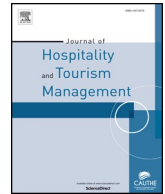




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## Innovation research in tourism: Research streams and actions for the future

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## ABSTRACT

This paper provides an updated review of tourism innovation literature. For this purpose, it builds on a systematic literature analysis that provides a structured and systematic way to analyze previous contributions. Since the last literature reviews on tourism innovation, a plethora of studies highlighting the need for an updated review of current literature has emerged. The findings show that research successfully addressed a variety of research gaps. Essential themes in tourism innovation research were innovation processes, context configurations, knowledge and technology and eco-innovations. However, other research gaps emerged and provide promising directions for future research. First, small and owner-managed enterprises, which show special family dynamics characterize the tourism industry. Thus, more research needs to explore innovation behavior in family firms and particularly the context of micro enterprises. Second, sustainability has become more important and research needs to analyze the role of emerging eco-innovations and consumer-driven innovations in tourism and hospitality. Third, previous research mostly neglected the effects of policy and governance on innovations in tourism. More research is necessary to determine the effects of governance and collaborative governance arrangements on innovation. In conclusion, this systematic literature review provides an up-to-date review of tourism innovation research and an agenda for future research that addresses the nexus of small and micro enterprises and innovations, eco-innovations and the interplay between governance and innovations.

## 1. Introduction

Innovation has been widely accepted as a critical factor for hospitality and tourism enterprises, organizations and destinations and is recognized as a strategic issue to achieve growth and long-term oriented success. Lately, innovation research in hospitality and tourism experienced increased attention and bibliometric analysis (Teixeira & Ferreira, 2018) as well as (systematic) literature analysis (Gomezelj, 2016; Hjalager, 2010b; Marasco, Martino, Magnotti, & Morvillo, 2018) have been published. However, despite these contributions, the previous attempts to segment and structure tourism innovation literature have several shortcomings. First, the body of literature in the field is evolving rapidly and new insights and updates are necessary to the last systematic literature analysis that used data until 2014 (Gomezelj, 2016). Besides, other contributions explored particular aspects of tourism innovation (Marasco et al., 2018) but did not provide an overview of research streams and future research agendas. Second, the data used for systematic analysis and bibliometric analysis is controversial, with no agreement on quality thresholds, ways of data acquisition and data preparation. Therefore, this paper builds on the systematic literature analysis approach (David & Han, 2004; Fisch &

Block, 2018; Newbert, 2007), which provides a replicable, transparent and systematic approach to analyze literature. We provide an overview and update to previous work (Hjalager, 2010b) and integrate the literature from previous tourism innovation reviews (Gomezelj, 2016; Marasco et al., 2018). Furthermore, we present novel insights to tourism innovation research, regarding thematic clusters and publication characteristics.

This paper is divided into four parts. The following chapter elaborates a theoretical basis of tourism innovation research. The third section highlights the systematic procedure for reviewing the literature (David & Han, 2004; Newbert, 2007). The fourth part provides an overview of empirical findings by using a combination of descriptive and thematic analysis and contrasts the derived clusters and provides an integrated synthesis of tourism innovation research. Drawing on the findings of Gomezelj (2016) and research gaps by Hjalager (2010b), the final part provides an agenda for future research.

## 2. Innovation research

Innovation is defined differently depending on the research focus. Common to all definitions of innovation is newness, as innovation is

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strongly associated with something new. In tourism research, the definitions by Schumpeter (1934) and the OECD/Eurostat (2018) are frequently used. Following Schumpeter's (1934) entrepreneurial approach, innovation is characterized by the creation of new knowledge or new combinations of existing knowledge which are transformed into innovation in the enterprise. The OECD/Eurostat (2018) defines innovation as “a new or improved product or process (or a combination thereof) that differs significantly from the unit's previous products or processes and that has been made available to potential users (product) or brought into use by the unit (process) (2018, p. 20).” Both definitions refer to the more radical dimensions of innovation, compared to incremental innovations that address little changes in product or processes (Damanpour, 1991). While the early definition of Schumpeter (1934) focused more on the entrepreneur and the willingness to innovate, the OECD/Eurostat (2018) follows a more strategic approach and stresses the importance of market orientation. Due to the intangibility and interrelatedness of tourism products, customers play an essential role in the development of tourism innovation (Grissemann, Plank, & Brunner-Sperdin, 2013; Tejada & Moreno, 2013). Tourism enterprises appear to be more market-driven by the pull factor of customer demand (Hall & Williams, 2008; Stamboulis & Skayannis, 2003) than the often technologically pushed manufacturing industries.

Regarding the types of innovation, product, process, organizational/managerial and market(ing) innovations seem to be the main body of innovation categories (Hjalager, 2010b; OECD/Eurostat, 2018). Product innovation refers to new products or services used in the market or the company, while process innovations are the implementation of a new or significantly improved production or delivery method (OECD/Eurostat, 2018). Organizational innovations refer to the implementation of a new organizational method within the organization and market innovations are closely linked to the use of market-oriented skills to better address customer needs (Nicolau & Santa-María, 2013). Previous research highlighted two categories of innovation, which are specific to tourism: On the one hand, distribution innovations because of the central role of distribution for the tourism industry. On the other hand, institutional innovations, which include new comprehensive community structures or legal frameworks, improve the management in certain areas (Hjalager, 2010b). In tourism, customer experience is composed of interwoven and networked single tourism products and services. It is often difficult to categorize innovation because of the reciprocity between categories of innovations (Hoarau, 2014). Johannessen, Olsen, and Lumpkin (2001) provide another categorization of innovation and suggest the following questions: what is new, how new, and new to whom? While the first question again refers to the different types of innovation, the second addresses the level of innovation (radical versus incremental) and the last differentiates between the view of customers and organizations.

Rogers (1995) defines innovation from a customers' point of view as “an idea, practice, or object that is perceived as new by individual or another unit of adoption” (1995, p. 5). He describes adoption as a social process in which some people adopt innovations earlier than others. As different customer or adaptor groups vary, they need different strategies to address and influence their innovation adoption behavior. Rogers (1995) diffusion theory has been applied in many tourism contexts so far (Brooker, Joppe, Davidson, & Marles, 2012; Fuchs, Höpken, Föger, & Kunz, 2010; Smerecnik & Andersen, 2011).

It seems notable to briefly describe the development of different innovation approaches since a high proportion of services characterize the tourism industry. Research in service innovation has shifted from the assimilation perspective through the demarcation perspective to the synthesis perspective. While the first treats innovation generic, the second regards service innovation as something that should be differentiated from product innovation (Coombes & Miles, 2000). Recently, the dominating synthesis approach combines both, offering a unifying, multidimensional innovation approach for manufacturing and service enterprises: it provides opportunities to better understand customer

needs and value creation processes through combinations of services and products (Carlborg, Kindström, & Kowalkowski, 2014).

