

Name : Tourism Business Creativity and Innovation					
module/course code :	Student workloads:	Credits (ECTS):	Semester :	Frequency :	Duration :
PAR61010	510 minutes/week	4.53 ECTS	5	Odd	1 x per semester
	Types of courses :	Contact hours :	Independent study :	Class size X students :	
	Tutorial/Lecture/Response	150 minutes/week	360 minutes/week	30 students	
1	Prerequisites for participation : no prerequisites				
2	Learning outcomes : 1. Understand and be able to explain the objectives, roles, and elements of creativity and innovation in the tourism business. 2. Understand and be able to diagnose social phenomena in society and identify opportunities as business ideas. 3. Understand and be able to develop business ideas with detailed planning according to business administration principles. 4. Understand and be able to validate business ideas and assess their feasibility. 5. Understand and be able to present and defend business ideas to others.				
3	Description : This course give an overview of the basic concepts related to the definition of innovation and creativity in tourism. Tourism Business Creativity and Innovation course also provides an understand the importance and meaning of innovations to attract modern tourism consumers into a tourism destination.				
4	Teaching methods: 1. project work 2. case studies 3. group work 4. lectures 5. discussions 6. seminars				
5	Assessment methods: Presentation 10% Discussion 10% 3 Tasks 20% Quiz 10% MIDDLE SEMESTER EXAM 25% FINAL SEMESTER EXAM 25%				
6	Other information e.g. bibliographical references: 1. Bettina von Stamm. Maging Innovation, Design and Creativity, 2003 2. John Adair. The Concise Adair on Creativity and Innovation. 2004 3. Robin Lowe and Sue Marriott. Enterprise: Entrepreneurshio and Innovation Concepts, Contexts and Commercialization. 2006 4. David Parrish. T-Shirts and Suits A Guide to the Business of Creativity. 2007				

	<ol style="list-style-type: none"><li data-bbox="312 197 1378 271">5. Richards, G., &amp; Wilson, J. (Eds.). (2007). <i>Tourism, Creativity and Development</i>. London: Routledge.</li><li data-bbox="312 293 1378 367">6. Hjalager, A.-M. (2010). <i>A Review of Innovation Research in Tourism</i>. <i>Tourism Management</i>, 31(1), 1-12.</li><li data-bbox="312 389 1378 427">7. Hall, C. M., &amp; Williams, A. M. (2008). <i>Tourism and Innovation</i>. London: Routledge.</li></ol>
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