

## OPEN INNOVATION AS A CHANCE TO OVERCOME ECONOMIC CRISIS IN HOTEL INDUSTRY

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### **Abstract**

Prašnikar et al (2012, 375) are stating that “service non-tradable” sector in Slovenia (where authors in research also included tourism industry) is the least pro-innovation directed therefore innovations in sector are rare. Since nowadays we are facing the economic crisis the benefits of applying open innovation on hotel industry could be used as one of the instruments to overcome the crisis. The aim of the research is to find out the trends of promotion and encouragement of open innovation in Slovenian hotel industry. Sources for gathering the data for research were secondary (analysis and presentation of theory of open innovation in the field of hospitality) and primal (gathering the data and analyzing of them). Data were collected by qualitative research method. The aim of the paper is to present the research findings of open innovation as applicable solution on hotel industry. The paper about open innovation in the field of hospitality will be researched for the first time in hotel industry in Slovenia and is offered as one of the solutions for overcoming the economic crisis.

**Keywords** open innovation, hospitality, creative thinking, idea management, financial crisis

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