As the complexity of the tourism experience is determined by interrelated services and products as well as by the interaction among tourists, destination organizations and the local community, innovation occurs at various levels with diverse actors and generates different forms of innovation. In this context, recent papers discuss the value of human resource management and employees to enhance the innovation capabilities of organizations at the business level (Edghiem & Mouzoughi, 2018; Nordli, 2018; Zopiatis & Theocharous, 2018) while the analysis of networks (Alford & Duan, 2018; Kofler, Marcher, Volgger, & Pechlaner, 2018; Milwood & Roehl, 2018) and social capital (Aquino, Lück, & Schänzel, 2018; Kim & Shim, 2018; Macbeth, Carson, & Northcote, 2004) seems to be of main interest at the destination level. Besides, conceptual approaches such as the regional innovation system (Kofler et al., 2018) or the entrepreneurial ecosystem (Kline, Hao, Alderman, Kleckley, & Gray, 2014) are increasingly gaining traction in tourism innovation research. These approaches emphasize the central role of entrepreneurship and innovation in the creation and maintenance of successful systems without neglecting various other private and public actors, which co-create innovation within its spatial dimension.

Three major review papers are relevant for tourism research: Hjalager (2010b) provides a state of the art review on innovation research and concludes that some innovation topics, such as innovation knowledge sources, have attracted enough attention in tourism research, while others have not received sufficient attention. These gaps encompass innovation processes, driving forces, barriers to tourism innovation, innovation and economic performance, technological innovation, diffusion of innovation, the role of entrepreneurship, policy studies and evaluations, academia and innovation and the development of tourism innovation theories. Gomezelj (2016) provides an overview of innovation research based on data from 2014 and Marasco et al. (2018) show the state of literature in the field of collaborative innovations. Thus, the following systematic literature analysis (David & Han, 2004; Newbert, 2007) builds on these previous contributions (Gomezelj, 2016; Hjalager, 2010b; Marasco et al., 2018).

### 3. Material and methods

This paper builds on the systematic literature analysis approach to gather the necessary data from online databases (David & Han, 2004; Newbert, 2007). Data from published systematic reviews (Gomezelj, 2016; Marasco et al., 2018) has been integrated and we thereby highlight the replicability of previous studies (Gomezelj, 2016; Marasco et al., 2018). Most importantly, our analysis provides up-to-date, extended and more detailed insights into the field of tourism innovation research while ensuring and improving sampling quality. A systematic approach was chosen because it ensures transparency, reliability and generalizability (Thorpe, Holt, Macpherson, & Pittaway, 2005). This analysis can be carried out and replicated by scholars experienced in systematic literature analysis (Fisch & Block, 2018). Data acquisition for systematic literature analysis draws on several steps that include strict selection criteria (Table 1):

First, the Web of Science database was used for this research because it covers, compared to alternative databases (e.g., ABI/Inform Global, EBSCOhost), the most relevant journals for tourism research. Search terms were assembled in accordance with previous literature (Gomezelj, 2016; Marasco et al., 2018) and focused on the terms “innovation” and “tourism” in the Web of Science option “topic” (includes title, abstracts and author-supplied keywords). This first search was conducted from 1992 to January 2019 and resulted in 2.190 contributions. The analysis also focused on full papers in English that were published in SSCI ranked journals.

Second, we collected data from Gomezelj (2016) and Marasco et al. (2018) and included these sources into our database, citing information

**Table 1**  
Steps for systematic literature analysis.

Steps	Meta Systematic Literature Analysis	
1	Full English publications in SSCI ranked journals (1992–2019) Web of Science database Keywords: “innovation” and “tourism”	David & Han, 2004; Gomezelj, 2016; Marasco et al., 2018
2	Merging data from previous systematic literature reviews	Gomezelj, 2016; Marasco et al., 2018
3	Quality thresholds: single journal hits, journals > 7 publications (1992–2019), final selection based on a full assessment of abstract and title of publications > 2010	David & Han, 2004; Newbert, 2007
4	Assessment of key indicators and thematic (context) analysis (e.g., location of study, methodological approach)	Collins & Fauser, 2005; Newbert, 2007

such as authors, year, title, keywords, abstracts, journal, DOI and cross-references. The corresponding publications were gathered manually from the results/discussion sections of Gomezelj (2016) and Marasco et al. (2018) and added to the database. This approach led to the collection of 788 publications from 236 different journals.

Third, we excluded contributions from journals with “low output” in the observation period (David & Han, 2004; Newbert, 2007). Data acquisition was restricted to journals, which published at least seven publications from 1992 to 01/2019. This threshold was chosen because the average publication activity per journal was 7.81 publications in the observation period. Besides, we had a closer look at publications starting with 2010 for two reasons: First, the well-known and frequently cited review from Hjalager (2010b) was published in 2010. Second, it was observed that the average publication activity per year was 33 publications from 1992 to 01/2019. Therefore, the year 2010 with 31 publications was used as a cut-off value. This procedure resulted in a total of 408 publications.

Fourth, the derived sample was reassessed for fit by checking title and abstract, resulting in the exclusion of 217 articles. This exclusion was based on a gap between title, keywords and abstract and the scope of this research. The final sample included 191 articles (including full information of authors, keywords and cross-references). Each article was read and context categories were formed by analyzing the content and not only using abstracts and keywords. This thematic analysis draws on an initial template (deductive) that we adapted from Hjalager (2010b) and was successively combined with refined (inductive) categories that we derived from analyzing the papers. Thus, the thematic analysis involves an iterative process of assigning papers to context categories and refining and adjusting the derived context categories (King, 2012). This process was independently carried out by two independent researchers and led to the formation of eight context categories. The upcoming section discusses several key characteristics of tourism innovation research.

## 4. Results

First, we present the publication trend concerning journals, methods, locations and perspectives. Second, we provide an integrated synthesis of previously identified research gaps/clusters (Gomezelj, 2016; Hjalager, 2010b) and current developments in the field. The final sample included 191 contributions from 23 different journals. Table 2 highlights the most important journals in the field and shows that since 2010 a steady increase occurred for publications that address tourism innovation. In 2018, a maximum of 41 papers was published. Tourism Management (25 publications) is the journal with the most publications in the observation period, followed by the Journal of Contemporary Hospitality Management (22 publications) and the Scandinavian Journal of Hospitality and Tourism (17 publications).

### 4.1. Research context

The analysis revealed that most tourism innovation studies had an empirical focus on Europe (105 publications) and particularly focused on corporate organizations in Spain (25 publications). Nonetheless,

some papers focused on Asia and showed interest in China (10 publications) and Taiwan (10 publications). Table 3 shows that a wide variety of methods were used, with qualitative inquiries being the most prominent (46.1% of publications), followed by quantitative approaches (41.4%). Research frequently adopted an enterprise perspective (44.0%), a destination (22.0%) and a network (9.9%) perspective (Table 3).

### 4.2. Various contexts of innovation research

The thematic coding of the 191 papers allowed the context in which innovation is addressed to be analyzed. This process led to the identification of the following context categories (Table 4): review papers and typologies, public-policy context, experience context, technological context, knowledge context, socio-environmental context, network-cooperative context and organizational context. The following section discusses the derived context categories (Table 4) and their contribution to innovation research in tourism.

