

SYLLABUS

The basic course information's:	
Academic Unit:	Faculty of Tourism and Environment
Title:	Innovation management in tourism
Level:	Master
Status:	Mandatory
Year of studies:	I
The number of hours per week:	3
ECTS:	5
Time / Location:	Tuesday: 16:00-19:00
Course Professor:	Prof. Ass. Dr. Petrit Hasanaj
Contact details:	petrit.hasanaj@ushaf.net
Course description:	
Course description:	<p>Basic concepts of knowledge, creativity and innovation; Types, bases and practices of intellectual capital management, and creativity in function of innovations; investments in intellectual capital; Creative problem-solving process. The process of creating innovations; The role of knowledge and information technology in creating new products and services. Strategic management of new technology and innovations. Development of a conceptual framework for evaluating the innovative capacities of the enterprise. The role of government in creating legal regulations for the inclusion of innovations in the knowledge economy (patents, licenses).</p> <p>This course focuses on the development of innovation and creativity related to new tourism and hotel products and services.</p>
Objectives:	<p><i>It is to prepare students with knowledge of the concept of innovation and its importance in the organization including the management of the innovation process. The study covers innovations in the process of technology, innovation in corporations / enterprises, innovations in research, placement, innovations in hotel service enterprises.</i></p>
Learning outcomes:	<p><i>Upon successful completion of the course, the student should be able to:</i></p> <ul style="list-style-type: none"> • <i>understand the importance of knowledge and creativity in terms of</i>

	<i>innovation and sustainable development,</i> <ul style="list-style-type: none"> • know about the nature, process and stages of creating innovations as well as the process of turning ideas into innovations • understand the importance of innovation in the context of globalization; • analyze the interrelationships between innovation and creative entrepreneurship 		
Contribution to the student's charge (which should correspond with the results of the student's learning results)			
Activity	Hour	Day/Week	In Total
Lectures	3	15	45
Practical work	1	15	15
Contacts with the teacher / consultants	1	3	5
Field exercises	5	2	10
Kollokfieme, seminars			
Homework			
Student study time (in library or at home)	3	10	30
Final Preparation for Examination	1	10	10
Time spent on assessment (tests, quiz, final exam)	2	2	4
Projects, presentations, etc	3	2	6
Total			125
Methodology of teaching:	<ul style="list-style-type: none"> • Interactive Lectures • Study of some concrete cases and situations, critical analysis • Group work 		
Methods of	70% of the assessment is done by taking the written exam.		

assessment:	<p>(Written test will contain material from 12 weeks of lectures)</p> <p>30% of the evaluation is based on the work - the development of a new innovative idea based on the creative process of problem solving.</p> <p>The details of the paper will be made known during the lecture process, but will generally include:</p> <ol style="list-style-type: none"> a) Identify a practical problem. b) Generating creative ideas for problem solving. c) Evaluation of ideas and selection of the most favorable idea. d) Rationale of the values of the chosen idea. e) Development of the implementation plan for the chosen idea. f) Rationale for the innovative potential of your choice. g) Demonstrate that you have understood how to successfully manage the project despite the conditions of risk and uncertainty. h) Demonstrate how your innovation will be distributed in the market (Adaptation or dissemination of innovation)<i>Ne punim perfshihet edhe aktiviteti ne ligjerata.</i>
Literature	
Basic Literature:	<ol style="list-style-type: none"> 1. C. Michael Hall and Alan M. Williams, <i>Tourism and Innovation</i> 2. Trott.P, <i>Innovation Management and New Product Developm, Prentice Hall, 2008.</i>
Supplementary Literature:	<ol style="list-style-type: none"> 3. Henry, J (2006) <i>Creative Management and Development</i>, Sage Publications Ltd. 4. Besnik A. Krasniqi, <i>Menaxhimi i Inovacioneve</i>, Prishtinë 2010 5. K. Gorica, N. Kocolari, <i>Tourist products, Tirana, 2002</i>
The lesson plan Design:	
Week	Lectures to be held
WEEK 1:	Introduction. (Changing pleasures: the center of innovation in tourism, Defining innovation: illusions and ambiguities, the specificity of service sector innovation, Tourism innovation: community and features).
WEEK 2:	Competition and innovation Competition and 'innovation weapons race',
WEEK 3:	Knowledge, creativity and innovation (Knowledge at the heart of innovation, types of knowledge, tacit knowledge: knowing more than can be made clear, versus cross-organizational knowledge transfers, internal knowledge: transfers within the organization, external resources of knowledge: inter-organizational relationships, tourism, knowledge and innovation, creativity and tourism creation).

WEEK 4:	State and tourism (Institutions, regulations and governance, state and innovation: an ongoing but changing role, innovation institutions: cornerstones or shackles?)
WEEK 5:	National tourism and innovation systems
WEEK 6:	Regional Innovation System (Regional Innovation System, a typology of NIS, low roads or high roads for tourism?)
WEEK7:	<i>Presentation of seminar papers</i>
WEEK 8:	Enterprise organization and innovation (Tourism sectoral innovation system, tourism business innovation, survival and firm innovation)
WEEK 9:	Entrepreneurship and Innovation (Tourism entrepreneurs: heroes in the evolution of tourism, SMEs and tourism entrepreneurship, innovation barriers faced by entrepreneurs in tourism SMEs, families and entrepreneurship, determinants of innovation-related entrepreneurship)
WEEK 10:	The Future of Ethics in Tourism (Ethical Challenges in World Tourism)
WEEK 11:	Intelligence and Innovation for Tourism Sustainability
WEEK 12:	Case studies in socio-cultural innovation
WEEK 13:	The role of technology, sustainability and creativity
WEEK 14:	Future trends in tourism innovation
WEEK 15:	<i>Presentation of seminar papers</i>

Academic policies and rules of conduct:

Students are required to attend lectures and exercises regularly. They need to come to class on time, keep calm and actively engage in dialogue in lectures. Students must turn off their cell phones during class.