
Index

- Abelsen, B. 12
Abernathy, W. 58
ability 223
absorptive capacity 326, 345
academic documentation 333
academic research 326
acceptance, of innovation 4
access to specialized assets 30, 32
Acker, J. 84, 90, 91, 92, 93, 94, 95, 97, 98, 101
active/passive behaviour 134, 164, 318, 345
activities, to support innovation 265–7
adaptive innovations 312, 316, 318, 320
added value 14, 64, 182, 213, 251, 345
adventure tourism 58, 165, 331
aesthetics 164
affordable loss 183, 185, 187–8, 190–94, 195
agglomeration theory 329
agri-tainment 65, 79
agricultural areas 61
agritourism 65, 78
Agritourists cluster 236, 238–40, 242, 243
air travel, innovation 58
 see also Ryanair
Aldebert, B. 205
alliances 94
Alsos, G.A. 10
ambidextrous entrepreneurs 197, 198
Amin, A. 63
Amit, R. 207, 220
animals, interaction with 18
appraising practice, innovation as 341
appropriate relationships 8, 47, 48
Arctic
 tourism and climate 304
 see also Svalbard
assimilation strategy (research) 2
Astrid Lindgren's World 86
Ateljevic, I. 308
attitudes 308, 315–17, 319, 320
ATVs 318
Australian and New Zealand Wine Industry Directory (2009) 254, 255, 256
Australian wine industry 254
authenticity 18
Avalos, J. 214
Aylward, D.K. 254

Baden-Fuller, C. 207
Baggio, R. 307
Baird, T. 10, 11
bandwagon effect 13
Bank of Tourism Potential of Slovenia (BTPS) 332, 333, 334, 336, 337, 344, 345
Bansal, P. 308
behaviour
 active/passive 134, 164, 318, 345
 GPS data and interpretation of 143–4, 147
 see also innovative behaviour; organizational behaviour
behavioural change 316–17
behavioural intentions 161
benefit components *see* emotional value; epistemic value; social value
Bertella, G. 64
best practice(s) 62, 278, 344
Bled 338, 339
Bock, A.J. 208, 214
body-related motivation 161
bounded rationalities 60
Bramwell, B. 205
brand identity 253
Brannon, D.L. 10, 11
breadth of experience 197–8
Brettel, M. 186–7
bridging networks 68
British Columbia wineries 254
Burki, R. 318
Burns, T. 281

- business model(s)
 - building blocks of 217–18
 - business model innovation 10, 203, 209, 210
 - concept 203
 - definitions 206–7, 208, 228
 - development of
 - alternative 209–210
 - see also* Service Innovation Triangle
 - importance of 203
 - disruptive innovation and change in 59
 - example of 205–6
 - functions 207–8
 - simplification as driver of new 58
 - types 208–9
- business model innovation 10–11, 204
 - case study *see* US Wine makers study
 - creation/reinvention of a business 218–20
 - objectives resulting in 218
- Business models, business strategy and innovation 214
- business reputation 253
- Butz, H.E. 162
- Bwenge, A.W. 253–4
- Bystrowska, M. 13

- Camisón, C. 3, 56
- capacity building 78
- capitalizing innovation 333, 338–40, 342, 345
- Casadesus-Masanell, R. 207
- case study approach 56, 119, 282
- causation
 - venture formation *see* start-up processes study
- cellar-door sales 251, 252, 257, 268
- centrality, climate change study 312–13
- Chandler, G.N. 183, 187, 189, 190, 194, 200
- change
 - culture of 213
 - rapid response to external 31
 - in tourism sector 1, 10, 180–81
 - see also* climate change, and innovation study; organizational change
- characters (theme-park), interaction and value creation 86
- Chateaus cluster 236, 238, 241–2
- Chesbrough, H. 207, 208, 209, 210, 211, 214, 216–17, 221
- Christensen, C.M. 7, 58–9, 60–61, 67–8, 218
- clarity of task 165, 166
- Clark, K. 58
- Clausen, T. 6, 8, 9, 10
- Clements, C.J. 161
- climate change, and innovation study
 - 13, 303–348
 - conclusions 318–21
 - discussion 317–18
 - findings and discussion 313–17
 - methodology 309–313
 - theoretical framework 306–9
- clusters/clustering 31, 88
 - US wine makers study 234, 236–42
- co-construction 86, 101, 105
- co-creation 105
 - of gender 90
 - motivation of customers to participate in 156
 - as a perspective in tourism 157–9
 - of value 17, 86, 98, 144, 155, 156, 157, 158, 165
- co-creators 9, 133–4, 156, 172
- co-designers 134
- co-learning 105
- co-located firms 329
- co-production 29, 133, 159, 165
- Cohen, B. 308
- collaboration 29, 33
 - across knowledge fields 325
 - between organizations 87
 - destination marketing 277
 - in wine industry 253
 - see also* ‘cross-sector’ index; proximity of practice
- collaboration at events 234–5, 237
- collaboration in wine trails 235, 237, 239
- collaborative innovation, GPS data and 144–6
- collaborative partners 30
- collaborative structures 63
- commercial players, dominant 31
- commercialization 223