#### (1) Reviews and typologies:

Several scholars provided review papers of tourism innovation research or explored the historical events that lead to the evolution and adoption of innovations (Bowie, 2018). Most importantly, Hjalager (2010b) identified ten research gaps and highlighted the 100 most important innovations in tourism (Hjalager, 2015) and Albrecht (2013) also highlighted the importance of innovation research. Based on data from 2014, Gomezelj (2016) used a co-citation analysis to structure the tourism innovation literature into nine clusters. A more detailed understanding was provided by Marasco et al. (2018) who looked into the particular dynamics of collaborative innovations in tourism and identified five groups with different collaborative activities in tourism innovation research. For the hospitality industry, new typologies allow a better understanding of innovation activities (Brooker & Joppe, 2014; Zach et al., 2018). Moreover, Hjalager and Flagestad (2012) noted future innovation trajectories and later on highlighted five innovation gaps for Scandinavia (Hjalager et al., 2018).

#### (2) Public-policy context (Table 5)

Previous studies highlighted the role of policies and the structure of the public bodies for innovation activity (Hjalager, 2010b). Meanwhile, current research started to discuss the role of the government as a facilitator (Mei et al., 2015; Rodríguez et al., 2014; Zhang & Xiao, 2014) or blocker of innovations in tourism (Kozak, 2014). Frequently, tourism innovation policy was understood as a “black box” (Rodríguez et al., 2014) with missing structures that resulted in ineffective actions because of the too extensive involvement of the tourism industry instead of management being by public bodies (Halkier, 2014). Research has also shown the potential of tourism as “an enabler and contributor to knowledge transfer and innovation” in cross border regions (Weidenfeld, 2013, p. 208). These regions benefit from cultural diversity and technological capabilities that lead to increased knowledge transfer and innovations (Makkonen et al., 2018). Additionally, setting

**Table 2**  
Publications per journal and year.

Journals	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019*	Sum
Journal of Destination Marketing & Management			1			1			1		3
British Food Journal						1	1	1			3
Journal of Travel & Tourism Marketing	1								1		3
Revue de Geographie Alpine-Journal of Alpine Research			2				1				3
Kybernetes					3						3
Tourism Management Perspectives						1			1		4
Tourism Geographies	1	1			1			1			4
Journal of Cleaner Production				1			3				4
Journal of Business Research				1			2		1		4
Journal of Travel Research	1		1		1	1	1				5
Service Industries Journal	2			3							5
Asia Pacific Journal of Tourism Research		1	1				1	2	1		6
European Planning Studies	1				5						6
Annals of Tourism Research	1	1		1	2	2			1		8
Tourism Economics		1	1		1	2	1	1	1		8
International Journal of Tourism Research	1	2	1		3		1				8
Journal of Sustainable Tourism		1	1	1	2	2	2	2	1		12
Current Issues in Tourism	1		1	2		3	1	2	1	1	12
Sustainability							3	5	5		13
International Journal of Hospitality Management		1	1	2	1		1	3	3	1	13
Scandinavian Journal of Hospitality and Tourism	1		2	1	1	3		1	7	1	17
International Journal of Contemporary Hospitality Management			1			1	4	3	13		22
Tourism Management	2	2	4	1	4	4	2	2	4		25
Total	12	10	17	13	24	21	25	25	41	3	191

Note: \*publications until 01/2019.

**Table 3**  
Papers by location, method and perspective.

Criteria	No. of Papers	Percentage (%)
<b>Location of the Study</b>		
South America	4	2.1
Africa	7	3.7
North America	8	4.2
World	10	5.2
Oceania	11	5.8
Not applicable	12	6.3
Asia	34	17.8
Europe	105	55.0
<b>Method of Study</b>		
Conceptual	7	3.7
Mixed	17	8.9
Quantitative	79	41.4
Qualitative	88	46.1
<b>Perspective of the Study</b>		
Review	4	2.1
Stakeholder perspective	5	2.6
Industry perspective	9	4.7
Public/national perspective	10	5.2
Demand/tourist perspective	18	9.4
Network perspective	19	9.9
Destination perspective	42	22.0
Enterprise perspective	84	44.0

boundaries can raise serious issues and may lead to a lack of regional engagement and missing integration and collaboration of tourism actors (Carson et al., 2014). Previous research provided several successful examples where the government acts as a facilitator for innovation (Mei et al., 2015; Ropret et al., 2014). Also, Rodríguez et al. (2014) showed the potential of innovation policies but simultaneously highlighted several barriers, including too much focus being on collaboration and missing criteria for project evaluation. Schofield et al. (2018) showed the critical role of public funding to settle up collaborative and innovative DMOs. Research showed that the innovation climate in a director's board impacts innovation behavior (Mathisen & Garnes, 2015). Halkier (2014) emphasized that local interests and industry involvement in tourism governance hindered innovations in tourism. As a result, many destinations need to face innovations in order to be

successful in the long run (Romão et al., 2013). Moreover, policies need to address present consumer trends (e.g., green purchasing behavior) and motivate enterprises to capitalize on these developments (P. He et al., 2018a). Also, innovation policies need a holistic assessment and a stronger emphasis on social responsibility in tourism enterprises (Strukej & Šuligoj, 2014).

### (3) Experience context (Table 6)

In the past ten years, important product and service developments emerged that build on collaboration and co-creation. One of these enormously disruptive powers was Airbnb (Guttentag, 2015), however other disruptive market innovations were documented in the literature, e.g., free guided tours (Meged & Zillinger, 2018). Besides, research explored the potential of past (e.g., early mountain bike events) (Saint-Martin, Savre, & Terret, 2012), present (e.g., religious accommodations) (Paniccia et al., 2017) and future innovative offers such as space-traveling (Chang, 2017). In this context, research provided several frameworks that can be used to assess the feasibility of new product developments (Eriksen, 2015; Gardiner & Scott, 2018; Henderson et al., 2018; Peng & Lin, 2016). Moreover, research showed that ethnographic research and consumer-driven innovation can add deeper insights into new product developments (Konu, 2015; Lee et al., 2010; Zach, 2012). Yang and Tan (2017) showed that product-related innovations improve branding and loyalty of events. Lee and Kim (2018) highlighted the role of innovation capabilities to enhance customers' mindfulness. Additionally, research showed that new product developments have an impact on the cooperation between tourism and leisure suppliers (Schnitzer et al., 2018).

