

INNOVATION ENABLING SUSTAINABLE TOURISM

UN Tourism-ETC DataLab | 13-09-2024

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An ecosystem...

“A complex network of living organisms, their physical environment, and the intricate interactions between them”

#A Tourism Ecosystem

Explore the role of **universities** and **technology centers**.

Focus on **tourism** strategic **themes and areas**.

Strengthen a **culture of innovation** in **companies**.



2014...



#Fostering Innovation in Tourism Program

Objectives

To strengthen innovation by supporting programs that aim to help new business ideas, and tourism companies' adoption of incremental or disruptive solutions, contributing to the competitiveness of the tourism sector

#Framework

	IDEATION	ACCELERATION	OPEN INNOVATION
Visitors Experience			
Sustainability			
Mobility			
Smart Management			
Operations Efficiency			

TOURISM COMPANIES

INVESTORS

FUNDING INSTRUMENTS

+100
Innovation Programs

+1700
Startups

+ 200
Pilots

#Sustainability Vertical

ENERGY EFFICIENCY AND MONITORING



MOBILITY



PRODUCT



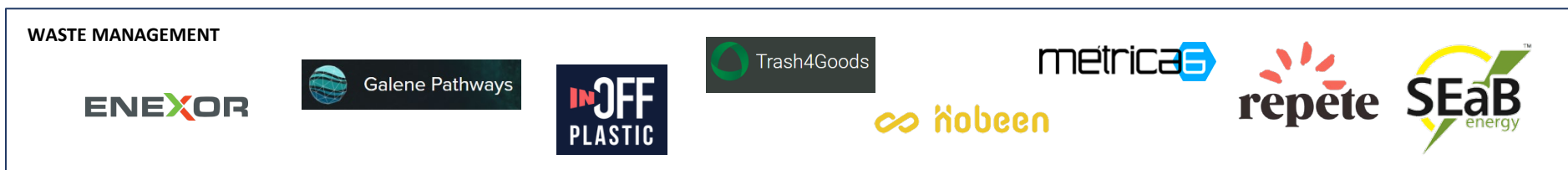
JOBS AND SOCIAL IMPACT



DATA



WASTE MANAGEMENT



WATER EFFICIENCY





Thank You!

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#innovateordie #buildbackbetter #wetrustdata