

INNOVATION DEVELOPMENT IN REGIONAL TOURISM ENTERPRISES

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Abstract

This article discusses an empirical analysis of the factors that have an impact on regional tourism enterprise innovation.

Purpose – The study aims are: to systematize the factors of innovation in tourism, to investigate these factors in tourism enterprises in the researched region of Poland, and to point out the possibilities for innovative development of tourism enterprises.

Methodology – The study established a research hypothesis: The possibility of creating innovation in tourism, and its implementation, is dependent on the internal preferences of companies and external factors. Also that the relative strength of the impact of these factors varies. The research presented in the paper was conducted in the Southern Sub-region of the Silesia Province, a mountain area of Poland. There is a concentration of enterprises providing tourism services.

Findings – The research shows that the vast majority of the sources of innovation come from outside the enterprise, especially from customers' expectations. In the majority of companies implemented innovation projects had notable effects. However, innovation implementation in tourism enterprises, is burdened with internal and external barriers.

Contribution – The article summarizes the directions of developing tourism innovations in the region. Innovations in tourism can be identified as coming from the internal factors of the specific tourism enterprise, and also with their environment. Thus the activities of entities that are engaged in the creation of innovations in tourism should cross the borders of three sectors: the Private, the Public and the Institutions which support innovation processes.

Keywords tourism, innovation, development, region, enterprises, management

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