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Open tourism:

Structuring opening movements in the tourism industry using the Contribution-Utilization-Matrix

By Roman Egger, Igor Gula & Dominik Walcher

About us

- **Prof. Dr. Roman Egger:** Senior Researcher and Lecturer in Innovation & Management in Tourism at the Salzburg University of Applied Sciences
- **Igor Gula, MA:** Cluster Sales Manager of the Renaissance Wien Hotel, currently working on a MBA Master Thesis at the MODUL University Vienna
- **Prof. Dr. Dominik Walcher:** Senior Researcher and Lecturer in Design & Product Management at the Salzburg University of Applied Sciences



Overview

1. Introduction
2. Contribution-Utilization-Matrix
3. Current examples
4. Conclusion

Part 1: Introduction

Open Tourism

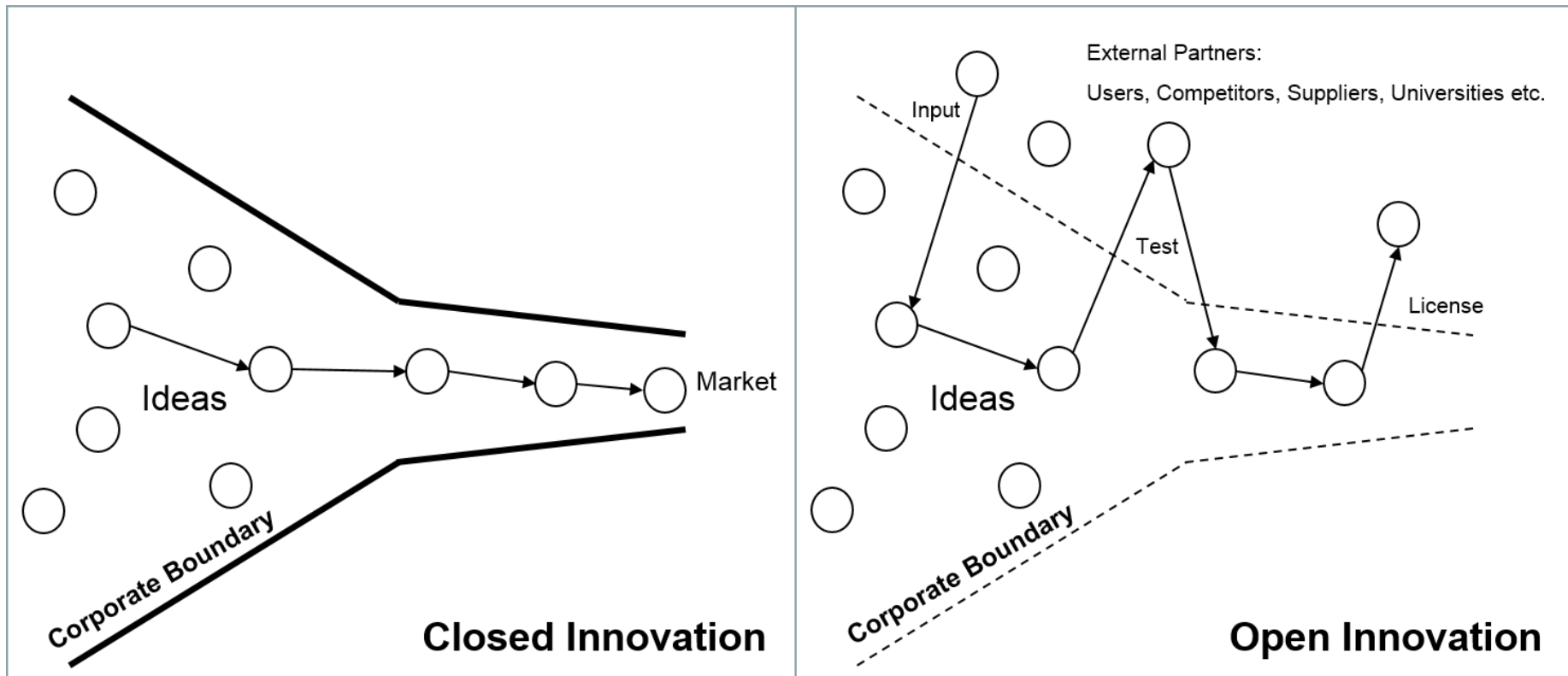
- Introduced by Egger, Gula und Walcher in 2016

“Open Tourism describes different manifestations of ‘opening-movements’ in the tourism industry.”

Egger et al. (2016): 5

Open Innovation

- Introduced by Henry Chesbrough in 2003



Reichwald and Piller (2009): 6

Crowdsourcing

- Introduced by Jeff Howe in 2006

Crowd + Outsourcing = Crowdsourcing

URL: <http://www.crowdsourcing.com/>

Co-Creation

- Introduced by Prahalad and Ramaswamy in 2000

“We understand co-creation as a company’s creation of value within an interactive collaboration process with external users and customers.”