- commodification 63
- common knowledge 33
- communication 93, 166, 168, 169, 319, 342
- communities 63
 - LEADER-supported 66
 - see also* innovation communities; network communities
- communities of practice 12, 330
- Community Innovation surveys (CIS) 5, 27, 28–9, 63, 116
- company meetings, GPS tracking study 139–40, 144–6
- competence(s)
 - disruptive innovations and changes in 59–60, 64
 - service delineated as 156
 - sustaining innovations 68
 - see also* employee competence; managerial competence
- competitive advantage 57, 65, 84, 154, 184, 228, 242, 253, 329
- competitive market 1
- competitive strategy 208, 221
- competitiveness 115, 118, 129, 278, 291, 308
- competitors 8, 125, 126, 127, 264
- competiveness 1, 11
- complementarities 306
 - between DMOs 287
 - between innovations 125, 129, 130
 - local and regional networks 13
- compliance 91
- configuration analysis 230, 246
- confirmatory factor analysis 42, 43, 44, 48
- connectivity 12, 63
- conscious resistance, to participation 345
- conspicuous consumption 163, 165, 167
- constructivist approach 137
- consultants 30, 50, 126, 127, 264, 330
- consumer decision-making 161
- consumption
 - customer interaction in 86
 - customer value perception 155
 - experience economy 14, 17, 18, 20
 - production process during 2, 6
 - see also* conspicuous consumption
- context-sensitive research 2
- contexts, customer interactions 98
- continuous improvements 7
- contrast 18
- conventional corporate environments 60
- convergence approach 114, 115, 119, 121
- Cooke, P. 31
- Cooper, C. 307
- Cooper, M. 270
- cooperation 8, 11, 12, 13, 15, 88, 105, 253, 307, 319
 - systemic features for innovation study 37, 39–40, 41, 45, 48, 49, 50
- Copus, A. 63
- corporate culture 213
- cosiness 143
- cost structures 58, 208, 218, 219
- cost/benefit 164
- counseling 34, 47
- counselors 50
- creative destruction 4, 7, 63, 116
- credibility 168
- criterion validity, wine makers study 236–8
- Cronin, J.J. 161
- cross-national comparisons 3
- ‘cross-sector’ index 68, 69, 72, 73, 74, 75, 77, 78
- Crouch, G. 284
- culture
 - business model component in the SIT 223
 - see also* gendering cultures; organizational culture
- culture-based experience sector 95–6, 97
- customer experience(s)
 - GPS data and interpretation of 143–4
 - multi-dimensionality of 155
 - S-D logic and co-creation of 158
 - as a set of interactions 155
 - in the SIT model 203, 219, 222
 - successful innovation 213
- customer information
 - Agritourists cluster 239
 - enhanced experience value 9
 - US wine makers study 240, 242, 243

- customer interactions
 - experience economy 17–18, 86–7
 - see also* gendered innovations study
 - and innovation 8
 - US wine makers study 239, 240
- customer interface, US wine makers study 233, 234, 236, 237
- customer market intelligence 250
- customer needs
 - disruptive innovations and fulfilment of 59
 - participation in tourism 17
- customer role, service provision process 156
- customer satisfaction 155, 161, 162, 163, 164, 218
- customer value 162
 - disruption innovation and 59
 - see also* value creation; value perception; value propositions
- customers
 - resources 158
 - as a source of ideas 87, 264
 - as source of knowledge 8, 9, 125, 126, 127
 - see also* tourists
- customized innovation 29
- Cuthbertson, R. 10

- data, innovation and research-generated 9
- data collection, user-based innovation 134
- Daugstad, K. 79
- Davidsson, P. 186
- De Certeau, M. 134
- decision-making 155, 161, 294, 308, 314
- Deloitte 251
- Denmark
 - Community Innovation Survey 63
 - experience-based tourism 87
 - rural tourism innovation study 7, 66–80
- designed arenas 14
- destination loyalty 161
- destination marketing 277
- destination marketing organizations 14, 120, 277–8
- organizational change through mergers 279–80
- organizational innovation study 12
 - conclusions 295–9
 - developments of merger cases 284–90
 - discussion of cases 290–95
 - limitations and further research 299–300
 - methodology 282–3
- destination-level innovation 2, 11–14, 19, 32
 - see also individual studies*
- Dewar, R.D. 57
- discontinuous innovations 58, 61
- Disney Corporation 3
- disruption, innovation theory of 57–61
- disruption index, rural tourism 65
 - development of sub-indexes 67–8
 - see also individual sub-indexes*
- indexing process 68–9
- limitations and further development of 79–80
- disruptive innovations 7, 58, 59–60
 - rural areas 65
 - see also* rural tourism innovation study
- distribution innovations 4
- divergent strategy (research) 2
- diversification 61, 62
- Diversity Index 234, 237, 240
- DMO Helgeland 282, 283, 286–9, 290–91, 292, 293, 294, 295, 299
- DMO Northern Norway 282, 284–6, 291, 292–3, 293, 294
- dog-sledge trip, Svalbard 98–100
- doing gender 84, 89
- dominance 94, 97
- Doorne, S. 308
- drastic innovations 58
- dream society 15
- driving forces, of innovation 42–8, 305
 - see also* external driving forces; internal driving forces
- Dutton, J.D. 57
- Dynamic capabilities & strategic management: Organising for innovation and growth 215
- dynamic-capabilities 3, 331

- economic development, innovation
and 116, 117
- economic structures, rural areas 63
- Edquist, C. 31
- educational attainment, tourism firms
34
- educational system, innovation in 4–5,
204
- Edvardsson, B. 85
- Edwards, D. 249
- effectuation
venture formation *see* start-up
processes study
- efficiency 164, 204, 252, 278, 294, 299,
307
- efficiency-enhancing processes 148
- Eide, D. 7, 8, 12, 13, 18, 87, 93
- Elsasser, H. 318
- emotional issues, and innovation 316
- emotional value 164, 165, 170
value proposition to enhance 168,
169, 172
- empathy 168
- employee benevolence 235, 237
- employee competence 35, 37, 45, 47,
235, 237, 240, 241
- employee involvement 35, 37, 45, 46,
47
- employee numbers 47
- employee problem solving 235, 237,
240, 241
- employee turnover, merger processes
and 299
- employees, as a knowledge/ideas
source 35, 88, 125–6, 127, 264
- endogenous development 64
- energy consumption reduction 262,
263
- enhanced experience value
customer information and 9
value propositions 165–72
- entrant providers 60
- entrepreneurialism 147
- entrepreneurs 318
effectuation and causation 10, 183
in rural settings 63
students as prospective 345
venture formation, *see also* start-up
processes study
in wine industry 231, 243

