

Course Unit	Innovation in Tourism	Field of study	Tourism
Master in	Tourism Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	2
Level	2-1	ECTS credits	6.0
Code	5048-586-1202-00-23		
Workload (hours)	162	Contact hours	T - , TP 45, PL - , TC - , S - , E - , OT 6, O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Catarina Alexandra Alves Fernandes

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Develop a set of competences in the field of innovation in Tourism;
2. Develop scientific and technical capabilities in order to apply the knowledge in practical situations;
3. Understand the concepts of innovation, particularly in Tourism, and analyse Portugal's position regarding innovation, in the context of the European Union;
4. Know models used in driving innovation projects in Tourism and the challenges inherent to the implementation of innovative projects;
5. Understand the relationship between innovation and entrepreneurship in Tourism.

Prerequisites

Not applicable

Course contents

Theoretical framework of the concept of innovation, processes and innovation typologies. Innovation in Tourism. Innovation models. Entrepreneurship and innovation.

Course contents (extended version)

1. Background of the Concept of Innovation
 - Conceptualise innovation
 - Specificities of innovation in the tourism sector
2. Innovation Classification
 - Innovation classification according to the OSLO Manual
 - Categories of innovation
3. Innovation Models
 - Businesses and territory
 - Systemic perspective applied to tourism
 - Regional innovation systems in tourism
 - Innovation networks
4. Innovation in Tourism
 - Regular, niche, revolutionary and architectural innovations
5. Challenges Driving Innovative Projects
6. Entrepreneurship and Innovation

Recommended reading

1. Egger, R., Gula, I., & Walcher, D. (Eds) (2016). Open tourism: Open innovation, crowdsourcing and co-creation challenging the tourism industry. Springer.
2. Hall, C. M., & Williams, A. M. (2019). Tourism and innovation (2nd ed.). Routledge.
3. Jerez-Jerez, M. J., & Foroudi, P. (Eds.) (2024). Entrepreneurial innovation in the international business of tourism. Routledge.
4. Ratten, V., Braga, V., Alvarez-García, J., & Rio-Rama, M. C. (Eds.) (2019). Tourism innovation: Technology, sustainability and creativity. Routledge.
5. Valeri, M. (Ed.) (2024). Innovation strategies and organizational culture in tourism: Concepts and case studies on knowledge sharing. Routledge.

Teaching and learning methods

Oral presentation of content programming, followed by the analysis and discussion of case studies and scientific articles. The sharing of relevant professional experiences will be encouraged throughout these activities.

Assessment methods

1. Final Evaluation I - (Regular, Student Worker) (Final, Supplementary)
 - Development Topics - 70% (Elaboration of a scientific paper or alternatively a case study, with mandatory presentation.)
 - Presentations - 30% (Two presentations, with a weighting of 15% each.)
2. Final Evaluation II - (Regular, Student Worker) (Special)
 - Final Written Exam - 100%
3. Incoming Students - (Regular, Student Worker) (Final, Supplementary)
 - Development Topics - 100% (Elaboration of a scientific paper (systematic literature review), with mandatory presentation.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Catarina Alexandra Alves Fernandes	Ricardo Alexandre Fontes Correia	Susana Isabel Pinto Ferreira dos Santos Gil	Luisa Margarida Barata Lopes
01-03-2024	08-03-2024	10-03-2024	12-03-2024