

Innovation in Guiding

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Innovation and Sustainable Development of
Special Interest Tourism Products
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What is Innovation?

- new idea, device or method
- the process of translating an idea or invention into a good service
- Innovation Union: EU strategy to create an innovation –friendly environment that makes it easier for great idea to be turned into products and service that will bring our economy growth and jobs
- European capital of Innovation – Barcelona in 2015

“Innovation is the ability of individuals, companies and entire nations to continuously create their desired future”

John Kao, Innovation Nation (2007)

Traditional / Innovative

Is traditional city tour dead?

„... a new generation of sightseeing promises experiences that are exciting and innovative.”

<http://grouptravelleader.com/articles/innovative-city-tours/>

By Brian Jewell

Innovation or experience

The concept of experiential guiding is defined as **“guiding focused on tourists learning and self-development through activity involvement and personal experiences”**. It implies that tourists are not just present as passive observers; they can be **active participants who learn about and experience the authenticity of a place.**

Reference: Innoguide: A comparative analysis of guide training programmes in 8 participating countries/regions.

Authors: E. Pereira and R. Mykletun, University of Stavanger, Norway

O. Hoffmann and E. Horvati, Kodolanyi Janos University of Applied Sciences, Hungary

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Innovative tours or experiences

Columbus Food Adventures

Taco Truck Food Tour, Food Trucks Food Tour, Meat Lover's Food Tour, Breakfast Tour

<http://columbusfoodadventures.com/>



The Thirsty Pedaler

“We use a 15-passenger bike that was custom built in Amsterdam,” said co-owner Jennifer Benningfield. “There are 10 pedaling seats and five nonpedaling seats. We do two-hour pub crawls of downtown Louisville. Half of the time, the customers are pedaling, and half of the time, we take them into bars. They spend about 20 minutes in each bar.”

WE ARE A 16 PASSENGER PEDALING PUBCRAWLER TAKING YOU TO THE HOTTEST BARS IN DOWNTOWN LOUISVILLE.
YOU PEDAL, WE DRIVE.

<http://www.thethirstypedaler.com>

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<http://www.cityrunningtours.com/>

Unseen tours – award winning walking tours of London
A Social Enterprise working with homeless, ex-homeless
and vulnerably housed Londoners.

Hazel – Tour guide

“Losing your home and family can happen to anyone”

<http://sockmobevents.org.uk/>

Hidden city tours – a ground breaking Barcelona based
social enterprise offering walking tours of the gothic
quarter.... with a difference. We exclusively employ and
train up **guides who are homeless.**

<http://www.hiddencitytours.com/>

Innoguide 2.0 – Guiding as a trigger for a more sustainable, diverse and exciting Europe! Stimulating innovation and entrepreneurship in the field of guiding

<https://vimeo.com/144843702>

How to make an innovative tour?

- Think and act like the anthropologist
- Do the field research
- Observe, question, listen
- communicate, participate, co-work
- Ideas are everywhere

Thank you! Hvala!

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