see also female entrepreneurs;
lifestyle entrepreneurs
- environmental impact reduction, and
innovation 262, 263
- environmental issues, behavioural
change 316–17
- epistemic value 164, 165
value proposition to enhance 168–9,
172
- Espelien, A. 118
- established firms, innovation in 11, 59
- esteem 164
- ethics 164
- EU-Corinne Land Cover database 76
- Euromonitor International 251
- European Commission 154
- European Union 62, 66, 79, 204
- Eurostat 121, 129
- evolutionary theory 10, 228, 229,
243–4
- excellence 164
- excitement 143
- exclusions 94, 97
- exogenous development 64
- experience consumption 163
- experience design(s) 18–19
- experience economy 13, 86, 114, 115
core characteristics 16–19
research 15, 20
- experience logic 13, 15, 16, 86
- experience playground 71–2
- experience products 14, 16, 18, 19, 86,
100
- experience scapes 17, 86–7, 100–101
- experience turn, in tourism 14–19
- experience value 15
customer co-creation of 154, 156,
157, 158, 165
as a holistic construct 162–5
value propositions and enhanced
165–72
- experience-based knowledge 49
- experience-based tourism 181
characteristics of 85–7
innovation 87–8
customer interaction 8
see also gendered innovations
study; small firms study
- knowledge sources 8
- shift towards 19–20

- venture formation *see* start-up processes study
- experimental research 136–7, 150
- experimentation
 - business model innovation 203, 209, 210
 - US wine makers study 243
 - venture formation 183, 187, 191–3, 194, 195
- expert entrepreneurs 183, 197
- expert innovation 150
- export-type entry models 186
- external actors, and innovation 5
 - appropriate relationships with 8, 47, 48, 49
 - interaction with 126, 127
 - knowledge sources 125, 126, 127
- external driving forces 27, 45–7
- external environment, technological changes 294
- extrinsic-intrinsic conceptualization, of experiences 164

- facilitators 50
- Fagerberg, J. 30
- family/friends, as a source of knowledge 126
- farm-based accommodation project 72
- Feldman, M.S. 321
- felt-discrepancy, and motivation to travel 160
- female entrepreneur 95
- field experiments 136, 137
- financial ability 34
- financial assets 212
- financial capacity 47
- firm age 194, 244
- firm size 35–6, 37, 46, 47, 244, 268
- firm-guest relationship 167
- firm-level innovation 2, 3, 5, 9–11, 19, 30, 115–17
 - see also individual studies*
- firms in the same industry 8, 30, 126, 127, 264
- flexibility
 - services focus and value proposition of 216
 - in venture formation 183, 185, 188, 190, 191–3, 195
- food-related innovation 3
- food-related tourism 65, 78
- foreign tourists, Norwegian revenue from 118
- formal networks 12, 13
- Frechtling, D.C. 325
- Freeman, C. 30–31
- friendship 168
- Fuglsang, L. 11, 13
- fun 143
- functional value 18, 163, 164, 165, 170
 - value proposition to enhance 166–7
- fundamental desires 148
- Furseth, P.I. 10
- future intentions 164

- Gallaraza, M.G. 164
- Gallouj, F. 32, 34, 49
- Garonne, C. 186
- GDP, tourism and 1, 181
- gender 91
 - co-construction of 101 and innovation 88–91
 - gender awareness 101
 - gender differences 93, 96
 - gendered innovations, previous studies 84
 - gendered innovations study 7
 - conceptual model 91–101
 - analytical levels 91–2
 - customer interactions 97–101
 - interactions across organizations 95–7
 - interactions within the organization 92–4
 - suggestions for future research 104–5
 - towards a framework 101–4
 - gendered institutions 90
 - gendered organizations 84, 90–91
 - gendered processes 84–5
 - gendering cultures 90, 98–9, 100, 101, 102
 - gendering identities 90–91, 97, 98, 101, 103
 - gendering interactions 90, 94, 97, 98, 99, 103
 - gendering structures 90, 94, 95, 99–100, 102
 - geographical proximity, members of wine clusters 253

- George, G. 208, 214
 Gherardi, S. 326
 Gilinsky, A. 253
 Gilmore, J.H. 14, 114
 global innovation orientation measure,
 construction of 42–4
 goal-directed action 10, 160
 goal-directed market communication
 169
 ‘good innovation outcome’ 332,
 340–41, 343
 goods and services
 consumption and use of 17
 see also ‘new or significantly
 improved’ innovations
 goods-dominant (G-D) logic 157
 Goodstein, L.D. 162
 Göransson, U. 88
 Gossling, S. 306
 government agencies 34, 47, 50, 126,
 262, 264
 government-firm relational interface
 34, 47
 GPS tracking
 problems associated with 135–6
 user-based innovation study 9,
 132–3
 conclusion 149–50
 findings 140–49
 method 136–40
 Granat, J. 88
 Gross, B.L. 164
 guest inflow 79
 guest value *see* ‘value for customer’
 index
 Gustafsson, A. 85

 ‘habitable in their minds’, tourism
 products as 134
 Hall, C.M. 4, 10, 11, 115, 304, 330
 Hall, M. 56
 Hamel, G. 232, 234
 Handbook of innovation and service
 89
 Harms, R. 186
 hedonic experiences 155
 hedonic value 164
 hedonism 14, 17
 Heike Johansen, P. 63
 heterogeneous engineering 336

 hierarchical clustering 236
 hierarchy 93
 high status 97
 high-contact services 165
 high-end disruptive innovations 59
 high-tech 68, 88
 Hira, A. 253–4
 Hirschman, E.C. 14, 164
 history 18
 Hjalager, A.-M. 3, 4, 7, 32, 50, 204,
 307, 326, 328, 331
 Hoarau, H. 13
 Hoerner, R. 253
 Holbrook, M.B. 14, 164
 honesty 168
 hospitality services 181
 host-guest emotional bonds 168
 Hotel Creative & Cosy 93, 94, 104
 hotel management 87
 Hsu, C.H.C. 161
 Huang, S. 161
 huge networks of routines 230
 human capital 60, 120, 189
 see also people
 Hurtigruten 15

 ideas, sources of 87, 262–4
 identity 91, 92, 94, 95
 imitation 229, 329
 implementation, of innovation 4
 inclusion 97
 incremental innovations 7, 57, 88
 indexes *see* disruption index; Diversity
 Index
 individuality 18
 industry renewal 184, 199
 industry-specific knowledge base 50
 informal networks 12, 13, 318
 information 35
 for innovation 262–4
 information diffusion 30, 32
 information and insight, US wine
 makers study 235, 237
 information reciprocity, US wine
 makers study 235, 237
 infrastructural systems, knowledge
 transfer 328
 innovation
 definitions 3–4, 5, 19, 113, 154
 modern concept of 28

