



UNIVERSIDADE LUSÍADA
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Course Unit Program
Innovation Management Applied to Tourism

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Innovation Management Applied to Tourism (V2119)

5. Scientific Area

6. Curricular Year

2nd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora MICHELLE LINS DE MORAES

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

To present the bases of innovation management and its application in the tourism sector.

15. Specific Objectives

This course is designed for students to critically explore important aspects inherent to innovation management, namely entrepreneurship, instruments for managing innovation in companies and their relationship with territories.

16. Skills to be acquired

At the end of this course, students should be able to:

- Understand the main aspects inherent to the management of innovation in the tourism sector;
- Strategically use the dimensions of innovation management to develop the competitive advantage of organizations in the tourism sector.

17. Teaching Methodology

In addition to the oral presentation by the teacher, there will be active learning strategies, namely: cooperative learning, brainstorming, creative controversy, discussion of the topics studied and case studies, peer feedback, group research and concept maps.

External speakers will also be invited to speak on specific issues related to the content.



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18. Course Unit Program

1. Introduction
 - 1.1 Concepts
 - 1.2 Trends
 - 1.3 Enablers
2. Innovation and entrepreneurship
 - 2.1 Concepts
 - 2.2 Entrepreneurship in innovation in practice
 - 2.3 Entrepreneurial management and innovation
 - 2.4 Innovation, families, and entrepreneurship
3. Tools for managing innovation in companies
 - 3.1 Price-cost-value analysis
 - 3.2 Analysis of hidden costs and benefits
 - 3.3 Trade-offs
 - 3.4 Cost functions
 - 3.5 Economy of scale, scope, and learning
 - 3.6 Risk analysis
4. Territories and innovation
 - 4.1 Competitiveness of territories
 - 4.2 Institutions, policies, and regulations
 - 4.3 Innovation ecosystems

19. Assessment Methods

Two written tests and two group works.

20. Didactic Resources

- Collection of texts;
- Scientific papers;
- Worksheets;
- Case studies;
- Internet sources.

21. Sustainability Objectives

To foster territorial economic growth and development;
To spur agricultural productivity by promoting the production, use and sale of local produce in tourist destinations and its full integration in the tourism value chain;
To have a knock-on effect on population health and well-being;
To give access to decent work opportunities in the tourism sector.



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22. Keywords

Management
Tourism
Innovation
Sustainability

23. Main Bibliography

Author(s): Druker, P.
Title: Innovation and Entrepreneurship
Edition: Year: 2015
Local: London
Publisher: Routledge

Author(s): Fayos-Solà, E., & Cooper, C. (Eds.)
Title: The Future of Tourism: Innovation and Sustainability
Edition: Year: 2019
Local:
Publisher: Springer

Author(s): Hall, C. M., & Williams, A. M.
Title: Tourism and innovation
Edition: Year: 2020
Local: New York
Publisher: Routledge

24. Complementary Bibliography

Author(s): Pearce, P., & Correia, A.
Title: Tourism's new markets
Edition: Year: 2020
Local: Oxford
Publisher: Goodfellow

Author(s): Maital, S., & Seshadri, D.V.R.
Title: Innovation Management: Strategies, Concepts and Tools for Growth and Profit
Edition: Year: 2012
Local: London:
Publisher: SAGE



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Ficha técnica MIP / MIP Datasheet	
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Autor / Author	Prof. Doutora MICHELLE LINS DE MORAES
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