine tacit and local **entrepreneurial** knowledge with **academic knowledge**?

How to mobilize small and competitive companies for **collaborative networks**?

How to develop a shared and **common vision** combining different interests and motivations?

How to interact with other clusters?

How to identify relevant “key enabling technologies” ?

Threatens

Tourism is a **luxury** activity, very dependent on **economic cycles**;

Reduction in tourism demand can have relevant **impacts on local economies**;

Lack of **financial resources**.

Regional **brain-drain** (e.g. South-European regions);

Similar strategies in similar regions (e.g. South-European regions);