- in tourism 3–5
 - business models *see* business model innovation
 - destination-level 2, 11–13, 19, 32
 - firm-level 2, 3, 5, 9–11, 19, 30, 115–17
 - issues and perspectives 5–7
 - multi- and inter-disciplinarity 210
 - research *see* innovation research
 - rural areas as settings for 61–5
 - sources 8–9
 - systems 32
 - types 4, 28–30, 204
 - see also* market(ing) innovation; organizational innovation; process innovation; product innovation
- Innovation Camp study 327, 331–45
- innovation communities 326
- innovation orientation index 6
 - see also* systemic features for innovation study
- innovation policies 89, 254
- innovation potentials 105, 338
 - enhanced experience value 154, 165–72
 - GPS data 138, 139, 145, 150
 - Service Innovation Triangle 223–4
- innovation process(es)
 - and gender 7, 84, 89
 - mapping 113, 116–17
 - research 5
 - small tourism firms study
 - analysis and discussion 121–30
 - conclusions 130
 - context and challenges 117–18
 - methodological approach 118–21
- innovation research 5
 - economic approach 278–9
 - experience turn 14–19, 20
 - explorative/qualitative 4
 - interest in 27
 - mainstream 1, 2, 5
 - neglect of gender in 89
 - quantitative 4
 - rural areas 62–3
 - Schumpeterian approach 3, 5
 - service sector 1–2, 85
 - themes in current 2
 - user-based tourism 132
 - wine industry 253
 - see also* individual studies
- innovation systems 30–36
 - experience economy 88
 - knowledge exchange 8
- innovation theory
 - of disruption 57–61
 - Schumpeterian 4
- innovative behaviour 61, 309
- innovative capacity 27–8, 33
 - cooperation and 50
 - firm size 35–6
 - individual firms 30
- innovative regional milieus 13
- innovativeness 3, 6–7, 63, 75, 291
- input innovation 4
- institutional innovations 4, 204
- institutional support, wine industry 253
- institutionalization 31, 49
 - knowledge transfer 328, 332
- institutionalized innovation systems 32
- institutions, facilitation of innovation 30
- intangible assets 212
- intellectual property rights 212
- inter-organizational learning 30, 33
- inter-organizational relationships, innovative capacity 30
- interactions
 - customer experiences as a set of 155
 - experience designs 18
 - gender as co-created in 90
 - and innovation 30, 31, 34
 - small firms innovation, Norway 126–7
 - systemic features 49
 - see also* customer interactions; gendering interactions; organizational interactions
- interactive fact, experience value 163
- interactive learning 31
- interactive process, innovation as 116, 117
- interdependent activities, business models as systems of 220
- internal actors 87
 - see also* employees
- internal driving forces 34–6, 45, 47, 50, 160

- international book arts festival 71
interorganizational interdependencies 61
introduction of innovations, New Zealand wine industry 256–8
involvement 93
see also employee involvement; task involvement
issue salience, adaptive innovations 316
- Jakobsen, E.W. 118
job creation 79
Johanson, L. 166
Johnson, M.W. 207, 208, 211, 218–20
Josiam, B.M. 161
- Kagermann, H. 218
Kaine, G. 259
Keevers, L. 308
Kelman, I. 318
key processes 219, 220
key resources 218, 219
Kiaer, E. 214
Kim, S.H. 155
Kim, Y.-K. 161
Knightian uncertainty 186
knowledge 35, 92, 93, 95
and innovation 4, 306–9
see also new knowledge; tourist knowledge
knowledge absorption 345
knowledge acquisition 118, 306, 326
knowledge base 33, 50, 306
knowledge collisions 331
knowledge creation 4, 88
knowledge diffusion 31, 33, 50
knowledge dissemination 32, 51, 64, 118, 305
knowledge exchange 8, 30, 33, 50, 312, 313, 314, 325, 328
knowledge flows 12, 14, 113, 305, 307, 329, 344
knowledge gaps 12, 278, 282
knowledge infrastructures 31
knowledge networks 320, 326
knowledge sharing 87, 253, 307, 309, 320, 321
knowledge sources 8, 19, 35, 113
enhanced experience value 9
small tourism firms, Norway 125–6, 130
knowledge transfer 13, 47, 78, 321, 325, 326
channels 344–5
organizational learning 327–31
and proximity *see* proximity
knowledge transfer agents 330, 331
knowledge transfer networks 327
knowledge-based industries, rural areas 63
A knowledge-based Norway 117
Kvidal, T. 12
Kylänen, M. 18
- Lam, A. 12, 278, 280–81, 282, 290, 299
landscape types, disruption and 76–7
Lane, B. 205
language 93
Law, J. 332, 336
lead users 98, 105, 134, 159
LEADER program 56, 62, 66, 67, 76, 78, 79, 80
leading change 203, 209–210
learning 31, 32, 35, 49, 88, 105
organizational cognition and 281, 292–3, 295–9
practice-based approach 14
see also organizational learning
Leenheer, A. 12
legitimation 308
Lien, L. 6, 8, 9
lifestyle based tourism 64
lifestyle customers 105
lifestyle entrepreneurs 105, 308
listening in 159
Ljunggren, E. 7, 8
Local Action Groups (LAGS) 66, 79
local collaborative structures 63
local networks 13, 307, 318, 329
local resources 64, 68
long-term ties 33
loosely coupled systems 8, 32, 49
Love, J.H. 279
low-end innovations 58, 59
loyalty 161, 164, 240, 242, 250
loyalty programs 166–7
Lundvall, B.Å 31
Lush, R.F. 156, 157, 158

