

CHALLENGES OF TOURIST DESTINATION MANAGEMENT WITH OPEN INNOVATION

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This paper analyses the implementation of Open Innovation supported by social media in tourist destinations of the south of Spain. A qualitative method, interviews to destination managers in the most important regions of Andalusia by business volume and tourists number, combined with the observation/monitoring of social media platforms of these destinations (Granada, Sevilla and Malaga) with a quantitative analysis of the cases is developed. We verify the potential of social media as an instrument for customer involvement in new experiences and product development for organizations with competences in tourism policy. In any case, it is evident that Open Innovation models must be substantially improved to achieve desirable outcomes. Currently, tourist industry does not take advantage of co-creation environment with all key players, especially tourists and companies of the sector, in contrast to the demands of participation and empowerment of them. This research has practical implications for organizations involved in designing programs for tourist destination management. It is only a starting point to assess what stage the Open Innovation is and identify what elements should be strengthened in the field of collaborative innovation to increase confidence and attractiveness of the destination if you want to get effective results.

KEY WORDS: *Tourist destination management, Open Innovation, social media, customer involvement, co-creation environment.*