



CULTURAL

INNOVATION



CHALLENGE



HOW TO FOSTER INNOVATION WITHIN TOURISM ORGANIZATIONS SO THAT THEY CAN TRANSFORM THEIR PROCESSES AND REINVENT THEIR ACTIVITIES?

1. TOP-DOWN COMMITMENTS

2. ENGAGING ECOSYSTEM
STAKEHOLDERS

3. CLEAR GOALS AND
METRICS

4. CONTINUOUS LEARNING AND
ADAPTATION

5. ENCOURAGING RISK-TAKING
AND EXPERIMENTATION

6. RECOGNIZING AND REWARDING
INNOVATION

7. INTEGRATING INNOVATION INTO
POLICIES AND PROCESSES

8. MONITORING AND EVALUATION





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Top-down commitment are pivotal in fostering a culture of innovation within the Quebec tourism industry.

+ The Role of Leaders in Fostering an Innovative Culture

+ Settlement of a Clear Vision and Direction for Innovation

CREATE VISIBILITY





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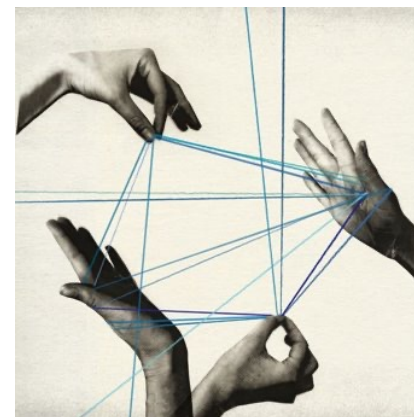
Fostering a culture of innovation within the Quebec tourism industry requires **active engagement** and **collaboration** with a diverse range of stakeholders.

These stakeholders, including businesses, government bodies, local communities, research institutions, and tourists themselves, collectively form the ecosystem that drives the industry.

+ Identify key stakeholders

+ Collaboration with External Partners and Stakeholders

+ Leverage Diverse Perspectives for Innovation





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+ Defining Measurable Goals and Objectives for Innovation

- + Strategic Alignment
- + Diversity of Goals
- + Specificity and Clarity
- + SMART Criteria
- + Innovation Categories

+ Developing Appropriate Metrics/Tools to Track Progress and Success



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+ Encouragement of a Learning Mindset within the Organization

- + Promoting Curiosity
- + Continuous Skill Development
- + Cross-Functional Learning
- + Learning from Failure

+ Embracing Feedback and Adapting Strategies Based on Insights

- + Feedback Loops
- + Data-Driven Decision-Making
- + Agile Approaches
- + Scenario Planning
- + Collaborative Problem-Solving



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+ Implementing Recognition Programs for Innovative Contributions

- + Innovation Awards
- + Innovation Showcases
- + Spotlight Features
- + Leadership Recognition
- + Public Acknowledgment

+ Providing Incentives and Rewards for Successful Innovation

- + Monetary Rewards
- + Professional Development Opportunities
- + Promotions and Advancements
- + Resource Allocation
- + Internal Recognition Platforms
- + Collaborative Rewards





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+ Establishing Mechanisms to Monitor Innovation Initiatives

- + Innovation Dashboards
- + Project Management Tools
- + Regular Progress Reports
- + Key Performance Indicators (KPIs)

+ Evaluating the Effectiveness and Impact of Innovation Efforts

- + Outcome Analysis
- + Guest Feedback and Surveys
- + Comparative Analysis
- + Stakeholder Interviews
- + Economic Impact Studies
- + Innovation Culture Assessment
- + Risk and Reward Analysis



EAQ Quinquennial Innovation Journey

YEAR 1
Laying the Foundation
Top-Down Commitment &
Engaging Ecosystem Stakeholders

YEAR 2 : QUARTER 1-2
Setting Direction and Building Frameworks
Clear Goals and Metrics

YEAR 2 : QUARTER 3-4
Continuous Learning and Adaptation

YEAR 3 : QUARTER 1-2
Embracing Innovation Culture
Encouraging Risk-Taking and Experimentation

YEAR 3 : QUARTER 3-4
Recognizing and Rewarding Innovation

YEAR 4 : QUARTER 1-2
Institutionalizing Innovation Practices
Integrating Innovation into Policies and Processes

YEAR 4 : QUARTER 3-4
Monitoring and Evaluation

YEAR 5
Nurturing Long-Term Innovation
Goals and Metrics Revision
Continuous Learning and Adaptation (Expansion)





FROM VISION TO REALITY: THE ACTION PLAN

Action I.

