

Forschungsmarkt
regiosuisse & Tagung
Regionalentwicklung
2012

Zusammenfassung
Thementisch

The role of collaboration in entrepreneurial networks for fostering regional innovation

Prof. Dr. Tobias Luthe (HTW Chur), Romano Wyss (HTW Chur)

Main insights / areas of discussion:

1. Tourism dependent regions are special with regard to innovation processes, since the tourist does not experience every single service as an isolated product, but rather experiences the offers of the whole regional tourism production chain as one integrated product. Therefore, in order to be successful and promote new experiences / services, tourism suppliers must work tightly together and align different novelties along the «tourism value chain».
2. Innovations in tourism are often not homegrown, but are imported from other sectors or regions. Therefore, the integration of «scale-crossing brokers», which bring new ideas into the existing tourism network from the outside world are important for successful innovation processes. Often such brokers, though, are not part of the central core-network of destinations, which makes it difficult for them to be heard and for their ideas to be implemented.
3. New technologies (crowdsourcing, social media) could be used to bring new ideas into an existing (tourism) network. Especially, ideas and suggestions by tourists can be taken into account in order to ameliorate existing products and services and come up with new ones. This would substantially broaden the geographical and social basin from which new ideas can be drawn.
4. Social network analysis as a tool to assess and depict social interactions and collaboration within the tourism sector can – in addition to providing a fundamental understanding on who works together with whom – allow for a) reflecting the position of the individual stakeholder within the broader tourism system of the region b) start a discussion on the overall collaborative environment in the region c) possible entry points for policy stimulation and d) general awareness raising for innovation processes in the region, e.g. in the context of participatory research processes.
5. In order to come up with useful advice on how to strengthen collaborative innovation processes in tourism destinations, it is important to distinguish between rural and urban areas, between areas with a high versus a low population fluctuation and between highly developed versus emerging tourism destinations. All of these types of regions have specific and diverging needs with regard to innovation processes, e.g. building of a core group of actors which are able to set into practice certain measures in developing destinations versus a

Thementische am Forschungsmarkt regiosuisse

Thementische sind Diskussionsrunden am regiosuisse-Forschungsmarkt, in denen aktuelle Forschungsthemen der Regionalentwicklung diskutiert werden. Sie bieten den Teilnehmenden einerseits die Möglichkeit, sich aktiv an der Veranstaltung zu beteiligen. Andererseits erhalten Forschende als Themenpaten die Chance, sich konkrete Inputs und Feedback zu ihren jeweiligen Forschungsthemen zu holen.

Die Zusammenfassung der Thementische wird durch die jeweiligen Forschenden selbst verfasst und gibt einen vertieften Einblick in die am Forschungsmarkt erfolgte Diskussion. Die Aussagen reflektieren die Meinungen der Themenpaten und müssen sich nicht mit den Ansichten von regiosuisse decken. Auf eine Übersetzung wird verzichtet.

Weitere Informationen zum Forschungsmarkt und zur Tagung Regionalentwicklung unter: www.regiosuisse.ch

better integration of peripheral actors into the network in order to strengthen the provision of novel ideas in more developed destinations.