

CRIMES AGAINST THE CONSUMER: AVOIDING SERIAL REPRODUCTION – INNOVATION AND DESTINATION DEVELOPMENT

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Abstract

Increasing competition is intensifying the need for destinations to secure differentiation in this global market place. This requires the tourism industry to think differently and to adopt new models for destination development within which innovative thinking is the essential ingredient. There is a need for a *'new set of rules'* to guide these future business models. Tourism planners and destination management organisations need to adopt fresh approaches to branding and positioning. They need to involve creative talent that will lead to the injection of non-traditional tourism skills and disciplines.

The tourism industry must be at the vanguard in shaping unconventional responses and new experiences in response to the dynamic and fast moving changes in consumer and lifestyle trends. Yet all too often, tourism is characterised by unimaginative, ordinary and replicated (leading to 'serial reproduction') of visitor experiences. It is time for a change. A new generation of investors and developers whose skills and talents have been honed in the creative industries are now looking to apply this experience to tourism projects. They are challenging many traditional aspects of the tourism system, not least the way we segment markets, organised service design and delivery and reshape the way destinations are organised.

They demand new ways of doing business; their philosophy and approach cannot be ignored. They are creating the destinations of the future. They are seeking fresh ideas about the way in which contemporary culture can give rise to exciting visitor experiences and the creative positioning of destinations. Tourist destinations that fail to adopt and adapt to these new influences will struggle to attract tomorrow's tourists.

This paper examines the need for innovation and creative approaches to help make destinations fit for the future. It will look at the relationships between contemporary culture and it will explore successful models and projects that are emerging within the industry. This review will link to the theories and practice of innovation, service design and sustainable business development.

Keywords Destination development, destination management innovation, service design

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