



SEMINARS 2022

THE LIVING LAB APPROACH TO TOURISM INNOVATION, SUSTAINABILITY AND COMPETITIVENESS

Key speaker: **Ana Cláudia Campos** Assistant Researcher | CinTurs - University of Algarve

Abstract: Innovation is critical to the tourism industry. Living Labs (LL) are innovation environments which are becoming popular in tourism. LL are a model of open innovation characterized by a networked and integrative approach to innovation. In tourism, they are acknowledged as enabling stakeholders' participation in sustainable development processes, thereby providing them the opportunity to co-create innovation for the greater good of tourism ecosystems. NEST is here presented as a LL recently created in Portugal and discusses it as an environment for tourism innovation where all stakeholders are stimulated to explore competencies to co-create value for tourism.



2nd FEB

5:00pm (Lisbon Time)

Webinar via Zoom

Registration is free but
mandatory until 31st
January 2022 to
cintursinfo@ualg.pt