

Open Innovation Applications in Tourism

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Abstract

This study analyzes the development of open innovation research and its practical application in the tourism industry over the last 15 years. The aim is to understand the scholarly activity and impact of existing studies, as well as to identify emerging thematic trends and provide recommendations for future research in this area. A bibliometric analysis was conducted using the Scopus database, which identified 110 studies on open innovation in tourism. The papers were analyzed using Bibliometrix and Vosviewer tools. The findings suggest a recent and growing interest among scholars, especially since 2017. Four primary lines of inquiry were identified: 1) addressing overtourism and sustainability concerns, 2) exploring value co-creation, 3) investigating the relationship between open innovation and competitive advantage within the hotel sector, and 4) examining the interplay between external knowledge and internal sources in innovation management and open innovation performance. The collaboration among various stakeholders involved in crafting the tourist experience, such as hotels, restaurants, tour operators, and tourist offices, significantly influences the attractiveness of a destination. Therefore, leveraging external sources for innovation can enhance both innovative and organizational performance. However, there is a lack of bibliometric analyses regarding the application of open innovation principles in this sector. This study addresses the lack of research on open innovation in tourism and identifies recurring themes that demonstrate its evolution. The findings provide valuable insights for academics and researchers to guide future investigations.

Keywords

Open innovation, tourism, hospitality, services.

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Biographies

Paula Robayo-Acuña is a current a PhD candidate in innovation at the Department of Economic Science and Engineering at Universidad de la Costa (Colombia). She completed an undergraduate degree in Business Administration and a Master's degree in Administration from the National University of Colombia (Bogota). She has over thirteen years of teaching experience at the university. Mrs. Robayo-Acuña is an assistant research professor at the Business School of Konrad Lorenz University Foundation in Colombia. She has extensive research experience and has published several articles in academic journals. Her research interests include organizational innovation, open

innovation, modes of innovation, and entrepreneurship, with a focus on the service industry and the tourism sector. Currently, she is analyzing the impact of external and internal sources, collaborative relationships between stakeholders, and modes of innovation on the innovative and organizational performance of accommodation and food companies in the tourism sector in Colombia.

Odette Chams-Anturi is an assistant professor at the Science Economics Department, Universidad de la Costa (Colombia). Her research interests are Innovation, Organizational Learning, Organizational behavior and Ambidexterity. She has published in several journals and conference papers. She has worked in public and private companies of mass consumption and healthcare entities. Currently she is part of a research project about Quality Management and Ambidexterity in the Organic Agro-Food Industry.