
Preface

‘They always say time changes things, but you actually have to change them
yourself.’
Andy Warhol

This volume is a collection of 14 chapters from various authors in the field of innovation in tourism industries. The main target readers are scholars, PhD candidates and postgraduate students worldwide interested in research-based knowledge on the topic of innovation in general and particularly related to tourism industries. Further, policy makers and more advanced practitioners will also find it useful. The book takes a broad perspective and covers a variety of issues related to innovation in tourism industries. The chapters are based upon new and significant research, and together they give an overview of the field of innovation in tourism industries.

The idea for this book originated in a large research project within tourism, called Northern InSights (www.opplevelserinord.no). This project involves a consortium of six research and university institutions in northern Norway, as well as researchers in other parts of Norway and around the world. The project consists of three main parts, focusing on: (1) ‘Innovative and competitive tourism companies in the North’, (2) ‘Adding value through tourist experiences’, and (3) ‘From resources to tourist experiences’. In spring 2011 a first seminar was organized to present preliminary ideas for papers on innovation and related topics such as learning and entrepreneurship, where researchers in projects on such topics participated. A book about innovation in tourism was on the agenda. In addition to very involved researchers, Professor Jon Sundbo (Roskilde University Center) and Professor Anne-Mette Hjalager (University of Southern Denmark) were invited as keynote speakers and discussants. We are grateful for their constructive feedback.

The next step was to forward an invitation to submit extended abstracts for chapters, and researchers involved in the project as well as other scholars around the world were invited. After selecting from among proposals, a workshop was organized for the presentation and discussion of chapter drafts. Professor Sara Carter (University of Strathclyde) and Professor Candida Brush (Babson College) took the role of discussants of the chapters. We sincerely thank them for their valuable input which significantly improved the quality of the chapters. Finally, the revised chapters were

subjected to blind review. We are indebted to a number of anonymous reviewers for giving constructive and valuable feedback to all chapters.

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