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Course Unit Program
Innovation Management Applied to Tourism

Academic Year 2024/2025

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 ANA MARGARIDA SILVESTRE GRAÇA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

Provide understanding of innovation in the tourism sector, enabling students to identify trends, emerging technologies, and tools for planning and managing projects. Develop sustainable tourism products and services based on innovative business models, encouraging the creation of partnerships and highlighting the role of clusters and incubators. Prepare students for the challenges of the tourism market.

15. Specific Objectives

Prepare students to apply concepts, identify, and analyze trends and emerging technologies to develop sustainable solutions. Students will create innovative business models using the Business Model Canvas. Collaborative innovation will be promoted through teaching on creation, strategic partnerships, and innovation networks, enhancing soft skills.

16. Skills to be acquired

At the end of the course unit, students will be equipped to identify trends and apply innovation methodologies, plan and manage projects, and develop sustainable tourism products and services. They will be capable of creating business models and fostering an understanding of collaborative innovation, strategic partnerships, and communication soft skills. Additionally, they will enhance critical thinking, risk management, and change management skills, thereby cultivating an entrepreneurial mindset.



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17. Teaching Methodology

As a theoretical-practical course, a systematic combination of expository and active-interrogative methods will be utilized. Whenever possible, practical cases and current research by experts in this emerging field of scientific knowledge will be brought into the classroom. Additionally, seminars, case studies, study visits, and project work will be incorporated, fostering practical and collaborative learning.

18. Course Unit Program



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1. Introduction to Innovation in Tourism
 - 1.1 Basic Concepts of Innovation
 - 1.1.1 Definition of Innovation
 - 1.1.2 Difference between Invention and Innovation
 - 1.1.3 Life Cycle of Innovation
 - 1.2 Types of Innovation
 - 1.2.1 Product Innovation
 - 1.2.2 Process Innovation
 - 1.2.3 Marketing Innovation
 - 1.2.4 Organizational Innovation
 - 1.3 Importance of Innovation in Tourism
 - 1.3.1 Competitiveness and Differentiation
 - 1.3.2 Customer Experience
 - 1.3.3 Sustainability and Social Responsibility
2. Analysis of Trends and Emerging Technologies
 - 2.1 Identification and Analysis of Global Trends in Tourism
 - 2.1.1 Growth of Sustainable Tourism
 - 2.1.2 Personalized Experiences
 - 2.1.3 New Types of Tourism
 - 2.2 Emerging Technologies and Their Impact on Tourism
 - 2.2.1 Big Data and Data Analysis
 - 2.2.2 Artificial Intelligence and Machine Learning
 - 2.2.3 Augmented Reality
 - 2.2.4 Internet of Things (IoT)
 - 2.3 Success Cases: Technological Innovation in Tourism
 - 2.3.1 Apps and Online Platforms
 - 2.3.2 Hotel Management Systems
 - 2.3.3 Immersive and Interactive Experiences
3. Tools and Techniques for Innovation
 - 3.1 Design Thinking
 - 3.1.1 Empathy and Problem Definition
 - 3.1.2 Ideation and Prototyping
 - 3.1.3 Simulation
 - 3.2 Lean Startup
 - 3.2.1 Development and MVP (Minimum Viable Product)
 - 3.2.2 Hypothesis Validation
 - 3.2.3 Build-Measure-Learn Cycle
 - 3.3 Prototyping and Concept Testing
 - 3.3.1 Prototyping Tools
 - 3.3.2 Testing
 - 3.3.3 User Feedback and Interaction
4. Innovation Project Management
 - 4.1 Planning and Executing Innovative Projects



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- 4.1.1 Defining Goals and Objectives
- 4.1.2 Timeline and Resource Management
- 4.2 Methodologies (Scrum, Kanban)
 - 4.2.1 Scrum Principles and Practices
 - 4.2.2 Managing Flow with Kanban
- 4.3 Risk and Change Management
 - 4.3.1 Identifying and Analyzing Risks
 - 4.3.2 Contingency Planning
 - 4.3.3 Change Management
- 5. Innovation in Tourism Products and Services
 - 5.1 Development of New Tourism Products
 - 5.1.1 Market Research and Opportunity Identification
 - 5.1.2 Concept Development and Product Design
 - 5.2 Customer Experience and Innovation
 - 5.2.1 Customer Experience
 - 5.2.2 Personalization and Customization of Services
 - 5.3 Sustainability and Responsible Tourism
 - 5.3.1 Sustainable Practices in Product Development
 - 5.3.2 ESG (Environmental, Social, and Governance)
- 6. Business Models
 - 6.1 Traditional vs. Innovative Business Models
 - 6.1.1 Comparison of Approaches and Strategies
 - 6.1.2 Impact of Innovation on Business Models
 - 6.2 Business Model Canvas
 - 6.2.1 Components of the Business Model Canvas
 - 6.2.2 Practical Application in Tourism
 - 6.3 Practical Cases of Innovative Business Models in Tourism
 - 6.3.1 Examples of Startups and Innovative Companies
 - 6.3.2 Analysis of Success and Failure
- 7. Collaborative Innovation and Innovation Ecosystems
 - 7.1 Co-creation and Innovation
 - 7.1.1 Concept and Benefits of Co-creation
 - 7.1.2 Platforms and Tools for Innovation
 - 7.2 Strategic Partnerships and Innovation Networks
 - 7.2.1 Developing Strategic Partnerships
 - 7.2.2 Collaboration in Innovation Networks
 - 7.3 Role of Clusters and Incubators in Tourism
 - 7.3.1 Definition and Examples of Tourism Clusters
 - 7.3.2 Function of Incubators and Accelerators

19. Assessment Methods

- 1. Two mandatory written tests
 - 2. Attendance, participation, and oral contributions
 - 3. Optional individual assignment
- (All components have the weighting as specified in RGAC, Article 8)



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20. Didactic Resources

- Books;
- Scientific articles;
- Exercise worksheets;
- Case studies;
- Internet resources.

21. Sustainability Objectives

Integrate sustainable practices into business plans, contributing to the following Sustainable Development Goals (SDGs):

SDG 4: Quality Education

SDG 8: Decent Work and Economic Growth

SDG 11: Sustainable Cities and Communities

SDG 13: Climate Action

SDG 17: Partnerships for the Goals

These objectives reflect a commitment to sustainable economic growth based on fostering creativity and innovation.

22. Keywords

Innovation
Tourism
Sustainability
Design Thinking
Entrepreneurship



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23. Main Bibliography

Author(s): Gretzel, U., & Xiang, Z.
Title: Tourism Management in the Age of Digital Transformation
Edition: 1^a Year: 2023
Local: Berlin
Publisher: Springer

Author(s): Pappas, N.
Title: Digital Transformation and Innovation in Tourism Events
Edition: 1^a Year: 2023
Local: Bingley
Publisher: Emerald Publishing

Author(s): Smith, S. & Xiao, H.
Title: The Future of Tourism: Innovation and Sustainability
Edition: 1^a Year: 2024
Local: New York
Publisher: Routledge

24. Complementary Bibliography

Author(s): Buhalis, D.
Title: Smart Tourism and Digital Transformation
Edition: 1^a Year: 2024
Local: London
Publisher: Elsevier

Author(s): Fuchs, M. & Höpken, W.
Title: Data-Driven Innovation in Tourism Management
Edition: 1^a Year: 2024
Local: Cham
Publisher: Springer



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