

The 2018 Research Competition Topic.

Closing date: 3 August 2018

The topic for 2018 is **“Innovation in Tourism”**.

What exactly is “innovation” in tourism?

Innovation is when members of this huge industry adopt new ideas; introduce improved ways of doing things; use new technology to do new things; offer new products; create new ways of organizing what they do, and that includes creating new kinds of jobs.

As GTTP learners already know, GTTP stresses the importance of looking at what the industry does through the eyes of the customer. After all, it is the customer who makes the industry possible.

All of you have seen this list before, which lists the eight things travelers do before, during, and after they go on a trip. They are:

- Obtain Information.
- Select a destination.
- Make Reservations.
- Use Transport.
- Use accommodations.
- Eat food.
- Participate in entertainment and/or activities.
- Share the experience.

The list is also a way of summarizing what this giant industry does to make a living: it makes travel-related information available; offers destinations to choose from; provides a way to make reservations; offers transportation choices; accommodation choices; food choices, entertainment and activities. The tourist comes back home with a lot of experiences to share.

We suggest that you review the list of topics of what tourists do before, during and after they take a trip. Then think about the community or region you live in. Then pick one of the topics to research. Each one of them contains a cluster of innovative practices that the industry is either developing or learning how to manage...or you think they should develop.

For example, customer tastes are changing. This is requiring the industry to respond with innovative ideas for holidays. Changing technology is leading to the creation of small innovative companies that are then bought by bigger companies that want to use their innovations.

Companies that provide accommodation are responding to competition from new companies that offer different kinds of accommodation.

- What tourism-related innovations have been introduced into your community or region?
- How has the way travelers find out about your area changed in the past 10 years?
- Has the way they make reservations at some hotels, restaurants and attractions changed?
- Are there more choices in transportation and accommodation now?
- Are there more ways of enjoying and sampling the food choices of your community?
- Are there new activities for visitors available now that cater to the changing tastes of tourists?
- Maybe you may not find as much innovation as you thought you would find. What do customers tell you when you interview them? What are the implications for your community?
- What innovation is needed? What do you recommend?

Before You Begin Your Research.

Be sure to read the article on *How to Write a good Case Study* in the Guidelines for the Research Award.



FRAMEWORK FOR YOUR RESEARCH

WHAT TO SUBMIT FOR THE COMPETITION

Research title: “Innovation in Tourism”

1. Give a comprehensive understanding of “Innovation in Tourism”.
2. Do research and explain (with examples)
 - 2.1 Product or service innovations
 - 2.2 Process innovations
 - 2.3 Marketing innovations
3. Do research on any local (South African) example of innovation in Tourism. Give an overview of the product OR service OR process OR marketing innovation (refer to no 2 above).
4. Do research and explain how innovations in tourism can benefit your country’s tourism industry.

Information Sources

You are encouraged to use as many sources as possible for your research. Here are a few links to sources of information to start you on your own research.

https://cghrm.gu.se/digitalAssets/1584/1584860_a-review-of-innovation-in-tourism-kopia.pdf

<http://explore.tandfonline.com/page/pgas/innovations-tourism-hospitality-collection>

<https://ehotelier.com/insights/2015/04/20/building-the-future-of-tourism-through-innovation/>

<http://www.emeraldinsight.com/doi/full/10.1108/JHTT-08-2015-0033>

Examples:

<http://www.inurture.co.in/innovations-in-hospitality-and-tourism-industry/>

<https://www.edx.org/course/hospitality-tourism-technology-hkpolyux-htm540x-0>

<https://www.trendhunter.com/slideshow/tourism>

<http://representasianews.com/how-innovative-is-the-tourism-industry/>

<https://www.weforum.org/agenda/2015/09/5-innovations-transforming-the-travel-industry/>

<https://www.ie.edu/corporate-relations/insights/technology-disruptive-innovation-in-the-tourism-industry/>

Examples:

<https://www.disruptordaily.com/top-10-companies-disrupting-the-travel-industry-in-2017/>

<https://www.mitel.com/blog/top-10-communication-tech-trends-hospitality>

<https://skift.com/2017/01/03/10-hotel-trends-that-will-shape-guest-experience-in-2017/>

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