INNOTOUR
Using Web 2.0 in Tourism Education, Research and Business Development

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Agenda

1. Rationale
2. INNOTOUR
3. Challenges and hindrances
4. Concluding reflections
Rationale

• Tourism in and of this world
• Mega-trends (Dwyer, et.al, 2007)
  • Web 1.0 versus Web 2.0
• Student behaviour and attitudes (Benckendorff, et.al, 2010). ”Degrees as visas, not passports to secure jobs” (Robinson, 2009)
• Research underpinning (sustainable) industry development and innovation
• End of the Ivory Tower (Liburd & Hjalager, 2011) towards open, seamless collaboration.
INNOTOUR

INNOTOUR is an open platform for tourism educators, researchers, students and businesses committed to furthering the development and dissemination of knowledge in the field of tourism innovation.

The purpose is to build with colleagues a living website to maximize student relevance and learning, collaborative research and innovation in tourism businesses.
Lifelong and Lifewide Learning
Designing learning in online environments

Source: Salmon (2002)
Challenges and Hindrances

- Epistemic implications

- Industry collaboration, education-led, and multi-disciplinary research does not count!

- Openess and copyright v. *copy-left*

- Sustainable development of tourism (Liburd & Edwards, 2010)
Questions, comments, please

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