

2nd International Conference

on Resilience and Sustainable Regions

COLLABORATIVE INNOVATION AND DIGITAL CO- CREATION FOR SUSTAINABLE TOURISM FUTURES

Teresa Costa (ESCE/IPS), Lurdes Calisto (ESHTE), João Rosário (ESCS/IPLisboa), Ana Teresa Machado (ESCS/IPLisboa), Sandra Nunes (ESCE/IPS), Filipe Severino (ESHTE), Zélia Santos (ESCS/IPLisboa), Rui Madeira (EST/IPS), Samuel Robalo (EST/IPS), André Cordeiro (EST/IPS)

SHIFT-Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing
Research project financed by FCT – Foundation for Science and Technology, I.P., within the scope of the project
PTDC/EGE-OGE/2146/2021.

Led by the Polytechnic Institute of Setúbal (Higher School of Business Sciences) in a network with the Estoril Higher School of Hotel and Tourism, the Polytechnic Institute of Lisbon (Higher School of Social Communication) and the University of Algarve (Higher School of Management, Hotel and Tourism). Partnership with Tourism and Tourism of Portugal, IP.

2-4 July 2025
Setúbal, Portugal

Presentation of the SHIFT Project

Objectives:

- ☐ Aims to bring a new interdisciplinary approach to the challenges faced by SMEs;
- ☐ Develop a new theoretical model to explain how these companies can collaboratively reinvent themselves in a post-pandemic world.



Institutions and partnerships:

- ☐ Turismo de Portugal, IP
- ☐ Foundation for Science and Technology under the “R&D Projects Competition in All Scientific Domains”
- ☐ Research Project led by IPS in network with ESHTe, IPL and UALG.

Presentation of the SHIFT Project



Project
management
WP1

Future
Scenarios
for Tourism
(WP2)

Development
of the
theoretical
model of
collaborative
marketing for
Tourism (WP3)

Empirical
validation of the
theoretical
model (WP4)

Development of
a prototype of a
collaborative
digital
marketing
platform (WP5)

Dissemination WP6

Innovation, sustainability and interactivity: A tourism marketing framework

In 2019, global tourism closed with 1.5 billion international tourist arrivals, 4% more than the previous year, and recorded ten consecutive years of growth (UNWTO, 2020).

2019

The tourism sector has been hit hard by the COVID-19 pandemic: international tourist arrivals fell by 78% in 2020, resulting in the loss of an estimated 100 to 120 million tourism jobs.

2020

Tourism accounted for 10.3% of global GDP and 10% of the global workforce.

2021

UNWTO reported over 900 million international arrivals in 2022 (double that of 2021), with Europe reaching approximately 80% of pre-pandemic levels with 585 million arrivals.

2022

International tourist arrivals almost tripled (+173%). This was a 60% recovery from pre-pandemic levels

2023

With 1.4 billion international tourist arrivals worldwide, 2024 marks the recovery of international tourism from the worst crisis in its history. (UNWTO)

2024

International tourist arrivals almost tripled (+173%). This was a 60% recovery from pre-pandemic levels

Innovation, sustainability and interactivity: A tourism marketing framework

How do current macro trends affect the future of tourism?

- ☐ Reflecting on and anticipating trends can help identify long-term patterns and potential disruptions that may affect tourism in the future.
- ☐ This anticipation allows us to proactively develop strategies and plans to mitigate risks and capitalize on opportunities presented by these trends.
- ☐ But it is also important to react to short-term trends and changes, as these can have an immediate impact on both individuals and organizations.
- ☐ This reaction allows us to adjust strategies and plans in real time to respond to new challenges and opportunities.



Innovation, sustainability and interactivity: A tourism marketing framework

How do current macro trends affect the future of tourism?

According to a systematic literature review of 55 articles (out of a total of 1436 articles), carried out at the beginning of SHIFT, the results suggested the following key themes by factor with the greatest impact on tourism and hospitality:



- ☐ Political-legal: Geopolitics/political-institutional instability and local politics
- ☐ Economic: Economic crisis, financial crisis, economic growth and macroeconomic factors (multiple consequences in the T&H sector)
- ☐ Sociocultural: Millennial generation, environmental behaviors, COVID-19
- ☐ Technological: Mobile technology, big data, robotics and digital transformation
- ☐ Sustainability: Climate change and environmental management by hotels

Innovation, sustainability and interactivity: A tourism marketing framework

We also looked at critical long-term trends. According to the 23 experts interviewed, the emerging trends that are most likely to occur in the future are:



Digital transformation



Climate change



Cybercrime



Circular economy

Innovation, sustainability and interactivity: A tourism marketing framework

The results of the study emphasized the growing importance of technology, sustainability and sociocultural factors in the tourism industry, as well as the need for theoretical advances and further studies.

This was the starting point for scenario building.....



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Thank you

This research is supported by "Fundação para a Ciência e Tecnologia" (FCT), Portugal, through the SHIFT project (Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing).

Project reference: PTDC/EDE-OGE/2146/2021