

STUDY SUBJECT DESCRIPTION

TOURISM INNOVATION

Title of Study Programme and Code	Type (compulsory/optional)	Cycle	Year of study when the component is delivered (if applicable)
Management of tourism services	Compulsory	1 st	2 nd year
Semester/trimester when the component is delivered	Number of ECTS credits allocated	Language of instruction	Mode of delivery (face-to-face/e-learning/...)
4 th	4 ECTS	Lithuanian	Face-to-face (e-learning, if needed)
Learning outcomes		Study methods	Assessment methods
After completion of the study subject, a student should be able: LO 1 Knows the theoretical principles, environment and structure of the innovation process LO 2 Evaluates the tourism business environment and understands the trends of modern tourism business LO 3 Knows innovation policy and environment in Lithuania and understands how they are applied in tourism. LO 4 Knows the importance of smart technologies and specialized computer programs in the activities of tourism companies LO 5 Knows the innovations and trends in tourism services LO 6 Understands the importance of learning in a dynamic tourism business		Interactive lecture; Discussion; Group work; Situation analysis; Practical work; Search and analysis of sources.	Assessment of independent work Test Exam
Prerequisites (these courses must have successfully completed before s/he can take this course)			
Course content			
1. Introduction to innovation: definition of innovation, types of innovation, classification 2. Factors driving innovation. Innovation system. 3. Development of service innovations (innovation process) 4. Features of an innovative tourism company 5. Innovation policy and environment. Strategies and programs promoting innovation development in Lithuania and the EU 6. Tourism trends and perspectives 7. Climate change and tourism			

8. Types of tourism and innovative solutions
9. Innovative solutions in the hospitality business
10. The impact of innovation on the competitiveness of enterprises in domestic and foreign markets

Recommended or required reading and other learning resources/tools

1. Peters, M., Pikkemaat, B. Innovation in Hospitality and Tourism. 2005.
2. Mehta, R. Hospitality Innovation Management, Centrum Press. 2012
3. Bansal, L. K., Gautam, P. Tourism and Hospitality Industry: Challenges and Innovations. Neha Publishers & Distributors. 2012.
4. Gairola, S. Culinary Innovations: Strategy for Sustainability in Hospitality Industry. CreateSpace Independent Publishing Platform, 2009.