Strategy and Innovation Management in Tourism and Hospitality Industry

CREATIVITY, INNOVATION AND ENTREPRENEURS

Dr. Ben K. Goh
What is Creativity?
What is Innovation?
What is Entrepreneurs?
Creativity is thinking new things, the ability to develop new ideas and to discover new ways of looking at problems and opportunities.

Innovation is doing new things, the ability to apply creative solutions to those problems and opportunities in order to enhance people's lives or to enrich society.
Entrepreneurship = creativity + innovation

Creativity
thinking new things

Innovation
thinking new things

Entrepreneurship
creating value in the marketplace
Creativity is the ability to develop new ideas and to discover new ways of looking at problems and opportunities.

Entrepreneurs succeed by thinking and doing new things or old things in new ways.

Innovation is the ability to apply creative solutions to those problems and opportunities in order to enhance people’s lives or to enrich society.
Entrepreneurship is the result of a process that apply both creativity and innovation to capitalize on marketplace opportunities.

Entrepreneurs are those who marry their creative ideas with the purposeful action and structure of a business.
You know who they are?
Barriers to innovation and creativity:
1. searching for the one ‘right’ answer
2. focusing on being logical
3. blindly following the rules
4. constantly being practical
5. viewing play as frivolous
6. becoming overly specialized
7. avoiding ambiguity
8. fearing looking foolish
9. fearing mistakes and failure
10. believing that ‘I’m not creative’.
Four phases to avoid innovation and creativity barriers:

1. **knowledge accumulation** e.g. reading, professional conferences, talking, visit to library
2. **incubation process** e.g. ‘sleep on it’, exercise,
3. **idea or ‘eureka’ experience**, usually this phase slowly but surely formulates the solution
4. **evaluation and implementation** e.g. prototypes, advice.
Carland, Hoy, Boulton and Carland (1984) extended and specified Schumpeter’s idea, saying that entrepreneurs:

- introduce new goods
- introduce new services
- introduce new methods of production
- open new markets
- open new sources of supply
- re-organise industry.
Four types of innovation:

- **Invention** - described as the creation of a new product, service or process
- **Extension** - the expansion of a product, service or process
- **Duplication** - defined as replication of an already existing product, service or process
- **Synthesis** - the combination of existing concepts and factors into a new formulation
Five innovation myths:
• innovation is planned and predictable
• technical specifications should be thoroughly prepared in advance
• creativity relies on dreams and blue-sky ideas
• big projects will develop better innovations than smaller ones, and
• technology is the driving force of innovation and success.
What are some characteristics of entrepreneurs?

Please write down 5 characteristics that you think is important for entrepreneur
Tenacious 頑強
Passion 激情
Vision 視力
Self-Belief 自我信念
Flexibility 靈活性
Rule breaking 打破規則
They’re goal-orientated

Entrepreneurs are all about setting goals and putting their all into achieving them; they’re determined to make their business succeed and will remove any encumbrances that may stand in their way. They also tend to be strategic in their game plans and always have a clear idea in mind of exactly what they want to achieve and how they plan to achieve it.
They’re committed to their business

Entrepreneurs are not easily defeated; they view failure as an opportunity for future success, and if they don’t succeed the first time, they’ll stay committed to their business and will continue to try and try again until it does succeed. A true entrepreneur doesn’t take ‘no’ for an answer.
They’re hands-on

Entrepreneurs are inherently proactive, and know that if something really needs to get done, they should do it themselves. They’re ‘doers’, not thinkers, and tend to have very exacting standards. They view their business as an extension of themselves and like to be integral in its day-to-day operations—even when they don’t have to be.
10 Important Personal Characteristics of Entrepreneurs

**They thrive on uncertainty**

Not only do they thrive on it—they also remain calm throughout it. Sometimes things go wrong in business, but when you’re at the helm of a company and making all the decisions, it’s essential to keep your cool in any given situation. True entrepreneurs know this and secretly flourish and grow in the wake of any challenges.
They continuously look for opportunities to improve
Entrepreneurs realize that every event or situation is a business opportunity, and they’re constantly generating new and innovative ideas. They have the ability to look at everything around them and focus it toward their goals in an effort to improve their business.
They’re willing to take risks

A true entrepreneur doesn’t ask questions about whether or not they’ll succeed—they truly believe they will. They exude this confidence in all aspects of life, and as a by-product, they’re never afraid to take risks due to their unblinding faith that ultimately they will triumph.
They’re willing to listen and learn
The most important part of learning is listening—and a good entrepreneur will do this in abundance.

They have great people skills
Entrepreneurs have strong communication skills, and it’s this strength that enables them to effectively sell their product or service to clients and customers. They’re also natural leaders with the ability to motivate, inspire and influence those around them.
They’re inherently creative
This is one trait that, due to their very nature, entrepreneurial business people have by the bucket load. They’re able to not only come up with ingenious ideas, but also turn those ideas into profits.

They’re passionate and always full of positivity
They genuinely love their job and are willing to put in those extra hours to make their business grow; they get a genuine sense of pleasure from their work that goes way beyond just cash.
Let's take a short quiz to find out how entrepreneurial you are.

This self-assessment exercise will help you identify which entrepreneurial characteristics you possess. It is not a rigorous scientific assessment, but simply an indication of your current entrepreneurial development. Everyone can learn to be more entrepreneurial, so keep that in mind when you calculate your score.
<table>
<thead>
<tr>
<th></th>
<th>I am passionate about my goals</th>
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<tbody>
<tr>
<td>2</td>
<td>I have a spirit of adventure</td>
</tr>
<tr>
<td>3</td>
<td>I have a strong need to achieve</td>
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<tr>
<td>4</td>
<td>I am self confident and self reliant</td>
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<tr>
<td>5</td>
<td>I am goal oriented</td>
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<tr>
<td>6</td>
<td>I am innovative and creative</td>
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<tr>
<td>7</td>
<td>I am persistent, I don’t give up easy</td>
</tr>
<tr>
<td>8</td>
<td>I am hard working and energetic</td>
</tr>
<tr>
<td>9</td>
<td>I am a positive thinker</td>
</tr>
<tr>
<td>10</td>
<td>I am willing to take initiative</td>
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</tbody>
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**TOTAL:**
SCORING:
Total your score in each column. Give yourself one point for every “X” under “Not Yet”, two points for every “X” under “Sometimes”, three points for each “X” under “Always”. Then add your column subtotals together for a total score.
SCORING:
If you scored **31-40**: It seems you are a very entrepreneurial person, primed to take on the challenges and opportunities the new economy presents. If you have not already considered setting up shop or developing innovative projects, it may be time to give it some serious thought.
SCORING:
If you scored 21-30: You have a general entrepreneurial approach to work and life and your characteristics make you well suited to a career as an entrepreneur. Take your first entrepreneurial steps slowly and consider trying some freelancing or some contract work in your field before launching the business of your dreams.
SCORING:
If you scored 11-20: You may be more entrepreneurial than you think, but you still have your work cut out for you. Anyone can adopt entrepreneurial ways of thinking, just follow your passions, determine your life path and make an attempt at creating the future you dream of.
SCORING:
If you scored 0-10: Believe it or not, you can become more entrepreneurial. And in today’s economy, it is essential that you do so. You can start building your entrepreneurial skills by volunteering in your community, taking some business courses or doing informational interviews with entrepreneurs you admire.
Bottom line is we know creativity and innovation is important for entrepreneurs and managers... so be creative and go innovate!