



CREATING SHARED VALUE

Innovate in business models with crowdsourcing to revitalize the touristic cluster

Project Summary

The aim of this project was to strengthen the tourism innovation cluster in Valais and to create a model of regional innovation system able to strengthen the innovation cluster. Operative objectives were to reduce costs, to increase the efficiency of business innovation processes and to enable the integration of business and customers' needs. Based on the concept of shared value (Porter & Kramer, 2011) we focused on the relationship between social and economic progress by fostering collaboration between the companies and their environment such as the customers, the citizens and the institutions.

We achieved two iterations of the process within the cluster and with the participation of two destinations: The **Val d'Anniviers** and **Tschuggen Feriendorf**. We developed indicators to measure the shared value created by innovative projects, notably based on the experience of our partners (Companies association Valais Excellence and the Valais Tourism Observatory).

We better understood the challenges of the local enterprises by working as a network and allowed them to promote their innovative capacity through the integration of business, customers and population needs by the establishment of a crowdsourcing process, with a two-step crowdsourcing process.

Finally we laid the foundations for a sustainable and autonomous collaborative regional innovation system by strengthening the links between regional touristic actors from the two destinations of the Valais in collaboration with our research institutes.

Valorisation

In this phase we tested two options: the creation of new projects and the improvement of existing projects based on the initiative of entrepreneurs. Further research will follow the same goals but to citizen and consumers' initiative, once in the same region and once in another touristic region.

The findings and the project proposals are transferred to the students of the *Touristic Product and Services Design* (DETOPS) of the Management and Tourism School of the University of Applied sciences of Western Switzerland to implement them with the aim to present them to the visitors for the end of year.

For communication, we worked with the I-Brain platform (<http://ibrain.atizo.com>) in order to engage the professionals, the citizens and the visitors. We also built a website (www.sharedvalue.ch) and published 3 international articles and presentations. We also presented our regional innovation system concept in 4 national scientific conferences and recorded 6 communications in regional media (TV, radio, press).

Contact / Mr Vincent Grèzes, Ph.D. Senior researcher (Vincent.Grezes@hevs.ch)
Authors / Mr Vincent Grèzes, Ph.D., Ms Béatrice Girod Lehmann, Mr Lionel Emery

This project has been carried out by the Entrepreneurship & Management Institute and the Tourism Institute of the School of Management and Tourism in collaboration with **Valais Excellence**, the **Regions- und Wirtschaftszentrum Oberwallis**, the **Marque Valais**, **CarPostal**, the **Valais Tourism Observatory**