

# DSOTT

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# BOOK OF ABSTRACTS



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## **OC - (128) - HOW CAN INDUSTRIAL TOURISM CONTRIBUTE TO INNOVATION AND SUSTAINABILITY?**

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### **Proposal and Originality**

This article aims to explore the potential of industrial tourism for regional development and show how it can be seen as an innovative and sustainable product.

The article also allows the analysis of the different strategies of firms and regions on industrial tourism, contributing to strengthening the existing literature on the subject by providing a conceptual framework that allows understanding of how strategies can be developed for firms and regions to benefit from Industrial Tourism, and how it can be seen as a strategic factor for their competitiveness.

### **Methodology**

We searched the Scopus database, 266 articles were located, available in the Scopus database between 1996 and 2022, ending with a total of 32 articles selected and considered for the SLR. Research question: how can IT contribute to innovation and sustainability in companies and territories?

### **Results and Implications**

IT as an innovative factor promoting diversification with new services and helping industrial operators rethink how to create business value through service innovation; developing new opportunities and developing new ways of recruiting for companies.

IT can contribute to greater sustainability by diversify the economy and halt the depopulation; ensures the sustainable development of tourist areas and improves the quality of life of residents; build a sustainable relationship with society; show environmental integrity; promote local economic regeneration, among others.

### **Research Limitations**

This study's limitations are related mainly to the scope of the analysed articles, as it was based exclusively on scientific journals written in English, Spanish or Portuguese.

### **References Version APA 6th or 7th Edition**

Custódio, M. M., & dos Santos, F. B. (2020). The European union's policy in tourism: Cultural tourism and the sustainability of industrial heritage in integration. *Brazilian Journal of International Law*, 17(3), 202-221.

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Denyer, D., & Tranfield, D. (2009). In *Producing a systematic review*. The SAGE handbook of organizational research methods.