SYLLABUS

Course and educational program	Tourist Innovation Management Tourism EP
Course description	Tourist Innovation Management is one of the key success factors for enterprises in this area implemented at the highest level of company management. The goal of innovative technologies is to ensure the development of key areas of scientific, technical, and production activities of the enterprise. The discipline introduces students to theoretical foundations of innovation management in tourism, the development and implementation of innovative tourism products, the use of information technologies in their formation, as well as provides knowledge about modern mechanisms and methods for managing international and national tourism enterprises.
Prerequisites for studying	The study of this educational component is based on theoretical knowledge and practical skills in economic theory, international communications, international economic relations, national economy, international finance, etc.
Number of credits/hours	3 ECTS credits / 90 academic hours
Learning format	Blended learning
Moodle location	https://dist.ieu.edu.ua/course/view.php?id=693
Lecturer's full name	Yevhen Kozlovskyi, PhD in Public Administration, Associate Professor, Head of the Department of Tourism, Social Sciences and Humanities
Department	Department of Tourism, Social Sciences and Humanities:
Office location	42V Akademika Hlushkova Ave., Kyiv, room 504
Consulting	Every Tuesday from 2 p.m. to 3:30 p.m. by appointment via corporate e-mail
Lecturer's e-mail address	yevhenkozlovskyi@ieu.edu.ua
Course objectives	To introduce students to fundamental theories of innovative societal development and their impact on the introduction of innovations in tourism; to study international and national experience in government

	regulation of innovative activities in tourism; to master the theoretical foundations of innovation in tourism; to explore marketing innovations in tourism, their types and classification; to study methodologies for developing and promoting innovative tourism products and innovative tourism projects in Ukraine.
Role of the academic discipline in achieving program learning outcomes	***Specialty: 242 Tourism and Recreation*** PLO 2. Specialized skills necessary for solving problems required to conduct research and/or carry out innovative activities aimed at developing new knowledge and procedures in tourism and recreation. PLO 3. To apply modern digital technologies, methods, and tools of research and innovative activities to solve complex problems in tourism and recreation. PLO 4. To conduct the analysis of the geospatial organization of the tourism process and design its strategic development based on sustainability. PLO 7. To organize cooperation with stakeholders, developing mechanisms for interaction among market participants in tourism, taking into account aspects of social and ethical responsibility. PLO 9. To develop and implement projects in tourism and recreation based on economic, social, and ecological efficiency.
Learning outcomes	Students should know: the classification of innovations in tourism and innovative types of tourism; modern methodologies for developing innovative tourism products, routes, projects, etc.; tools, techniques, and technologies for promoting national, regional, and local tourism products; specific features of applying innovations in operations of national tourism enterprises. Students should be able to: make decisions on selecting the most appropriate options for applying innovative approaches to activities of tourism enterprises; choose and apply modern approaches to the use of innovative types of tourism by tourism enterprises and their development opportunities in Ukraine; use technologies for the development and promotion of innovative tourism products and innovative tourism projects to promote Ukraine's tourism potential; apply a comprehensive system of integrated marketing communications in tourism enterprises to adopt informational, social, marketing, and technological innovations.
Course content	SECTION 1. THEORETICAL AND PRACTICAL FOUNDATIONS OF INNOVATIVE DEVELOPMENT IN TOURISM Topic 1.1. Theories of innovative development and the impact of scientific and technological innovations on tourism development Topic 1.2. State regulation of innovative activities: international and national experience Topic 1.3. Innovations in tourism: essence, classification, and application features Topic 1.4. Development of innovative types of tourism in Ukraine

