

## **Abstract**

Overall this study focuses on the advantage for DMOs to integrate the open innovation paradigm facilitated by social media spaces. The first analyses are based upon output from an idea contest held by the Vienna Tourist Board. Quantitative content analyses are performed to measure the quality of the 489 ideas sent in and interaction effects of the idea contest design elements. The majority of ideas were evaluated as an average idea quality with a few outstanding ideas. The study identifies significant differences between specific target groups based on 'age' and their ability to contribute to the idea contest. Furthermore, the study provides recommendations for design elements that can enhance the quality of submissions, and subsequently the success of open innovation initiatives in tourism.

This second part of the study aims to analyze open innovation initiative by a Destination management Organization (DMO) to integrate stakeholders while developing innovative marketing strategies. The paper identifies the way in which different actors interact with each other on this platform, reach agreements, and solve joint problems. Furthermore, the paper identifies a positive agreement between stakeholders while forming working group to realize ideas. DMOs can, thus, create new collaborations integrating open innovation initiatives.