### (4) Technological context (Table 7)

In 2010, more research was demanded on technological innovations (Hjalager, 2010b). Meanwhile, the effects of technology on innovation diffusion were analyzed more extensively (El-Gohary, 2012; Fuchs et al., 2010; Hung et al., 2011; Lu et al., 2015; Spencer et al., 2012). In contrast to previous literature (Hung et al., 2011), researchers underlined that leadership (Spencer et al., 2012) and several internal factors (e.g., available resources, organizational culture) (El-Gohary, 2012)



**Table 4**  
Innovation research bundles.

Tourism Innovation Research		N = 191
<b>(1) Reviews and typologies</b>		4.7%
Albrecht, 2013; Brooker & Joppe, 2014; Gomezelj, 2016; Hjalager, 2010b, 2015; Hjalager & Flagestad, 2012; Hjalager, Kwiatkowski, & Østervig Larsen, 2018; Nordli, 2017; Zach, Krizaj, & McTier, 2018		
<b>(2) Public-policy context</b>		7.3%
Carson, Carson, & Hodge, 2014; Halkier, 2014; P. He, He, & Xu, 2018a; Kozak, 2014; Makkonen, Williams, Weidenfeld, & Kaisto, 2018; Mathisen & Garnes, 2015; Mei, Arcodia, & Ruhanen, 2015; Rodríguez, Williams, & Hall, 2014; Romão, Guerreiro, & Rodrigues, 2013; Ropret, Jakulin, & Likar, 2014; Schofield, Crowther, Jago, Heeley, & Taylor, 2018; Strukelj & Šuligoj, 2014; Weidenfeld, 2013, 2018		
<b>(3) Experience context</b>		9.4%
Chang, 2017; Eriksen, 2015; Gardiner & Scott, 2018; Guttentag, 2015; Henderson, Avis, & Tsui, 2018; Hjalager, Johansen, & Rasmussen, 2015; Konu, 2015; Lee & Kim, 2018; Lee, Tussyadiah, & Zach, 2010; Meged & Zillinger, 2018; Nordbø, 2014; Paniccia, Leoni, & Baiocco, 2017; Peng & Lin, 2016; Schnitzer, Seidl, Schlemmer, & Peters, 2018; Sigurðardóttir, 2018; Yang & Tan, 2017; Zach, 2012		
<b>(4) Technological context</b>		12.6%
Aldebert, Dang, & Longhi, 2011; Del Chiappa & Baggio, 2015; Del Vecchio, Mele, Ndou, & Secundo, 2018; El-Gohary, 2012; Elliot, Li, & Choi, 2013; Farsani, Sadeghi, Shafiei, & Sichani, 2016; Fernández, Cala, & Domecq, 2011; Fuchs et al., 2010; Ghaderi, Hatamifar, & Henderson, 2018; Gössling, Hall, & Andersson, 2018; Gössling & Lane, 2015; Hung, Yang, Yang, & Chuang, 2011; Kah, Vogt, & MacKay, 2011; Lalacic, 2018; Lu, Mao, Wang, & Hu, 2015; Makkonen & Hokkanen, 2013; Munar, 2012; Neuhofner, Buhalis, & Ladkin, 2014; Shao, Chang, & Morrison, 2017; Sigala, 2012; Song & Ko, 2017; Spencer, Buhalis, & Moitgal, 2012; Tan & Law, 2015; Yeh & Ku, 2019		
<b>(5) Knowledge and determinants of innovation</b>		14.1%
Bani-Melhem, Zeffane, & Albaity, 2018; Booyens & Rogerson, 2016, 2017; Camisón & Monfort-Mir, 2012; Castañón, Méndez, & Galindo, 2016; Chen, Kerr, Chou, & Ang, 2017; Divisekera & Nguyen, 2018b; Edghiem & Mouzoughi, 2018; Gabriel, Camargo, Monticcolo, Boly, & Bourgault, 2016; Hoarau, 2014; Hoarau & Kline, 2014; Jernsand, Kraff, & Mossberg, 2015; Kim, Tang, & Bosselman, 2018; Krizaj, Brodnik, & Bukovec, 2014; Lee, Lee, & Tussyadiah, 2017; Li, Wood, & Thomas, 2017; McLeod, Vaughan, & Edwards, 2010; Nieves & Haller, 2014; Nordli, 2018; Otengi, Bakunda, Ngoma, Ntayi, & Munene, 2017; Sørensen & Jensen, 2015; Strambach & Surmeier, 2013; Thomas, 2012; Thomas & Wood, 2014, 2015; Weidenfeld, Butler, & Williams, 2008; Zenko & Sardi, 2014		
<b>(6) Socio-environmental context</b>		15.7%
Alegre & Berbegal-Mirabent, 2016; Alonso-Almeida, Rocafort, & Borrajo, 2016; Batle, Orfila-Sintes, & Moon, 2018; Best & Thapa, 2013; Brooker et al., 2012; Buijtendijk, Blom, Vermeer, & van der Duim, 2018; C.-J. Chou, 2014; Chou, Hornig, Liu, Huang, & Chung, 2016; Clarimont & Vlès, 2016; Farsani, Coelho, & Costa, 2012, 2014; Ganglmair-Wooliscroft & Wooliscroft, 2016; García-Pozo, Sánchez-Ollero, & Ons-Cappa, 2016; Genovese, Culasso, Giacosa, & Battaglini, 2017; Gronau, 2017; Horng, Liu, Chou, Tsai, & Chung, 2017; Kasim, Gursoy, Okumus, & Wong, 2014; Kuščer, Mihalič, & Pechlaner, 2016; Lawton & Weaver, 2010; Liu, Yen, Tsai, & Lo, 2017; Martini, Buffa, & Notaro, 2017; Ohe, 2012; Pace, 2016; Razumova, Ibáñez, & Palmer, 2015; Reyes-Santiago, Sánchez-Medina, & Díaz-Pichardo, 2017; Rønningen, 2010; Sakdiyakorn & Sivarak, 2016; Savelli, 2012; Sigurðardóttir & Steinthorsson, 2018; Smerecnik & Andersen, 2011		
<b>(7) Network-cooperative context</b>		16.2%
Aarstad, Ness, & Haugland, 2015; Alford & Duan, 2018; Baggio & Cooper, 2010; Borodako, Berbeke, & Rudnicki, 2014; Bosworth & Farrell, 2011; Camisón, Forés, & Boronat-Navarro, 2017; Cassel & Pashkevich, 2014; Dabphet, Scott, & Ruhanen, 2012; Elche, García-Villaverde, & Martínez-Pérez, 2018; Erkuş-Öztürk, 2010; Farsani, Coelho, & Costa, 2011; Feng, Wei, Zhang, & Gu, 2018; Ganguli & Ebrahim, 2017; Hjalager, 2010a; Høegh-Guldberg, 2018; Høegh-Guldberg, Eide, Trengereid, & Hjemdahl, 2018; Jóhannesson, 2012; Konu, 2015; Larsson & Lindström, 2014; Maggioni, Marcoz, & Mauri, 2014; Milwood & Roehl, 2018; Paget, Dimanche, & Mounet, 2010; Pikkemaat, Peters, & Chan, 2018; Quaranta, Citro, & Salvia, 2016; Rodríguez-Victoria, Puig, & González-Loureiro, 2017; Romero & Costa, 2010; Romero-Padilla, Navarro-Jurado, & Malvárez-García, 2016; Sainaghi, Phillips, & d'Angella, 2019; Schmallegger, Taylor, & Carson, 2011; Zach & Hill, 2017; Zhang & Xiao, 2014		
<b>(8) Organizational context</b>		19.9%
Albaladejo & Martínez-García, 2015; Backman, Klaesson, & Öner, 2017; Bowie, 2018; Carlisle, Kunc, Jones, & Tiffin, 2013; S. Chang, Gong, & Shum, 2011; Chathoth et al., 2014; Díaz-Chao, Miralbell-Izard, & Torrent-Sellens, 2016; Divisekera & Nguyen, 2018a; Erkuş-Öztürk & Terhorst, 2016; García-Villaverde, Elche, Martínez-Pérez, & Ruiz-Ortega, 2017; Giacosa, Ferraris, & Monge, 2017; Grisseemann et al., 2013; Hsu, Hsieh, & Yuan, 2013; Kallmuenzer, 2018; Kallmuenzer & Peters, 2018; Kessler, Pachucki, Stummer, Mair, & Binder, 2015; Kim & Shim, 2018; C. Lee & Hallak, 2018; Lin, 2013; C.-W. Liu & Cheng, 2018; Martínez-Pérez, García-Villaverde, & Elche, 2016; Martínez-Román, Tamayo, Gamero, & Romero, 2015; Martínez-Ros & Orfila-Sintes, 2012; Mattsson & Orfila-Sintes, 2014; Nicolau & Santa-María, 2013; Nieves & Diaz-Meneses, 2018; de la Peña, Núñez-Serrano, Turrión, & Velázquez, 2016; Shaw, Bailey, & Williams, 2011; Souto, 2015; Tang, 2016; Tejada & Moreno, 2013; Torrent-Sellens, Ficapal-Cusí, Boada-Grau, & Vigil-Colet, 2016; Tugores & García, 2015; Tugores & Valle, 2016; Vrontis, Bresciani, & Giacosa, 2016; Wang, Tang, & Cheng, 2018; Wikhamn, Armbrrecht, & Wikhamn, 2018; Yachin, 2019		