	SECTION 2. INNOVATIVE TECHNOLOGIES FOR PROMOTING NATIONAL TOURIST PRODUCTS IN UKRAINE Topic 2.1. Marketing innovations in tourism: types, classification, and implementation features Topic 2.2. Project-based approach to applying innovative technologies for promoting national tourist products in Ukraine Topic 2.3. Social entrepreneurship as a social innovation: application features in tourism Topic 2.4. Successful case studies of tourism startups: international and national implementation experience
Books and materials	1. V.M. Zaitseva. The Use of Innovative Technologies in Tourism. Ministry of Education and Science of Ukraine, Zaporizhzhia National Technical University. Zaporizhzhia: Wild Field, 2015. 143 p. 2. Innovating in Tourism. Edited by A.A. Mazaraki. Kyiv: Kyiv National University of Trade and Economics, 2016. 531 p. 3. Y.V. Kozlovskyi. Key Areas of Application of Information Systems and Technologies in Tourism. Bulletin of Kyiv National University of Culture and Arts. Series: Tourism: Scientific Collection. 2020. Vol. 3, No. 1. P. 128-136. 4. Y.V. Kozlovskyi. Modern Information and Technological Capabilities for Managing a Tourism Enterprise. Strategic Management: Global Trends and National Peculiarities. Multi-Authored Monograph. State University of Jan Kochanowski. Poland: Publishing House "Baltija Publishing", 2019. pp. 580-593. 5. Y.V. Kozlovskyi. Theoretical and Methodical Foundations of Project Management in Tourism. Bulletin of Kyiv National University of Culture and Arts. Series: Tourism: Scientific Collection. 2019. Issue 2. Vol. 2. Pp. 108-116. 6. A.A. Turylo. Fundamentals of Managing the Innovative Development of an Enterprise. Kryvyi Rih: R. Kozlov, 2017. 305 p. 7. Joseph A. Schumpeter. The Theory of Economic Development. The Study of Profits, Capital, Credit, Interest, and the Economic Cycle. Kyiv-Mohyla Academy Publishing House. 2011. 244 p.
Technical requirements for the course	To work on the Tourist Innovation Management course, you need regular access to a computer (or phone) and the Internet. In order to successfully study and pass the course exam, you should first explore the distance learning platform (Moodle) and study all folders that already contain or will contain information or materials for the course. You will also have to download and create documents, watch videos, or create them. You can use distance platforms only using corporate e-mail. If you are unable to attend the course, you should notify the Dean's Office or your class representative or the course lecturer directly.
Learning process	The Tourist Innovation Management course consists of lectures and practical classes.

	Lectures use the following training methods: *lecture, conversation lecture, discussion, discussion of problematic issues, demonstration, analysis of various situations according to the lecture topic.* Practical classes use the following training methods: *questioning, testing, performing individual and team tasks, case studies, preparing reports and presentations, performing analytical and calculation works, solving specific problems and situations, brainstorming.*

Discipline features	**Period of teaching**	**Semester**	**International disciplinary integration**	**Year of study**	**Courses: general training/professional training/elective**
	1 semester	7th semester	available	4th year	Professional training

Assessment policy	You will have various ways to show your knowledge and skills during the semester. This includes how you attend classes, how and what you contribute to class discussions, how you perform and submit practical tasks and tests on time, how you perform independent work tasks, as well as your ability to present your report. Additionally, you have the opportunity to complete an individual research task performed individually or in a small group in the form of a scientific and practical project.

Activities during the semester	**Maximum amount of points during the semester**
Current work (attendance, oral questioning, solving calculation problems and tasks, situational exercises)	15
Reports with presentation (4 pcs.)	25
Tests (4 pcs.)	10
Individual research task (admission to the exam)	10
Total	**60**

| Grading scale | The minimum amount of points that should be obtained by students for current educational activities during a semester to be admitted to the final control is 36 points. The grade for the discipline is defined as a sum of the final points for current activities and the points for the final control and is expressed due to the multipoint scale.

The grade for the discipline completing with the exam is determined as the sum of points for current learning activities (at least 36), points for individual independent work of students (no more than 6) and points for the exam (at least 24).

The overall points of the discipline are 100. The total grade for the discipline is given according to the national and European scale.

The final control in the form of an exam is carried out after learning all the topics of the discipline, during the examination session.

The overall final grade in points according to the national and ECTS scales is put into the examination and test register, academic card and credit book of students. |

National and ECTS grading scale

Sum of points for all types of educational activities	ECTS grade	Grade according to the national scale	
		for exam, term paper, practical training	for Pass/Fail test
90-100	A	excellent	pass
82-89	B	good	pass
74-81	C	good	pass
66-73	D	satisfactory	pass
60-65	E	satisfactory	pass
30-59	FX	fail with possible repeated pass	fail with possible repeated pass
1-29	F	fail with obligatory repeated learning of the discipline	fail with obligatory repeated learning of the discipline

QR Code:

| How to find out your grade | To check your grades for tasks and read your lecturer's comments, you should check appropriate tabs on Moodle distance learning platforms. You can also obtain information about your grades directly from the course lecturer via corporate e-mail or by appointment on consulting days (room 504). |