- McDonalds 3
- McGrath, R.G. 207
- macro-level knowledge transfer 328, 330–31
- macro-level value creation 14–15
- Madsen, E.L. 6, 8, 9
- Mahroum, S. 62, 63
- mainstream innovation research 1, 2, 5
- male-dominated, innovation as 89, 93
- Malerba, F. 33
- managed networks 13
- management, as a driving force 35
- management innovation 4, 204
 - as destination promotion 239
 - New Zealand wine industry 257, 260, 261
 - Service Innovation Triangle 211
- manager-employee interactions 93, 94, 104
- managerial competence, US wine makers study 235, 237
- manufacturing, innovation studies 6, 118
- mapping, innovation process 113, 116–17
- Marabelli, M. 321
- March, J.G. 119
- margin model 219
- market information 35
- market information systems 37, 40, 41, 46, 47
- market opportunities 262, 263
- market segment identification 207
- market share, and innovation 262, 263
- market(ing) innovation 4, 27, 29, 204, 205
 - differentiated from organizational innovation 6
 - New Zealand wine industry 257, 260, 261–2
 - small tourism firms study 122–3, 124, 128, 129, 130
 - systemic features for innovation study 37, 39, 41
- Marks, B. 253, 259
- masculinization/culture 98, 100
- Mattsson, J. 32
- measurement of innovation 2, 19
 - Norwegian survey 27
 - standard tools 3
 - use of an innovation orientation index 6
 - see also individual studies*
- mediators 50
- Melewar, T. 253
- mergers, organizational change through 279–80
 - see also* DMO Helgeland; DMO Northern Norway
- meso-level knowledge transfer 328
- Meuter, M.L. 158
- Miles, I. 32
- mind-related motivation 161
- miscommunication 342
- Mitchell, C. 63
- mixed-methods research 2, 137
- mode 2 research 136, 150
- monetary value 166
- Montfort-Mir, V.M. 3, 56
- Morgan, M.S. 207
- Mortensen, W.J. 253, 259
- Mossberg, L. 18, 86
- motivation(s)
 - business model effort 206
 - for innovation 308
 - participation in tourism 17
 - to travel 154–5, 159–62
 - see also* driving forces, of innovation
- MPlus Version 6 (SEM) 42
- multi-sensing 79
- multi-stage process
 - knowledge diffusion 50–51
 - value creation as 163
- multidimensional value perspective 164
- multifunctionality 62, 65, 68
- municipalities, rural innovation, Denmark 75, 78
- Murdoch, J. 63
- nascent entrepreneurs 186
- national innovation systems 30–31
- natural settings, in research 137
- nature-based tourism 65, 87
 - actors in 308
 - gendering structures 95
 - status and value in 97
- Nelson, R.R. 31
- nested products 17
- network communities 12, 13, 14, 307
- network coordinators 320

- network interactions 320
- network structures 12, 31, 307, 312, 314, 319, 321
- network studies 12
- networks
- as channels of knowledge flows 12, 307
 - of contacts 48
 - in the experience economy 88
 - and innovation 33, 68, 305, 306–9
 - knowledge transfer 78
 - in organizational design theories 281
 - rural development 64
 - subtypes 12–13
 - technological diffusion 31
- new combinations 4, 5, 88, 116, 159, 229, 291
- new knowledge 4, 13, 32, 51, 147, 169, 305, 331, 342
- ‘new or significantly improved’ innovations 38, 113, 250, 252
- New Zealand wine industry study 256, 257, 258, 259, 260, 261, 268, 269
 - small tourism firms study 121, 122
- ‘new to the firm’ 4, 121, 122
- ‘new to the market’ 6, 29, 57, 58, 65, 121, 122
- New York wine industry *see* US wine makers study
- New Zealand, tourism and innovation policies 254
- New Zealand National Wineries Survey (2010) 254, 255
- New Zealand wine industry
- innovation 251–2
 - innovation study 10, 11
 - activities to support 265–7
 - discussion and conclusion 268–71
 - findings 256–62
 - method 254–6
 - reasons for innovation 262–4
- Newell, S. 12, 14, 307, 320, 321
- Newman, B.I. 164
- The new rural paradigm (OECD) 62
- Nielsen, N.C. 63, 78
- non-firm entities 30
- non-response bias, US wine makers study 233–4
- non-technological innovations 125
- Nordic walking 88
- North, D. 62
- Norway
- employees as a source of knowledge 35
 - experience-based tourism
 - innovation process within small firms study 113–30
 - start-up processes study 181–200 - innovation research 27
 - organizational innovation study 282–300
 - public grants and innovation ability 34
 - systemic features for innovation study 37–51
- novel package tour company project 72
- novelty value *see* epistemic value
- Oliver, R.L. 160
- on-trip value enhancement 166, 167, 168, 169
- online communities 13
- open approach, to innovation 101
- open business models 216–17
- open innovation 9, 146, 148, 149
- operational processes, New Zealand wine industry innovation 257, 260, 261
- Organisation for Economic Co-operation and Development (OECD) 62, 79, 121
- organizational behaviour 30
- organizational capabilities, use of user data 135
- organizational capacity, for change 293–5
- organizational change 278–82
- types 224–5
 - see also* organizational innovation
- organizational cognition and learning 281, 292–3, 295–9
- organizational culture 286, 345
- organizational design 281, 290–92, 296, 297, 298
- organizational and financial architecture 214–16
- organizational hierarchy 93