**Table 5**  
Public-policy context:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Mixed	1	7.1
Conceptual	2	14.3
Quantitative	4	28.6
Qualitative	7	50.0

**Table 6**  
Experience context:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Quantitative	4	22.2
Mixed	5	27.8
Qualitative	9	50.0

**Table 7**  
Technological context:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Conceptual	1	4.2
Mixed	4	16.7
Qualitative	5	20.8
Quantitative	14	58.3

affect the adoption of technology and thus innovation in small tourism enterprises. However, controversial findings exist regarding the role of leaders for innovation adoption: [Hung et al. \(2011\)](#) found positive effects for top-down decision making whereas [Spencer et al. \(2012\)](#) found several critical incidents that arise from top-down, centralized leadership decision-making on technology adoption. Also, several external factors affect spending on ICTs and thus lead to different innovation behavior ([Fernández et al., 2011](#)). In the destination management context, it was shown that adoption of innovative technologies (e.g., e-business applications) affects efficiency levels ([Fuchs et al., 2010](#)) and improves tourists' experiences ([Farsani et al., 2016](#); [Neuhofer et al., 2014](#)). [Tan and Law \(2015\)](#) showed the potential effectiveness of mobile learning platforms to improve sustainable visitor management and [Del Chiappa and Baggio \(2015\)](#) highlighted the importance of virtual and real destination components for information and knowledge sharing in destination management organizations.

However, technological innovations may also lead to ambivalent impacts and challenges ([Gössling & Lane, 2015](#)) when using social media and review platforms ([Gössling et al., 2018](#); [Munar, 2012](#)). Social communities affect members' satisfaction and trust and thus stickiness and intention to transact ([Elliot et al., 2013](#)). On the one hand, [Sigala \(2012\)](#) and [Del Vecchio et al. \(2018\)](#) showed the potential of big social data to stimulate open innovation processes. These innovation processes depend on professionals' knowledge ([Sigala, 2012](#)) and should be supported by open innovation platforms that lead to user-generated ideas and ultimately innovations ([Lalicic, 2018](#)). In the context of open communities, virtual competence (collective efficacy and virtual media skill) is central for innovation capability and success ([Yeh & Ku, 2019](#)). However, big social data can be used to reveal future innovation potential ([Shao et al., 2017](#)). In terms of technology adoption, suppliers highlight economic aspects ([Song & Ko, 2017](#)) while consumer demand usefulness, ease of use and compatibility ([Lu et al., 2015](#)). Therefore, the adoption of technological innovations can only succeed when integrated into the overall tourism offer ([Kah et al., 2011](#); [Makkonen & Hokkanen, 2013](#); [Tan & Law, 2015](#)). ICT has an impact on innovation behavior in the tourism industry and stronger end-customer orientation can be observed ([Aldebert et al., 2011](#)). Thus, smartness is an important objective for innovations ([Ghaderi et al., 2018](#)).

#### (5) Knowledge and determinants of innovation (Table 8)

Additional research was necessary to explore how innovation takes place and what antecedents are responsible ([Hjalager, 2010b](#)). Likewise, recent research concentrated on the processes of knowledge dissemination ([Hoarau, 2014](#); [Thomas & Wood, 2014](#)). Integrating knowledge helps to overcome incremental innovations based on

**Table 8**  
Knowledge and determinants of innovation:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Conceptual	1	3.7
Mixed	3	11.1
Quantitative	11	40.7
Qualitative	12	44.4

existing knowledge ([Camisón & Monfort-Mir, 2012](#)). Acquisition and assimilation of knowledge were frequently assessed using the concept of absorptive capacity and a dynamic view on knowledge ([Strambach & Surmeier, 2013](#)) and capabilities ([Alford & Duan, 2018](#); [Nieves & Haller, 2014](#); [Otengei et al., 2017](#)). Both notions of dynamic capabilities and dynamic knowledge focus on the process of creation, modification and reconfiguration ([Nieves & Haller, 2014](#); [Strambach & Surmeier, 2013](#)). For example, [Hoarau \(2014\)](#) found that it is vital to access and absorb tacit knowledge and [Nordli \(2018\)](#) emphasized the role of external knowledge for innovation. Also, it was shown that product, process and organizational innovations are positively linked to collaboration ([Divisekera & Nguyen, 2018b](#)). Knowledge spillover from other industries fosters innovations and thus competitiveness ([Borodako et al., 2014](#)). The concept of innovation newness provides essential insights into innovations' impact ([Krizaj et al., 2014](#)). However, several challenges exist for knowledge spill-over in larger corporations: knowledge dissemination from academic research to practice is an issue for industry leaders ([Thomas, 2012](#)). However, knowledge spill-over can be improved by social networks and relationships ([Li et al., 2017](#); [Thomas, 2012](#)). At the regional scale, spatial proximity, product similarity and market similarity facilitate knowledge transfers ([Weidenfeld, Williams, & Butler, 2010](#)). Nonetheless, extra-regional network relationships have proven to be imperative ([Booyens & Rogerson, 2017](#)).

