INNOVATION THROUGH RESEARCH INTO SERVICE DESIGN DEVELOPMENT DELIVERY: A PROJECT IN THE NATIONAL PARK, PEAK DISTRICT[68]

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Abstract

There are many rural destinations located in areas of outstanding natural beauty or of significance globally on cultural and heritage contexts that are attractive proposition for holiday experiences to both local and overseas tourists. Surprisingly, many regions' amenities of both spectacle and historical significance fail to attract visitors on a regular basis, more so in seasonal terms (Audretsch, 2015; Murphy, 2013; Haven-Tang and Jones, 2012; Girard and Nijkamp, 2009). Even though some research projects have targeted SME hospitality management businesses in the past, a big percentage of these business enterprises are still failing. Project process trends have tended to be fragmented and linear in approach focusing on aspects of business development such as marketing in isolation at the expense of integrating all the business processes and procedures. It is essential to pursue sustainable strategies and operational management practices for boosting entrepreneurship in hospitality. This can be accomplished by integrating business development processes that reflect current and future SME development trends and related challenges. It proposes to facilitate not only the creation but the development of local SMEs in a pragmatic manner. The creation of new and, review of existing business plans, related implementation processes towards sustainable development based on the provision of added customer value through the effective development of business partnerships and technological networks is problematized. The envisaged sustainable business development stimulates economic activity, creates job opportunities and generates revenues for many stakeholders.

Aim

The project aims to resuscitate and facilitate the development of sustainable business entrepreneurship strategies suitable to retain and attract local hospitality enterprises. It therefore seeks to address the following objectives

Project Objectives

(1) To examine how the local key stakeholders can be encouraged to create viable SMEs in hospitality, tourism and related sectors and to augment and resuscitate some of the existing business activities towards higher levels of sustainability

(2) To adopt appropriate technologies that can help entrepreneurs develop, maintain and enhance business management practices including social connectivity as demanded by the current and future entrepreneurship trends.

(3) To help develop an identity and appropriate branding to create higher levels of visibility in sourcing local food and drink and related hospitality services

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[68] Project presented and discussed at the XVII edition of the Tourism Days, held in Milan on 22 and 23 October 2018

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(4) To facilitate the development of the abilities and capacity required to create a more competitive strategic positioning for local entrepreneurship

(5) To develop and implement training programmes for more sustainable business development and management practices

The Constituent Factors of our Sustainable Hospitality Entrepreneurship Business Development Plan

Targeted Project Participants and Customer Segments

This projects targets farmers that are food producers and small hospitality business entrepreneurs, their service and supply chains and related stakeholders. The project is designed to help farmers and suppliers to offer personalised and value-adding service experiences for customers. This will increase repeat visits and increase occupancy and patronage rates thereby increasing job opportunities making the hospitality sector more sustainable (Daniele and Quezada, 2017; Joppe et al., 2015; Giacosa and Giovando, 2015; Presenza and Dell Chiappa, 2013; Bosworth and Farrell, 2011).

Sustainable Business Development Strategy

In order to meet the requirements of the targeted market segments strategic partners will be engaged to provide a bundle of hospitality business related services.

Project activities will therefore concentrate particularly on the strengths of the stakeholders to facilitate the design, packaging and delivery of technology-enhanced exceptional customer experiences. Consequently, effective local and international networks that involve established nascent service providers will be established. The service supply-chain will include transportation, accommodation, technology and recreational facilities, food and drink.

Use of Technology

The superior technological capabilities endowed in the operations processes of various strategic partners will perform a key role in ensuring the farmers, suppliers and targeted group of customers enjoy a high quality service experience. The use of the services available through the worldwide web will be at the core of our integrated and entrepreneurial tourism experience. Part of this process will involve taking advantage of the integrated transaction services broadband offers; the use of a host of communication media and applications including online interactive business development tools, Facebook, Instagram and twitter.

Contribution

The entrepreneurial hospitality campaign described above builds on the initial work undertaken by one of the key researchers. The uniqueness of this sustainable hospitality entrepreneurship business development plan lies in its integrated strategic approach and related networks and its potential to boost regional economic growth and development (Sidali et al., 2011).

Research Methodology

The research methodology is contextual and designed to respond to narrative emerging at grassroots level creating an opportunity to assess and address sustainability issues from the entrepreneurs' perspective (Roberts and Tribe, 2008).

Conclusion

This study identifies the challenges associated with the development of SMEs to bolster localised food production, distribution, storage and consumption within the Peak District National Park. Using an input-transformation-output model (Slack et, al., 2016), the challenges explored include logistics, infrastructure, digital development, environmental management practices, funding, leadership capacity research and development. The partnerships and networks using public and private stakeholders hold the keys to overcoming barriers. Managing expectations in the private sector is difficult. Support and assistance has been widespread. The difficulty many SMEs experience is developing tailor-made solutions for the sector when required and meeting the expectations of the funders. The study highlights the need for interaction and coordination efforts between SMEs as micro systems, and the National Park and local territorial authorities in the macro business environment.

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