- organizational innovation 4, 27, 29, 89, 204
 - differentiated from market innovation 6
 - in DMOs *see* destination marketing organizations
 - New Zealand wine industry innovation 257, 260, 261
 - small tourism firms study 123, 124, 128, 129, 130
 - systemic features for innovation study 37, 38–9, 41
 - understanding of 278
 - see also* organizational change
- organizational interactions
 - experience-based tourism 87, 88
 - see also* gendered innovations study
 - institutional aspect 30
- organizational learning 30, 33, 87, 148–9, 326, 327–31
- organizational population ecologists 281–2
- organizational routines 228, 229–30, 246
- organizational structures 228, 281, 294, 296, 297, 298
- organizing innovation 333, 335, 344–5
- Orlikowski, W.J. 321
- Oslo Manual on innovation research (OECD) 5, 6, 79, 119, 121, 129, 254, 280
- Osterwalder, A. 207, 208, 211, 217–18, 221
- outcomes of innovation, research 5
- over-supply, wine industry 251
- Overdorf, M. 58, 60
- package innovation 6, 29
- packaging innovation 337–8
- Pantzar, M. 88
- paradigm shift, in tourism 11
- participatory experiences 143
- partnerships 64, 68, 73, 78, 259, 261, 305
- passive founders 197, 198
- patent-citation approach 118–19
- path dependency 60
- Pavitt, K. 278
- Payne, G.T. 234
- Pearce, D. 280
- people 84, 98, 212–13, 223
 - see also* human capital
- perceived experience value (PERVAL) 165
- perceived performance 166
- perceived utility 164, 165, 166
- perceived value *see* value perception
- performance(s)
 - co-production tourism experiences 133–4
 - disruptive innovation and 59, 60
 - effects of innovation on 127–30
- peripheral destinations 331
- Perry, J.T. 186
- Petit Wineries cluster 236, 238, 240–41, 242, 244
- Pettigrew, A.M. 282
- physical movements, GPS tracking study 140–43
- physical space 61
- Pickersgill, R. 249
- Pike, W. 253
- Pine, B.J. 14, 114
- play 164
- Polar Circle DMO 287, 288
- Porsanger, L.W. 100
- post-trip value enhancement 166, 167
- power 91, 92, 95, 97
- power structures 93
- practical knowledge 50, 51, 150
- practice-based approach 14
- pragmatist approach, GPS tracking study 137
- Prats, L. 331
- pre-commitment, venture formation 185, 188, 191–3, 194
- pre-study, GPS research 137–8
- pre-trip value enhancement 166, 167, 168, 169
- Prebensen, N.K. 8, 9, 18, 158, 161
- price/value for money 166
- pricing structure, US wine makers study 235, 237
- principal component analysis 194
- prior experience 120, 189, 190, 197–8, 321
- private enterprises, rural innovation, Denmark 75, 76

- problem-solving 314
 - employee 235, 237, 240, 241
 - innovation for 117, 127
- process innovation 4, 27, 28, 29, 204, 205
 - project innovation differentiated from 6
 - rural areas 63
 - small tourism firms study 122, 124, 128, 129, 130
 - systemic features for innovation study 37, 38, 41
- process of innovation 57
- product innovation 4, 27, 28, 29, 204, 205
 - experience economy 16
 - GPS data and 148
 - knowledge sources 8
 - rural areas 63
 - small tourism firms study 121–2, 124, 125, 127, 129, 130
 - Svalbard 318
 - systemic features for innovation study 37, 38, 41
 - wine industry 253
- product market intelligence 250
- production process(es) 2, 6, 68
- 'production and provision' index 7, 68, 69, 72, 73, 74, 75, 77
- productivity 262, 268
 - and innovation 57, 59, 204, 213, 262, 263
 - organizational change 270, 278
 - rural tourism innovation study 68, 69, 75
- professional advisors, a source of ideas 264
- professionalization, nature-based tourism 97
- profit formula 219, 221
- profit potential 208
- profitability 148, 278
- project innovation 6
- project networks 33
- projects, tourism-related, Europe 66
- prosumption 158
- proximity, and knowledge transfer 14, 328, 329–30
- proximity of practice 326, 327
 - Innovation Camp study
 - connecting conflicting practices through proximity of practice 344–5
 - data collection and methodology 331–3
 - findings 333–43
 - innovation-ordering practices in conflict – and in alliance? 343–4
- public bodies, rural innovation, Denmark 75, 76, 78
- public grants 34, 37, 46, 47, 63–4, 70
- public support systems, and innovation 8
- pull motivation 160, 161
- pure causalists 196–7, 198
- pure effectualists 197, 198
- pure entertainment 145
- push motivation 160, 161
- qualitative research 4, 12, 137, 138, 143–4, 148, 312, 321
- quality 278
 - see also* service quality
- quantitative research 4, 12, 27, 51, 115, 119, 120, 137, 186, 243, 310–311
- radical innovations 7, 57–8, 88, 147, 148
- rationalities, knowledge transfer study 327, 332–5, 338–40, 343, 344–5
- Raynor, M.E. 58–9, 60
- 'razor and razor blade' business model 209
- reachability, climate change study 312, 314
- Realization Triangle 203, 214, 215, 222
- reflective practice 308
- reflexive innovation process 146, 149
- regional innovation systems 31, 307, 331
- regional networks 13
- regulations, and innovation 317
- regulatory systems, and knowledge transfer 328
- Reinventing Your Business Model 218
- relational approaches, to innovation 13–14, 105
- relational (interactive) shift, in tourism 11