Entrepreneurship and ultimately innovation will benefit from external competence brokers that show willingness and knowledge ([Nordbø, 2014](#)). In terms of knowledge creation, research highlighted the role of co-creation processes in order to foster innovations ([Chen et al., 2017](#); [Hoarau & Kline, 2014](#); [Lee et al., 2017](#); [Nieves & Diaz-Meneses, 2018](#)). Also, the implementation of innovations benefits from creativity ([Gabriel et al., 2016](#); [Jernsand et al., 2015](#)) and experience processes ([Sørensen & Jensen, 2015](#)). Additionally, cross-functional working teams ([Nordli, 2018](#)) support employee-driven innovations ([Edghiem & Mouzughy, 2018](#)). In the employee context, [Bani-Melhem et al. \(2018\)](#) found that workplace happiness is the most significant determinant of employees' innovation behavior. However, voluntariness limits the diffusion of innovations if acquisition and generation of ideas are not supported by social networks ([Edghiem & Mouzughy, 2018](#); [McLeod et al., 2010](#)). To conclude, multiple approaches to measure innovation exist ([Camisón & Monfort-Mir, 2012](#); [Thomas & Wood, 2014](#)).

#### (6) Socio-environmental context (Table 9)

Despite extensive research on tourism innovation, earlier research ([Gomezelj, 2016](#); [Hjalager, 2010b](#)) showed less of a focus on innovations that target sustainability in the tourism and hospitality context. By now, a great number of publications addressed the context of innovations that aim for sustainable destination development ([Gronau, 2017](#); [Kuščer et al., 2016](#); [Timms & Conway, 2012](#)) and showed the potential for bottom-up territorial development through social- and eco-innovations ([Alegre & Berbegal-Mirabent, 2016](#); [Clarimont & Vlès, 2016](#); [Sakdiyakorn & Sivarak, 2016](#); [Savelli, 2012](#)). In this context, [Liu et al. \(2017\)](#) and [Genovese et al. \(2017\)](#) explored the potential for business model innovations in the rural farm context and showed that educational purposes, as well as collaborative approaches, can strengthen

**Table 9**  
Socio-environmental context:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Mixed	3	9.7
Quantitative	13	41.9
Qualitative	15	48.4

eco-innovation initiatives. As a result, social innovations that enable learning (Ohe, 2012) and social inclusion (Zenko & Sardi, 2014) improve holistic tourism development (Batle et al., 2018). Research also explored the potential of eco-innovations in the hotel and restaurant industry (Chou, 2014; Chou et al., 2016; Horng et al., 2017) and in the context of outdoor hospitality parks (Brooker et al., 2012). In the hotel context, environmental innovation behavior is related to remuneration based on environmental performance, staff satisfaction and environmental accounting and training (Razumova et al., 2015).

Moreover, Rønningen (2010) explored the role of tour operators to foster sustainable innovations and identified the benefits of sustainable innovations for novice entrepreneurs and SMEs. Other research focused on the innovation diffusion process of sustainable environmental innovations (Dabphet et al., 2012; Ganglmair-Wooliscroft & Wooliscroft, 2016; Horng et al., 2017; Pace, 2016; Smerecnik & Andersen, 2011). Alonso-Almeida et al. (2016) found that most eco-innovations in tourism represent product innovations (Alonso-Almeida et al., 2016). For adoption, ease and simplicity (Smerecnik & Andersen, 2011), as well as an organizational culture of adaptability, flexibility and creativity, are beneficial (Reyes-Santiago et al., 2017). However, empirical research underlines that only a few eco-innovations show positive effects on hotel performance and thus highlights the need for policy actions to foster the implementation of eco-innovations (Tugores & García, 2015).

#### (7) Network-cooperative context (Table 10)

Prior studies noted the importance of networks and alliances for innovation research (Hjalager, 2010b). In this context, recent research used relational approaches such as actor-network theory (Jóhannesson, 2012; Paget et al., 2010), network theory (Baggio & Cooper, 2010; Milwood & Roehl, 2018) and regional innovation systems (Hjalager, 2010a; Schmallegger et al., 2011) to explore network configurations.

First, it was shown that network analysis can be used to assess the efficiency and competitiveness of a destination (Baggio & Cooper, 2010). Moreover, research has shown that innovation can be facilitated if DMOs understand the collaborative mechanisms of network orchestration (Milwood & Roehl, 2018) and foster cooperation and networking (Alford & Duan, 2018; Pikkemaat et al., 2018). It is noteworthy that a destination with high frequency can become a hub for creativity, which can lead to creative capital and thus innovation (Romero-Padilla et al., 2016). Also, creativity has shown to depend on the level of networking and thus affects enterprises' abilities to create new products and processes (Erkuş-Öztürk, 2010). Therefore, trust and social capital play a key role in facilitating innovation in tourism (Martínez-Pérez et al., 2016; Milwood & Roehl, 2018; Quaranta et al., 2016).

Second, events have the potential to initiate network transformation and to stimulate innovation (Cassel & Pashkevich, 2014; Paget et al., 2010). Entrepreneurs in destinations followed different logics (e.g., economic, socio-cultural, will to connect and stabilization/settlement) (Jóhannesson, 2012) and were clustered into relational/socials, opportunists, innovators and marketers (Maggioni et al., 2014). Within organizations, previous research explored the diffusion of innovations and the spread to network partners using the notion of Foucault's mirror (Høegh-Guldberg, 2018). Others used a bricolage view of an "innovation journey" to highlight crossroads of regional innovation networks

**Table 10**  
Network-cooperative context:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Mixed	1	3.2
Conceptual	1	3.2
Quantitative	7	22.6
Qualitative	22	71.0

**Table 11**  
Organizational context:

Criteria	No. of Papers	Percentage (%)
<b>Method of Study</b>		
Conceptual	1	2.6
Qualitative	11	28.9
Quantitative	26	68.4

that emerge from financing, management, organizing and shared activities (Høegh-Guldberg et al., 2018).

Third, research has highlighted the importance of embeddedness in a cluster (Camisón et al., 2017; Larsson & Lindström, 2014; Rodríguez-Victoria et al., 2017) or network (Aarstad et al., 2015; Bosworth & Farrell, 2011; Feng et al., 2018) to develop capabilities for innovation. Carlisle et al. (2013) showed the importance of networks and institutional support to access knowledge and enhance innovation in Africa.

