



Trajectoires d'innovation et développement durable

Un cadre d'analyse pour les services de tourisme

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Authors: Gallouj (Camal), Viala (Céline)

Abstract: In this contribution, we analyze tourism as a complex architectural service by relying on a functional decomposition of the tourism product or service. This functional decomposition enables us to distinguish specific innovation configurations and trajectories: extensive innovation, 'regressive' innovation, and intensive innovation (which itself can be broken down into four trajectories: logistics and material processing trajectory, logistics and information processing trajectory, methodological and cognitive trajectory and finally a service and relational trajectory). Finally, we look at how these different innovation trajectories relate to sustainable development.

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Journal article: [Previous](#) 5/8 [Next](#)