- relational materialism 332
- relational proximity 327, 328, 329–30, 331
- relations 92, 95
- relationship(s)
 - dynamics, US wine makers study 235, 237, 239
 - in information systems theory 32–4
 - innovative capacity 30
 - systemic features for innovation study 8, 47, 48–9
 - through wine tourism 250
- relativistic facet, experience value 163
- relaxation 143
- reliability 168
- Ren, S. 14
- research and development
 - actors, lack of interaction with 88
 - effectuation theory in 186–7
 - institutes
 - cooperation of tourism firms with 45–7, 49
 - relational pattern between tourism firms and 34
 - as a source of ideas 264
 - passivity 345
 - as source of innovation 8–9
- research-based knowledge 1, 34, 50
- researchers 126, 127
- ‘resource profile’ index 7, 68, 69, 72, 73, 74, 77
- resource sharing 30, 32
- resource velocity 219
- resource-based view of innovation 5
- resources
 - experience value creation 158
 - rural development/innovation 64
 - Service Innovation Triangle 223
 - for successful innovation 212
 - see also* key resources; local resources
- responsibility 308
- responsiveness 263
- restructuring 12
- retrospective bias 194
- revenue generation 208, 218
- revenue model 206, 219
- reverse community innovations 4, 204
- revisit intention 161
- Ricart, J.E. 207
- Richie, R. 284
- risk aversion 75, 166, 259
- Roberts, J. 63
- Rogers, E.M. 154
- Rønningen, M. 6, 8, 9, 27, 63, 75
- Rosenberg, N. 31
- Roth, K. 308
- rules of the game 31, 49
- rural areas
 - case-based studies of progress in 56
 - as settings for tourism innovation 61–5
- rural tourism 64–5
- rural tourism innovation study 7
 - analysis of the occurrence of disruptive innovations 73–7
 - conclusions and perspectives 77–80
 - indexing sustaining and disruptive innovations 71–3
 - profile of the projects 69–71
 - sample and measures 66–9
- Ryanair 3, 205–6, 211, 221, 223
- safari parks, GPS tracking study *see* GPS tracking
- sales and marketing innovation, New Zealand wine industry 257, 260, 261–2
- Salte, Ø.V. 35
- Sarasvathy, S.D. 183, 184–5, 186, 188, 197, 200
- scaffolding structures 13
- Schiele, H. 186
- Schofield, P. 161
- Schumpeter I 11
- Schumpeter II 11
- Schumpeter III 11, 87, 93
- Schumpeter, J. 4, 7, 28, 29, 57, 58, 88, 116, 199
- Schumpeterian approach, limitations of 3
- sectorial innovation systems 31
- ‘seeking to control and unpredictable future’ 185
- self-employed, rural innovation, Denmark 75, 76
- self-esteem 97
- self-image 97, 167
- self-reported data 119

- semi-structured interviews 138, 210, 283, 312
- sense 18
- sequential process, knowledge transfer as 328
- service (sector) innovation 4, 27, 29, 49, 59
 - application of GPS data 149
 - research 1–2, 85
 - researchers 29
 - tourism-related 204, 205
 - user-based 133
- Service Innovation Triangle 203, 210–214
 - comparison of business model concepts with 220–23
 - implications and suggestions for further research 223–5
 - literature on business models and its relationships to 214–20
- service logic 15–16
- service provision process 156
- service quality 161, 162, 165, 166
- service systems 213
 - in SIT model 203, 215, 222
- service value 14
- service-dominant (S-D) logic 154, 157–8, 165
- services, tourism firms 134
- services focus 216–17
- shared mental models 33, 281
- ‘sharing’ attitude 78
- Sheth, J. 164, 165
- short-term ties 33
- Shove, E. 88
- Simon, H. 119
- Skuras, D. 63
- small and medium sized enterprises (SMEs) 63, 64, 308, 325, 343, 345
- small rural enterprises 62–3
- small tourism firms
 - innovation process study 114
 - analysis and discussion 121–30
 - conclusions 130
 - context and challenges 117–18
 - methodological approach 118–21
 - nature of innovation in 113
- Smallbone, D. 62
- Smeaton, G. 161
- social environment 64
- social network theory/analysis 12, 13, 307, 309, 320–21, 330
- social norms 49
- social resources 64
- social value 164, 165
 - value propositions to enhance 167, 169–72
- socio-ecological systems, tourism
 - destinations as 306, 309
- solution value 15
- Sørensen, F. 9, 13, 18, 87, 307, 329
- Soura, I.G. 164
- sources of innovation 2, 8–9
 - see also* individual studies
- Soutar, G. 164, 165, 166, 168
- SPA vessel 100–101
- spatial proximity 327, 329, 331
- special interest tourism 165
- spectacularization 79
- spin-offs, into educational system 4–5, 204
- spirituality 164
- sports clocks, in GPS tracking study 138
- stable project 72
- stakeholders 13–14
- Stalker, G.M. 281
- Starbucks 221
- start-up processes study 10
 - causation and effectuation 183–8
 - discussion and conclusions 198–200
 - empirical basis for 189–90
 - typology start-up processes 196–8
 - use among entrepreneurs 190–96
- ‘starting with the means’ 185
- Statistics Norway 118, 125, 129, 182
- status 17, 89, 97, 98, 164, 167
- stories 86, 169
- strategic organizational adaptation 281–2, 293–5, 296, 297, 298
- strategic reflexivity 305
- strategy 35
- structural change 120, 181, 182, 184, 189, 199, 282, 291
- structural equation modelling 36, 42
- structural regression model 44, 45
- structures, tourism destination
 - networks 307