#### (8) Organizational context (Table 11)

Earlier research assumed that innovations contribute to performance but limited insights were available on the impact of different innovations on economic performance (Hjalager, 2010b). Latest research showed the potential (Albaladejo & Martínez-García, 2015) and demand for incremental as well as radical innovations that can be achieved by business concept and business model innovations (Souto, 2015; Wang et al., 2018). Incremental and radical innovations are supported by external actors' knowledge as well as intra-organizational relationships (Nieves & Diaz-Meneses, 2018), social capital (García-Villaverde et al., 2017) and entrepreneurship (Yachin, 2019). On the one hand, it was found that managerial aspects of innovation (e.g., human resource practices, proactive behavior) have a positive impact on innovations in the hotel and restaurant context (Chang et al., 2011; Martínez-Ros & Orfila-Sintes, 2012; Tang, 2016). On the other hand, research showed the importance of enterprise- and location-specific determinants for innovation (Backman et al., 2017; Divisekera & Nguyen, 2018a; Erkuş-Öztürk & Terhorst, 2010; Wikhamn et al., 2018). In contrast, service-oriented literature highlighted that customer orientation can transcend the effects of innovations (Grissemann et al., 2013; Hsu et al., 2013; Shaw et al., 2011) in the hotel industry but is barely implemented (Chathoth et al., 2014). Overall the research has shown positive effects of several innovation types on hotel occupancy rate and profitability (Kessler et al., 2015; Lee & Hallak, 2018; Mattsson & Orfila-Sintes, 2014; Tugores & Valle, 2016). Research also showed the increased willingness of customers to pay for hotels engaged in innovative activities (de la Peña et al., 2016) and effects of innovation activity on stock exchange prices and thus market value of hotels (Nicolau & Santa-María, 2013).

The studies especially emphasized the role of innovation in small and medium-sized enterprises in tourism, which are frequently family owned- and managed. Thus, research explored the role of family dynamics to push innovations: Kallmuenzer and Peters (2017) showed that innovativeness in family firms is as relevant as in non-family firms. Social capital showed to be critical to enhance competitiveness and thus innovations via practices of knowledge sharing (Kim & Shim, 2018). Competitiveness of family firms is supported by innovations (Kallmuenzer & Peters, 2017) and facilitated by a combination of traditions and innovations that relate to the role of the family (Giacosa et al., 2017; Vrontis et al., 2016). Liu and Cheng (2018) emphasized the role of lifestyle and customers for innovation in micro-sized enterprises. In the small and medium-sized context, it was shown that innovative products and processes lead to increased profitability (Martínez-Román et al., 2015). Labor productivity in SMEs can be explained by the capacity to exploit assets, use of local networks and international transactions (Díaz-Chao et al., 2016). To conclude, Torrent-Sellens et al.



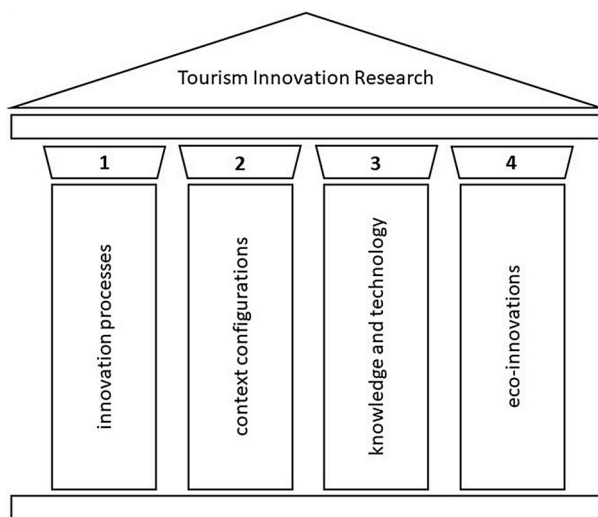


Fig. 1. Pillars of tourism innovation research.

- (1) *Innovation processes*: Over the last years, several publications explored the innovation process within destinations and businesses (Hoarau, 2014; Rønningen, 2010; Yeh & Ku, 2019). These processes were explored in the tourism organizations and destinations (Baggio & Cooper, 2010) or regions (Weidenfeld, 2013). Certainly, research considered the role of internal and external knowledge (Nordli, 2018) and the role of competence brokers (Hoarau, 2014; Nordbø, 2014) to foster tourism innovations and to overcome frictions within the innovation process (Thomas, 2012). Processes are often described using product development stages (as known from Cooper, 1987) following linear but also iterative paths and profit from the fact that tourism is becoming an industry which collaborates much more with other industries (Borodako et al., 2014). This allows the rise of cross-industry and cross-functional (entrepreneurial) teams.
- (2) *Context configurations*: Organizations' and destinations' configurations within a destination correlate with each other. Although we hardly know how particular configurations of organizations in various configurations of destinations influence innovation performance, we learned how innovation systems or entrepreneurial ecosystems should be configured to create regional innovation ((Carson et al., 2014; Hjalager, 2010a)). However, although some researchers explored tourism policy (Mei et al., 2015; Rodríguez et al., 2014; Ropret et al., 2014) and destination governance patterns and actions (Halkier, 2014; Weidenfeld, 2013; Zhang & Xiao, 2014), empirical evidence is missing: especially the difference between community and corporate-driven destinations regarding their innovation context configuration needs to be explored in more detail.
- (3) *Knowledge and Technology*: This plays a major role in all steps of the innovation process. Although research proved that knowledge and know-how significantly influence innovation management (Hoarau, 2014; Nordli, 2018), recently the tourism industry started to profit from regional spillover-effects. Due to the fragmented and small-sized structure of the industry, many companies negated any cooperation with knowledge facilitators or with other industries (Borodako et al., 2014). Furthermore, technology usage on the supply and demand-side is a major innovation push determinant. Cooperation and collaboration patterns do still influence such knowledge and technology-driven innovation processes of tourism destinations (Milwood & Roehl, 2018). Knowledge generation and transfer, particular in service industries are strongly dependent upon employees and their workplace perception and behavior (Bani-Melhem et al., 2018; Edghiem & Mouzoughi, 2018; Nordli, 2018) but also upon customers who co-create services and products (Hoarau & Kline, 2014; Konu, 2015; Lee et al., 2010). Finally, entrepreneurs are the key to configure the service organization and to determine how it is embedded in the tourism destination (Spencer et al., 2012).
- (4) *Eco-innovations*: In tourism, eco-innovations became popular and can be interpreted to result from a general orientation towards process-innovations and collaborations. As indicated by Triguero, Moreno-Mondéjar, and Davia (2013), especially those entrepreneurs who value collaboration with knowledge and research institutions foster eco-innovations. Entrepreneurs in tourism appreciate the cost-saving effects of eco-innovations as long as they act long-term oriented. However, in general management literature

there is a wide variety of research in eco-innovations (see e.g., a current review of F. He, Miao, Wong, & Lee, 2018b), however in the tourism context it is in its infancy (Alonso-Almeida et al., 2016).

(2016) provided new instruments to measure co-innovation.

## 5. Discussion, implications and future research

The thematic analysis showed that since the findings from Hjalager (2010b) and Gomezelj (2016), a large number of new papers addressed the area of innovation research in tourism and hospitality. Overall, we can derive four pillars of tourism innovation research (Fig. 1). The first pillar of innovation research focuses on processes. The second pillar concentrates on specific context configurations, e.g., the organization or destination (network) in which the company is embedded. The third pillar consists of contributions in the field of knowledge, capacity and technology diffusion and absorption. The fourth pillar represents an emerging field and explores eco-innovations in tourism and hospitality.

