

Abstract

Innovation is the key to adaptation and excellence in a market that is defined by a dynamic spread of information through technology and a rapid rise of competition. More specifically, it can act as a very powerful tool in creative process as well as proving notably beneficial in providing inputs for product development. The aim of this study is to emphasize the importance of consumer creativity in tourism innovation, particularly for Destination Management Organizations. Being a rather exploratory but rapidly evolving topic, the research is intended to support previous findings in the field of Crowdsourcing and provide a distinct view over the possible applications for user innovation in the field of tourism by testing the efficiency and implications of the Vienna2020 idea contest for the local Destination Management Organization and the city itself. The study will demonstrate the influence of novelty over the quality of user-created ideas as well as the importance of content relevance and accuracy in generating competent inputs.