- student-practitioner collaboration *see*
 - proximity of practice
- subjectivist approach, innovation
 - measurement 119
- subordination 94
- successful innovations 14, 90, 212, 213, 327
- Sundbo, J. 9, 18, 32, 34, 49, 87
- sunk costs 60
- suppliers 8, 30, 125, 126, 127, 264
- sustainable regional innovation
 - systems 307
- sustaining innovations 7, 59, 65
 - in rural areas *see* rural tourism
 - innovation study
- Svalbard
 - climate change, and innovation
 - study 13, 303–348
 - customer interactions, dog-sledge
 - trip 98–100
- Sweden, tourism firms 280
- Sweeney, J.C. 164, 165, 166, 168
- symbolic dimension 163
- system-level research 5
- systematic learning 49
- systemic features 27, 30, 32–3
- systemic features for innovation study
 - 8
 - conceptual framework 36
 - discussion and concluding
 - comments 48–51
 - results 42–8
 - survey and description of data
 - 37–42
- systemic process, innovation as 113, 116, 117
- Systems of Innovation (SI) approach 30
- tangible assets 212
- Tarssanen, S. 18
- task clarity 165, 166
- task involvement 161
- teaching innovation 333, 334–5, 344
- technical data, use of *see* GPS tracking
- technological changes, external
 - environment 294
- technological diffusion 31
- technological innovation 5, 58, 89, 125, 129
 - technological systems, and knowledge
 - transfer 328
 - technology 32, 212
 - Teece, D. 207, 208, 209, 211, 214–16, 221
 - Teilmann, K. 75
 - Tether, B.S. 29
 - themes, experience scapes 86
 - Thomas Cook 3
 - Thomas, R. 308, 330, 341
 - Thompson, K. 161
 - ties
 - short and long-term 33
 - weak/strong 12, 33, 307, 313
- time dimension, experience businesses 18
- Toffler, A. 158
- toolkits, user innovation 159
- total disruption index, rural tourism
 - study 69
- tourism
 - co-creation in *see* co-creation
 - experience turn in 14–19
 - extensive change in 1, 10, 181–2
 - growth rate 1, 181
 - innovation in *see* innovation, in tourism
 - knowledge *see* knowledge
 - tourism destination networks 306, 307, 308, 313–15
 - tourism destinations 306, 309
 - see also* destination loyalty; destination marketing
 - tourism experiences, co-production of 133–4
 - tourism firms 14
 - in competitive market 1
 - heterogeneity 93
 - innovativeness 6–7
 - low educational attainment 34
 - mapping of innovation in 113
 - need for recognition of value
 - creation 156
 - relational interface between
 - governmental bodies and 34, 47
 - services 134
 - start-up processes *see* start-up processes study
 - Sweden 280

- see also* firm-level innovation; small tourism firms
- tourism industry, heterogeneity of 19
- Tourism Industry Innovation Survey 37
- tourism products 29
 - as 'habitable in their minds' 134
 - importance in research 2
 - see also* experience products
- tourist knowledge 133
- tourist mobility 9, 132, 135, 136
- tourists
 - motivation for travel 154–5, 159–62
 - as value-driven 155
 - see also* customers
- trade associations, rural innovation, Denmark 75, 76
- trade systems, and knowledge transfer 328
- travel
 - innovation in 3
 - motivations for 154–5, 159–62
- travel demand analysis 136
- Treleaven, L. 308
- triangulation 149
- triple helix(es) 87, 88, 95, 96, 102
- true innovation 340
- trust 12, 33, 92, 95, 167, 168, 292, 293, 295, 307, 312, 314, 320
- uncertainty
 - market change and 10
 - merger processes and 299
 - in start-ups 182–3, 184, 185, 186, 188, 199
- understanding, relationship-specific 33
- universities
 - cooperation of tourism firms with 45–7, 49
 - as generators of learning and research 331
 - relational pattern between tourism firms and 34
 - as a source of ideas 264
- urban newcomers, failure rate, rural tourism 78
- US wine makers study 10, 228–46
 - analysis and findings 236–42
 - discussion 242–5
 - limitations and future research 245–6
 - methods 230–32
 - operationalizing the business model 232–5
 - theoretical framework 229–30
- user data
 - and development of innovation 135, 147
 - value of, for innovation 135
- user innovation, toolkits 159
- user-based innovation
 - GPS tracking 135–6
 - GPS tracking study 9, 132–3
 - conclusions 149–50
 - method 136–40
 - in tourism 133–5
 - in tourism research 132
 - tracking study, findings 140–49
- users, 'true' value of information about 135
- utilitarian value 164
- utility theory 162
- utilization 14
- value
 - of information about users 135
 - meaning of, for different actors 157, 213
 - in nature-based tourism 97
 - see also* added value; customer value; experience value
- value capture 207, 216
- value chain 207–8
- value creation 211–12
 - in business models 207, 216
 - customer interactions 99
 - customer participation 9
 - experience design(s) 18–19
 - firms need for recognizing the 'how' of 156
 - G-D logic 157
 - macro-level 14–15
 - as a multi-stage process 163
 - need for new business models 59
 - Norwegian tourism industry 117
 - sustainable 212
 - see also* co-creation
- 'value for customers' index 7, 67–8, 69, 72, 73, 74, 75, 77

- value diamond 213
- value drainers/drivers 18, 87
- value for money 162, 164, 165, 166, 279
- value network 60, 208, 233
- value perception 154, 155, 156, 160, 161, 162, 163, 164
- value propositions
 - in business models 207, 216–17, 218, 219
 - to enhance experience value 165–72
 - value co-creation as a foundation for 156–7
- value-driven, tourists as 155
- value-in-exchange 157
- value-in-use 157, 158, 172
- values 97, 308
- Vargo, S.L. 156, 157, 158, 214
- variation(s) 229–30, 244
- Veblen, T. 167
- Verhoef, P.C. 155
- voluntary associations, rural
 - innovation, Denmark 75, 76, 78
- weak competition, and as barrier to
 - climate adaptive innovations 317–18
 - weak/strong ties 12, 33, 307, 313
 - wealth, and tourism 181
 - Webb, D.A. 168
 - Weidenfeld, A. 329
 - West, C. 84
 - Wigger, K. 13
 - Wiklund, J. 10, 11
 - wilderness tourism 65
 - Williams, A.M. 4, 115, 304, 330
 - Williams, P. 164, 168
 - wine tourism 244–5, 249
 - advantages to wine producers 249–50
 - dialogue with customers 251, 252
 - and innovation 252–4
 - significance for wine business innovation 269
 - wine trials 239
 - women's innovations 93–4
 - work safety, and innovation 263
 - World Tourism Organization (UNWTO) 117
 - Zimmermann, D. 84
 - Zott, C. 207, 220