The implications of this paper particularly address tourism businesses and destination management: Innovation in tourism is perceived as a multi-level phenomenon as we know much about the determinants of innovation processes on an enterprise level. However, recently, destination management and marketing organizations became a driver and facilitator of innovation on the enterprise level. In this context, recent literature supports the value of open innovation in tourism (Pikkemaat & Peters, 2016). Thus, destination management and marketing need strong networks with all enterprises in the tourism value chain to foster innovation across industry boundaries and enterprises of different size categories (Kofler et al., 2018). As the majority of tourism enterprises are small and medium-sized and family-owned, innovation processes often are not as formalized as in large (or multinational) organizations (Pikkemaat, 2008): To learn more about patterns of innovation processes we need to implement a variety of data acquisition processes. In addition to surveys, observation techniques or in-depth interviews especially long-term, panel analysis and big data analysis are needed to understand the relationship between enterprise but also the context (e.g., destination) dynamics.

Many determinants have been explored in previous research such as human resource and knowledge management within the organization, technological know-how as crucial factors for business innovation in the tourism industry. Furthermore, many researchers discuss leadership and entrepreneurial qualities of owner-managers (Aquino et al., 2018), lifestyle or growth-oriented entrepreneurs and link them to innovation performance (e.g., Kallmuenzer & Peters, 2018). Additionally, customer-orientation was identified as being key for successful innovation (Grissmann et al., 2013; Zach, 2012). However, the findings highlight that more research is necessary to explore specific areas of innovation in tourism. In summary, we identified several promising directions for future research on innovation in the tourism and hospitality context (Table 12).

First, the small enterprise context has progressed since the last reviews (Gomezelj, 2016; Hjalager, 2010b) but more research is necessary to explore the role of family dynamics in innovations. Recently, scholars addressed the role of family constellations in tourism innovation research (Brooker et al., 2012; Giacosa et al., 2017; Kallmuenzer, 2018; Liu et al., 2017; Vrontis et al., 2016). These developments highlight the need for more research on the role of family dynamics and show the demand for adopting established theories, such as socio-emotional wealth (Berrone, Cruz, & Gomez-Mejia, 2012), to explore innovation behavior in small family-owned and -managed tourism enterprises. Notably, more research is necessary to explore innovations in the context of microenterprises in tourism (Liu & Cheng, 2018; Yachin, 2019).

Second, eco-innovations that build on ecological and social considerations gained traction since (Hjalager, 2010b) but it is just



**Table 12**  
Recommendations for a research agenda.

(1) <b>Small and micro enterprises</b>	Explore the role of family dynamics for innovation behavior Assess the relationship between family-related values and innovation Analyze the effects of entrepreneurial capabilities on innovation processes Investigate the drivers of innovation in the micro enterprise context Focus on employees creativity to strengthen individual innovation capabilities
(2) <b>Eco-innovations</b>	Examine the effects of customer involvement on the development of sustainable innovations Identify underlying dimensions and resources that enable sustainable innovations Improve the integration of social innovation to foster tourism sustainability Assess the potential of smart technology to stimulate sustainable innovations
(3) <b>Governance and policy</b>	Determine the effects of political and financial support on innovations in tourism Investigate how changing governance regimes affect entrepreneurial innovation behavior Explore the role of community participation to raise the innovation level in destinations Enhance coordination/collaboration between countries, regions and industries to improve innovation systems

beginning to emerge. Thus, more research will be necessary to motivate eco-friendly and sustainable tourism. Thus, in line with previous research (Gomezelj, 2016), there is strong interest in sustainable eco-innovations and the corresponding drivers, practices and outcomes. This research stream has evolved rapidly since the last review (Gomezelj, 2016). While initial research explored the practices and conditions of environmentally friendly innovations (Lawton & Weaver, 2010), recent contributions focus on value co-creation and social innovations (Ganglmair-Wooliscroft & Wooliscroft, 2016; Martini et al., 2017). Therefore, social aspects of the three-pillar-sustainability idea are becoming increasingly important (e.g., partnerships, synergies, circular processes, systemic approaches) (Batle et al., 2018). The findings show that consumer-driven innovations, supported through collaborative actions and co-creation, are experiencing more attention (Konu, 2015; Lee et al., 2010; Lee et al., 2017). Currently, there is a lack of research exploring consumer-driven innovations in the tourism industry that is characterized by small and medium enterprises.

Third, Hjalager (2010b) recognized the demand for more research on the influence of policy and governance on innovations. Gomezelj (2016) also highlighted the role of policy for innovations (Pinto & Guerreiro, 2010) but more research is necessary to deepen our knowledge on how regional collaborations (e.g., stakeholder engagement and public funding) (Schofield et al., 2018) and European agendas affect border regions (Makkonen et al., 2018). Most of the research has concentrated on an enterprise- or destination level perspective and investigated innovation research from an organization-centric perspective. Recently, the importance of the governance setting and the supporting and facilitating role of policies for innovations was recognized (Rodríguez et al., 2014). However, more research is necessary to show the considerations that drive policy-makers, leaders and politicians to support innovations in tourism and the impacts and consequences of effective governance mechanisms and policies. In specific, the interdependency of different tourism actors highlights the importance of governance and policy actions for innovations in tourism. Increased dissemination of technology also shows the demand for more research on the impact of new providers and actors that enter the destination space. Future research is also necessary to determine the role of entering actors that draw on innovative and technology-enhanced business models. In this context, future research needs to explore the potential of open innovation in tourism enterprises and at the destination level.

To conclude, several contributions that focused on the drivers of innovation (Divisekera & Nguyen, 2018b; Nordli, 2018; Pikkemaat et al., 2018; Razumova et al., 2015; Rønningen, 2010; Zopiatis & Theocharous, 2018) were published since the last major reviews (Gomezelj, 2016; Hjalager, 2010b). More research is necessary to explore innovation behavior in small (family) enterprises (Nordli, 2018), micro enterprises (Yachin, 2019) as well as the interdependencies between enterprises and destinations are of major interest. Besides, more empirical evidence is necessary in terms of eco-innovation and open innovation at the enterprise and destination level.

## 6. Limitations

Finally, the results of this paper are subject to several limitations. The highly structured approach of systematic literature can lead to some issues, since it allows less flexibility than other approaches (Furunes, 2019). Another limitation of this approach is the focus on scholarly peer-reviewed and SSCI-ranked journal publications. Although search terms have been selected in accordance with previous innovation literature (Gomezelj, 2016; Marasco et al., 2018), the selection of search terms is always selective and never fully comprehensive. However, these restrictions (compare Table 1) are necessary in order to keep the task manageable. Another limitation emerges from the thematic analysis and the interpretation of the results of the studies, which is to a certain degree subjective to the researchers. The inductive coding was a collaborative project, supported by coding the data independently and performing frequent check-backs between the involved researchers.

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