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OPEN AND GREEN INNOVATION IN THE HOSPITALITY INDUSTRY

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Abstract

Hospitality is the main industry in the service sector in Spain, contributing to more than 10% of the gross domestic product and approximately 12% of all employees. Firms in this industry are beginning to adopt eco-innovations to reduce their environmental impact and optimize the use of natural resources. However, most companies do not have the necessary resources to tackle eco-innovation on their own and need to cooperate with different agents. The purpose of this paper is to examine how open innovation activities can be a source of green innovation in the hospitality industry in Spain. This study contributes to the literature on both open innovation and eco-innovation by focusing on the relationship between a firm's green orientation and its interactions with stakeholders. We develop a model to assess how a firm's relationships with its clients, suppliers, competitors, and research institutions influence its environmental orientation. We propose that the depth and breadth of relationships with stakeholders positively influence the development of eco-innovations. We test our model with a sample of 189 firms from the Technological Innovation Panel (PITEC) database. The empirical analysis reveals that the benefits derived from these relationships follow an inverted U-shaped curve.

Key words: green innovation, hospitality industry, open innovation

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