**Establishing Mentorship
Matching Programs.**

Action II.

**Harnessing Academic
Excellence to Drive
Innovation.**

Action III.

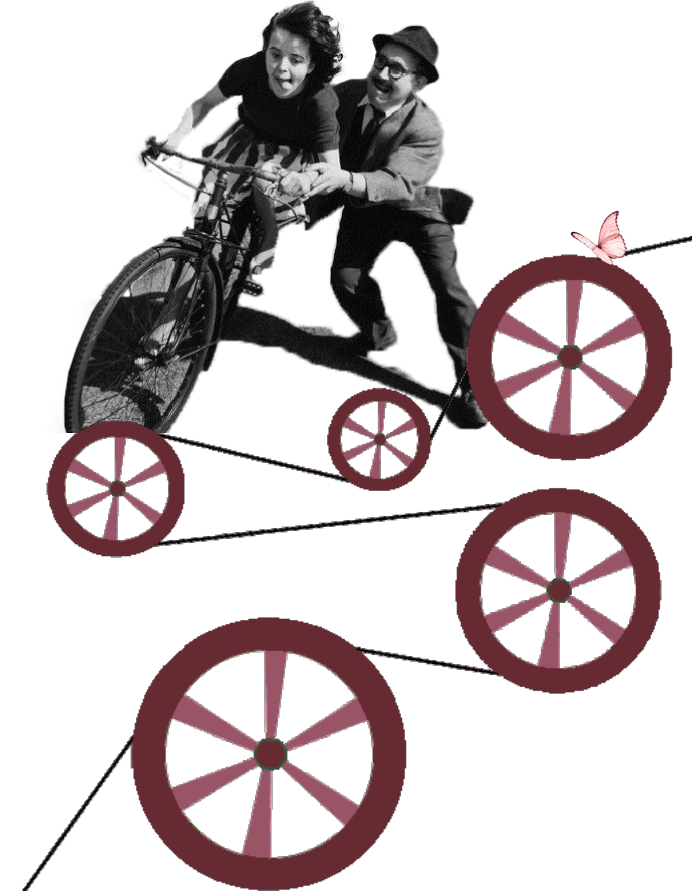
**Anchoring “Virage
Numérique” and MEPS to
Create an Innovation Initiative.**

Action IV.