Course policy	To ensure fruitful learning and cognitive activities of students while studying the discipline, one holds relevant lectures and seminars in the form of presentations, group work and discussion seminars.
	During classes and at the University, students should respect lecturers, staff and other students, attend classes according to the schedule, come on time and not leave classes without lecturer's permission. All academic assignments should be performed by the deadlines.
	The teaching staff should constantly advance their professional level, teaching skills, general culture, as well as provide students with appropriate conditions for learning educational programs according to the requirements for the content, level and capacity of education, and encourage their comprehensive professional development. Lecturers should follow the curriculum, not be late for classes, not allow any manifestations of corruption, discrimination, bullying, harassment and infringement of the students' rights.
	Students who miss the current control for *valid reasons* confirmed by documents have the right to take current control **within two weeks** after returning to studying.
	Students who have missed classes *without valid reasons*, have not participated in current control activities, have not liquidated academic failure are not admitted to the final semester control of this discipline. In this case, an academic staff member puts a mark 'non-admission' in the exam record.
	Repeated taking of the exam in the discipline is appointed in case of accomplishing all types of educational, independent (individual) work stipulated by the working program of the academic discipline and is carried out according to the approved schedule of academic failure liquidation.
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	All participants in the educational process rely on the academic integrity principles.
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Late task performance, correction of grades, making up missed classes	Tasks should be submitted via Moodle by the deadlines stipulated in the course schedule on our website. Most tasks should be performed by 9 a.m. on the day of the next class to coordinate them with the course content and group activities. It is best practice to perform tasks as soon as possible after receiving them so that you have enough time to take an active part in the class. If you need more time to perform the task, flexible deadlines are available. Completed tasks will be accepted until full credit until the last scheduled class in the discipline. Afterwards, the 40% partial credit based on the grade will be awarded within a week after the last day of class. Tasks that are not submitted at all will receive 0. If you are going to miss classes for more than one week due to illness or other reasons, please contact your lecturer to arrange alternative options for performing tasks. Note: deadlines work both ways, and meeting them ensures that your lecturer will provide prompt feedback on your tasks to make sure you keep up with the course. **QR Code:** (QR code image)
Lecturer's response time	Via corporate e-mail, within 24 hours.
Efficient communication	Efficient communication is a two-way street!!! Therefore, the main recommendations for efficient communication include: corporate e-mail directly to the course lecturer; personal communication with classmates via social media/corporate e-mails/mobile phones; communication directly in the course on the Moodle distance platform; and a face-to-face meeting with the lecturer on consulting days.
Policy of publication and	Students are not allowed to post, publish, sell, or otherwise publicly distribute course materials without the written permission of the lecturer.

distribution of course materials	Such materials include, but are not limited to: lecture notes, lecture slides, video or audio recordings, tasks, problem sets, exams, other students' work, and answer keys.
	Students who sell, post, publish, or distribute course materials without written permission in order to get answers or otherwise can be subject to disciplinary action, up to and including being required to withdraw from the course. Besides, students are not allowed to make video or audio recordings of the class for their own use without the written permission of the lecturer.
Expected student workload and engagement	During this course, you should allocate some hours for independent study of some lecture materials in accordance with the course topics (approximately 5-6 hours per week).
	If you face circumstances requiring you to spend more time on any of the tasks, please inform your lecturer by e-mail.
	The deadline for submission can be extended only if the lecturer is informed in advance that you will not be able to submit the task on time. Students are expected to have a backup plan in case of computer malfunctions or Internet outages.
Support services	E-schedule Library Supervisor Repository Dean's Office

Course schedule	*Lecture topic*	*Practical classes*	
	Topic 1.1. Theories of innovative development and the impact of scientific and technological innovations on tourism development	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	
	Topic 1.2. State regulation of innovative activities: international and national experience	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	
	Topic 1.3. Innovations in tourism: essence, classification, and application features	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	

	Topic 1.4. Development of innovative types of tourism in Ukraine	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	
	Topic 2.1. Marketing innovations in tourism: types, classification, and implementation features	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	
	Topic 2.2. Project-based approach to applying innovative technologies for promoting national tourist products in Ukraine	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	
	Topic 2.3. Social entrepreneurship as a social innovation: application features in tourism	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	
	Topic 2.4. Successful case studies of tourism startups: international and national implementation experience	1. *Oral questioning* 2. *Practical tasks* 3. *Homework tasks* 4. *Checking questions submitted for independent study* 5. *Writing a report* 6. *Tests*	

Tips on successful study during the course	If you want to succeed in this discipline, you should be:
	    - persistent, attentive and curious;
	    - creative, cheerful, and open to communication and discussions;
	    - ready to acquire information and knowledge about the subject not only during lectures but also during extracurricular activities.
	See you at classes!	