



Empowering Open Innovation  
Tourism Networks

# **INNOVATION-BASED COLLABORATION OF STAKEHOLDERS IN TOURISM DESTINATION OF VRNJAČKA BANJA**



**Faculty of Hotel Management and Tourism in Vrnjačka Banja**

# Tourism of Vrnjačka Banja

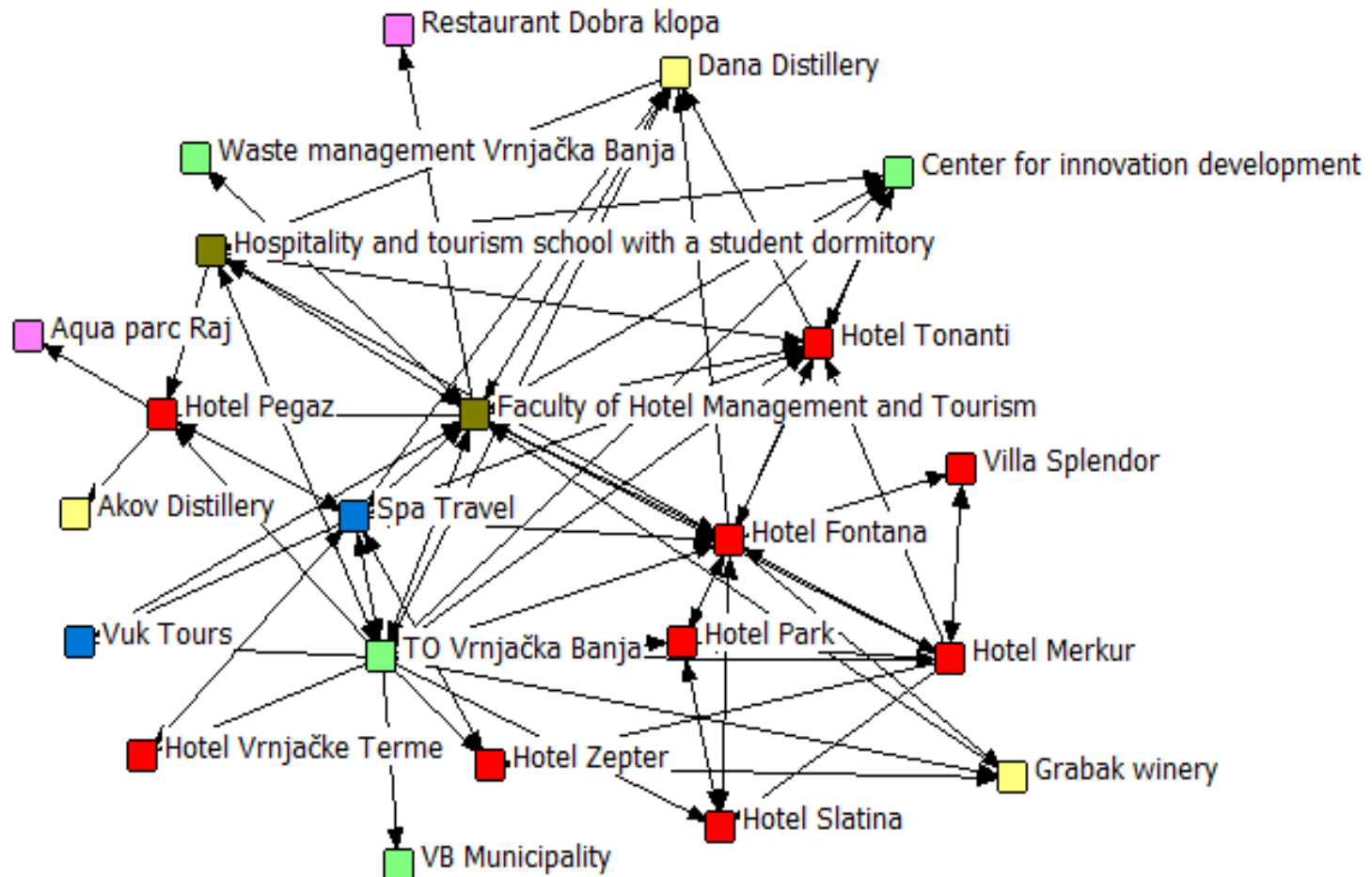
Vrnjačka Banja is one of the most famous spa destinations in South-East Europe with a tradition tracing to Roman times and use of swimming pool with hot mineral spring. The spa is widely known for treating diabetes, digestive diseases, liver diseases, urinary tract diseases, skin diseases, eye diseases and nervous system diseases.