**Setting the Stage: An
Annual Innovation Award
and Showcase Event.**

Action I. Establishing Mentorship Matching Programs

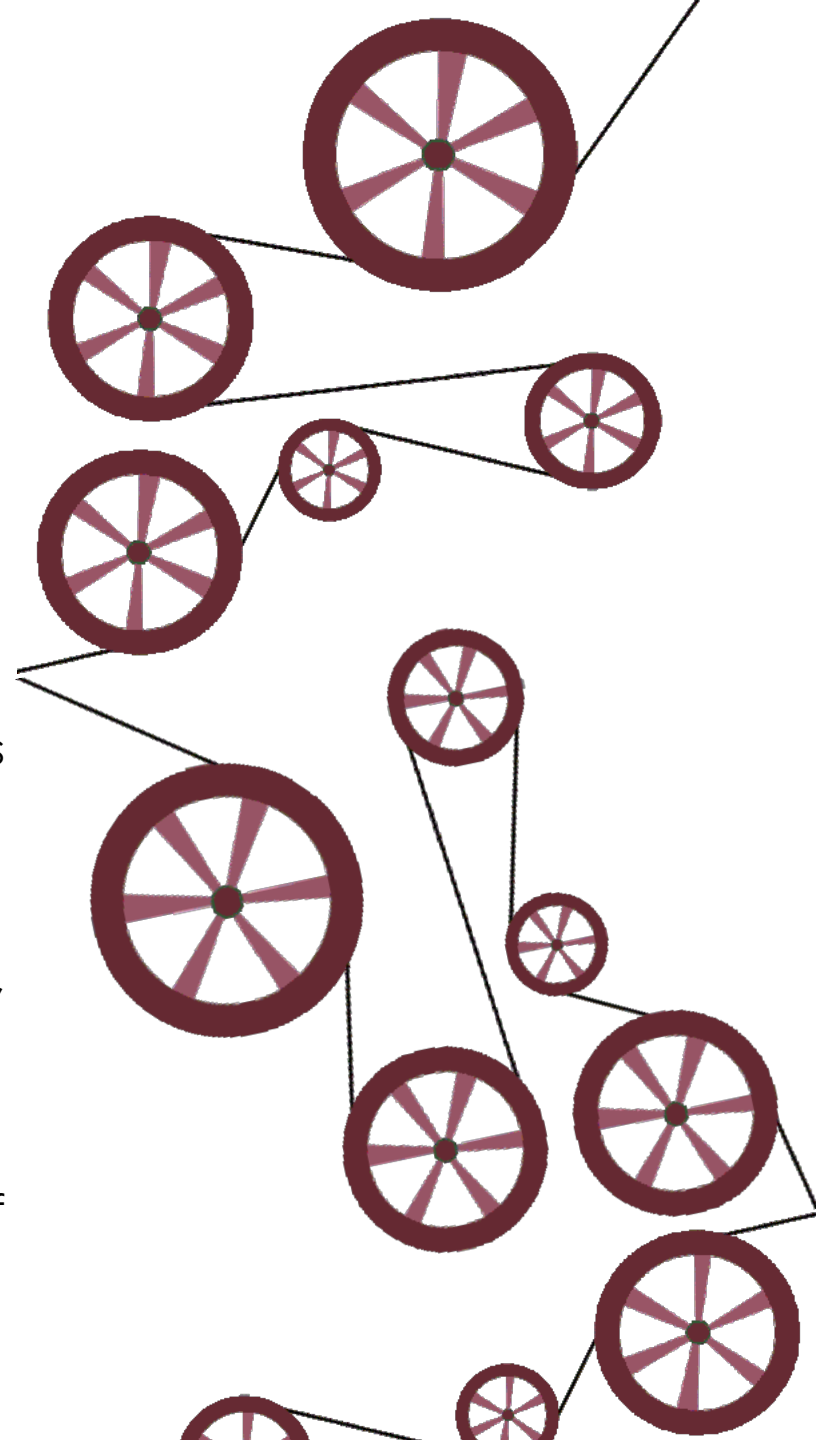
- + Identify compatible pairs based on shared interests, complementary skill sets, and aligned goals.
- + Foster collaboration opportunities within the industry or across different ones.
- + Enable cross-pollination of diverse perspectives, methodologies, and knowledge.
- + Provide insights on how to navigate challenges, make informed decisions, and improve key competencies.



Action II. Harnessing Academic Excellence to Drive Innovation

I. Bursaries

- + Targeted industry-specific challenges involving cross-disciplinary collaboration.
- + Tap into a pool of knowledge, creativity, and expertise.
- + Leverage expertise and resources of academic institutions.



Action II. Harnessing Academic Excellence to Drive Innovation

II. Hackathons

- + Bring together aspiring students, seasoned professionals, and innovative thinkers.
- + Gain access to a wealth of intellectual capital that can drive innovation.



Action IV. Setting the Stage: An Annual Innovation Award and Showcase Event

+ The event will have selected innovative businesses taking the stage, presenting their innovative products, services, or initiatives to an audience of potential investors, partners, and industry enthusiasts.

+ Showcase colorful displays, interactive exhibits, as well as captivating presentations showcasing the ingenuity of SMEs.

+ Blossom into a web of connections.

CREATIVITY





THANK YOU!