

SYLLABUS

The basic course information's:			
Academic Unit:	Faculty of Tourism and Environment		
Title:	Innovation management in tourism		
Level:	Master		
Status:	Compulsory		
Year of studies:	I		
The number of hours per week:	4		
ECTS:	6		
Time / Location:			
Course Professor:	Petrit Hasanaj		
Contact details:	petrit.hasanaj@ushaf.net		
Course description:			
	<i>This course focuses on the development of innovations and creativity related to new tourism and hotel products and services.</i>		
Objectives:			
	<i>The objective of the module is to prepare students with the concept of innovation and its importance in the organization, including the management of the innovation process. Research covers innovation in technology, innovation in corporation/enterprise, innovation in research, deployment, innovation in hotel service enterprises.</i>		
Learning outcomes:			
	<p><i>After successfully completing this module, students will be able to:</i></p> <ul style="list-style-type: none"> <i>• understand the importance of knowledge and creativity in the function of innovation and sustainable development,</i> <i>• know about the nature, process and phases of creation and innovation and the process of turning ideas into innovations,</i> <i>• understand the importance of innovations in the context of globalization,</i> <i>• analyze interconnections between innovation and creative entrepreneurship.</i> 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/week	In total
Theoretical and practical teaching	4	15	60
Practical work	2	5	10
Contacts with the teacher / consultants	1	15	15

Field exercises			
Kollokfiime, seminars	2	2	4
Homework			
Student study time (in library or at home)	3	15	45
Final Preparation for Examination	2	9	18
Time spent on assessment (tests, quiz, final exam)	2	1	2
Projects, presentations, etc			
Total			154
Methodology of teaching:			
	<i>Lectures and exercises combined with case studies</i>		
Methods of assessment:			
	<i>Seminar (case study) 30%</i> <i>Exam 70%</i>		
Literature			
Basic Literature:	<ol style="list-style-type: none"> 1. <i>Trott. P, Innovation Management and New Product Development, Prentice Hall, 2008.</i> 2. <i>K. Gorica, N. Kocolari, Produkti turistik, Tirane, 2002.</i> 		
Supplementary Literature:	<ol style="list-style-type: none"> 3. <i>Ettlie, J.E., Managing Technology Innovation, John Wiley & Sons, 2000.</i> 4. <i>Clayton M. Christensen, The Innovator's Dilemma, Clayton M. Christensen, Harper Collins Publishers, 2003.</i> 		
The lesson plan Design:			
Week	Lectures to be held		
WEEK 1:	<i>Understanding tourism and tourism product</i>		
WEEK 2:	<i>Urban tourism</i>		
WEEK 3:	<i>Tourist and hotel products</i>		
WEEK 4:	<i>Tourist and hotel products in rural tourism</i>		
WEEK 5:	<i>Characteristics of the demand in rural tourism</i>		
WEEK 6:	<i>Tourist and hotel products in health tourism</i>		
WEEK7:	<i>Cooperation with other products</i>		
WEEK 8:	<i>Product development practice</i>		
WEEK 9:	<i>Active tourism</i>		
WEEK 10:	<i>Active tourism and tourism product</i>		
WEEK 11:	<i>Ecotourism and the development of tourist and hotel product</i>		
WEEK 12:	<i>Tourist product in wine tourism and gastronomy</i>		
WEEK 13:	<i>Tourist motives, socio-cultural backgrounds, tourist behavior, travel habits</i>		
WEEK 14:	<i>Product development. Product development practice. Active tourism products selected from the regions.</i>		
WEEK 15:	<i>Presentation of works</i>		

Academic policies and rules of conduct:

Regular attendance, tranquility and active engagement in dialogue during lectures and exercises are obligatory. As a matter of courtesy, mobile phones should be switched off during classes and exams.