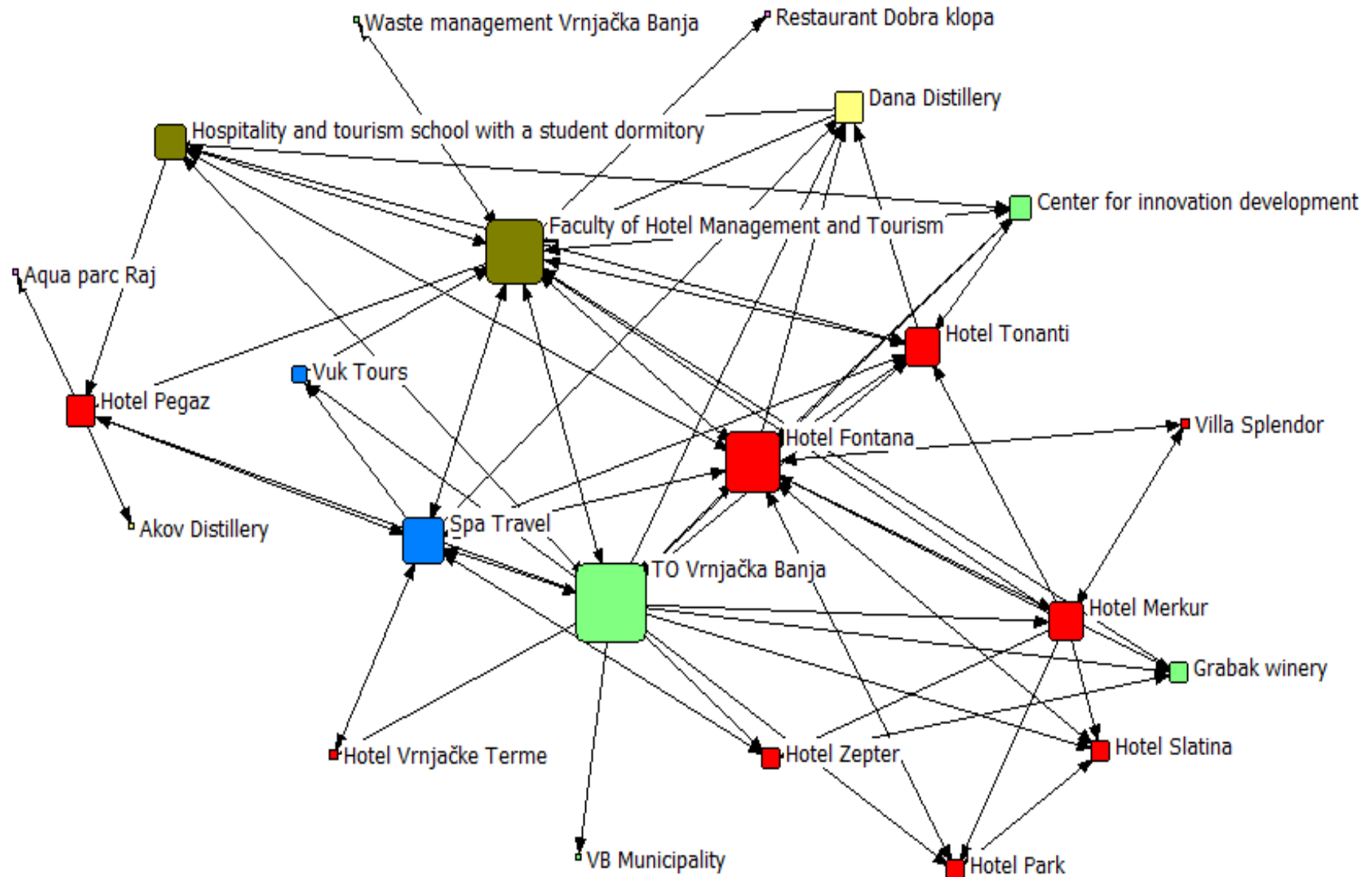
Nowadays, Vrnjačka Banja attracts many people with diverse motivations, from desire to escape from the city, indulging in wellness and spa treatments, attending business and other types of events, having weekend vacations for families with children and other and one-day trips for numerous domestic tourists.



# Structure of the collaborative innovation network in Vrnjačka Banja



# Central actors in innovation collaboration tourism network of Vrnjačka Banja



# Main challenges and potentials of tourism innovation network in Vrnjačka Banja

- The structure of the network is not diverse enough.
- The network itself is not evenly balanced.
- Innovation collaboration is centralized.
- Top-down (bottom) approach.
- The structure of the existing network can support a systemic approach (innovation ecosystem).
- Identified actors with significant values of betweenness centrality.

# Recommendations for improving the innovative capacity of tourism stakeholders in Vrnjačka Banja

- To include completely new categories of stakeholders in the network (NGO's, SME's and IT companies);
- To leave the management of the integrated collaborative innovation network to the local Tourism Organization;
- To exploit the capacity of key tourism stakeholders to increase the network cohesiveness;
- To connect local stakeholders in the design of joint tourism experiences and facilitate communication within the system;
- To balance between triple helix representatives.