Egger et al. (2016): 8



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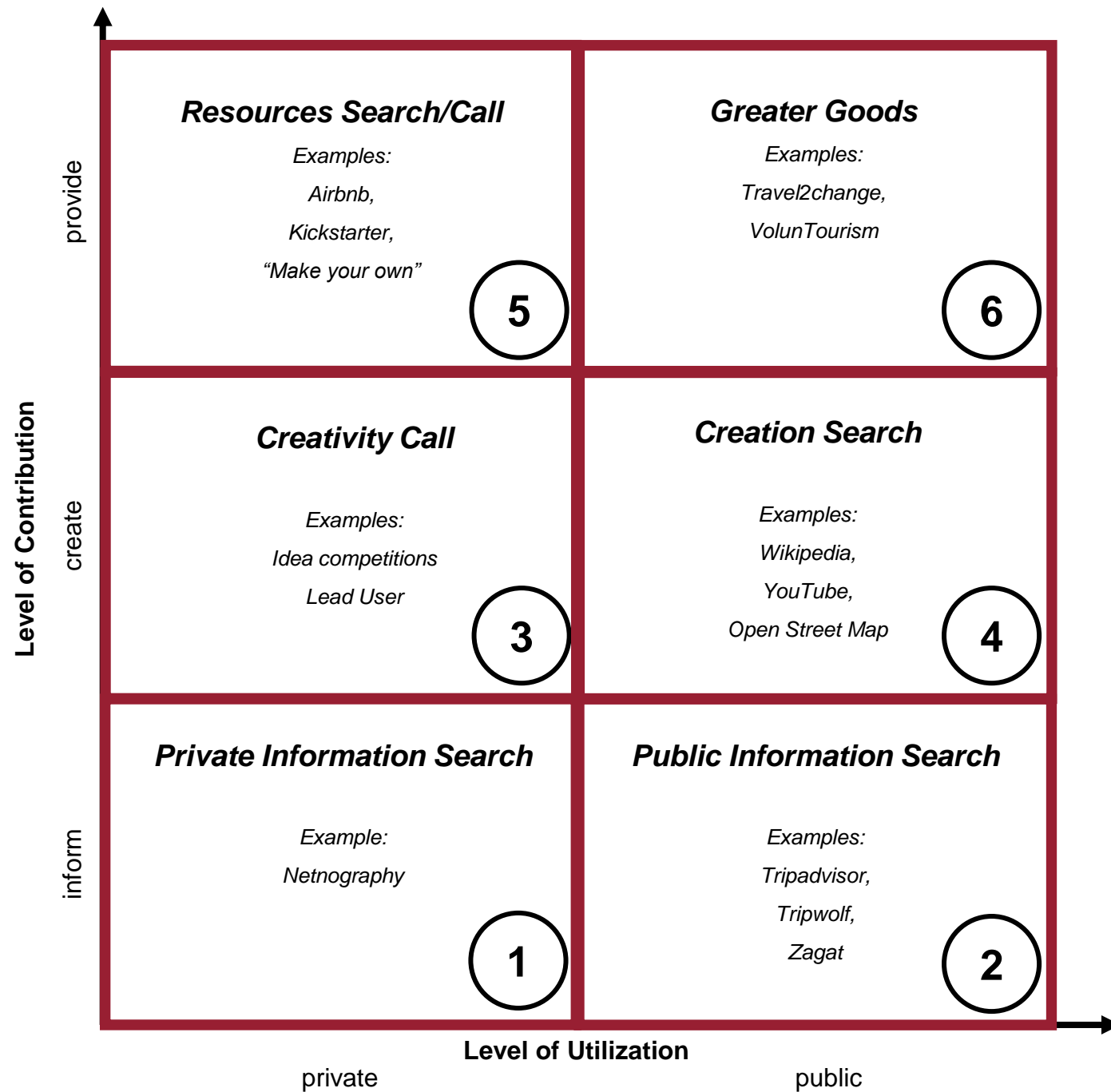


Part 2:

Customer-Utilization-Matrix

Customization-Utilization-Matrix (CU-Matrix)

1. Private Information Search
2. Public Information Search
3. Creation Search
4. Creativity Call
5. Resources Search/ Call
6. Greater Goods



CU-Matrix Video





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Part 3: Current examples

The Swedish Number



THE SWEDISH NUMBER

+ 46 771 793 336

The first country in the world with its own phone number.
Get connected to a random Swede and talk about anything.

THE SWEDISH NUMBER IS NOW CLOSED.

Thanks everyone who called Sweden.
In total the world spoke to random Swedes for over a year.
Scroll down to see more statistics from the 79 days it was open.


The Swedish Number

- In April 2016
- Swedish Tourist Association
- Throughout the 79 days of the campaign, 198.663 calls were made

Ask Gudmundur

INSPIRED BY ICELAND

Plan your stay

 Share on Facebook

 Share on Twitter



WANT TO KNOW ICELAND'S SECRETS?



Iceland Launches 'Ask Guðmundur', The World's First Human Search Engine

Ask Gudmundur

- In April 2015
- Inspired by Iceland
- Throughout the campaign,
more than 1.000 questions were posed



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Part 4: Conclusion

Conclusion

- The number of occurrences of Open Innovation, Crowdsourcing and Co-Creation are increasing
- The tourism industry is facing new difficulties and challenges as a result
- The CU-Matrix provides a framework to cluster existing tools in order to find out the most suitable one

Tourism on the Verge

Roman Egger
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Open Tourism

Open Innovation, Crowdsourcing and
Co-Creation Challenging the Tourism
Industry

 Springer

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- Renaissance Wien Hotel
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Questions & Answers

