

The Valencia Declaration

On Innovation in Tourism and Hospitality

The Conference on *Innovation in Tourism and Hospitality*, held in Valencia on the 16th to the 19th of April 2013, and organized by Florida Universitaria, the SPACE network and the Ulysses Foundation, has discussed and analyzed the role of innovation in the future of tourism as an instrument for development.

The Conference has concluded that the present business model for tourism is increasingly unable to cope with the changing institutional, economic, social, technological and environmental conditions.

In this framework, the delegates will like to call attention to all tourism stakeholders--namely the private enterprises, civil society, and government-- to take all necessary measures to bridge knowledge and tourism practice, while simultaneously making tourism more attractive to talent. We recognize that innovation is the result of the creation and dissemination of knowledge, when it is widely shared by communities in tourism and applied to intended achievements. It is imperative that this is implemented by practitioners using creativity in robust institutions, ideally within regions of knowledge, but spreading innovation across borders, economic and cultural barriers.

However, this cannot be accomplished without the broad participation of all concerned, at both the strategic and tactical level. Tourism can play a pro-active role as a vector for development, sustainability and international understanding and peace, but inclusive institutional governance set-ups must be fostered towards these goals.

This considered, we, the delegates of the CIT2013 Conference, urge all leading stakeholders, at European and global level, to increase knowledge management networking efforts, resulting in effective and efficient action within a new tourism policy and governance paradigm.

Valencia, Spain, 19 April 2013