



AYDIN ADNAN MENDERES UNIVERSITY
DAVUTLAR VOCATIONAL SCHOOL
HOTEL RESTAURANT AND CATERING SERVICES
TOURISM AND HOTEL MANAGEMENT
COURSE INFORMATION FORM

Course Title	Innovation at Tourism Businesses								
Course Code	TRZM213	Course Level			Short Cycle (Associate's Degree)				
ECTS Credit	2	Workload	50 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of this course is to tell basic concept of knowledge and innovation management, types, model and processes.								
Course Content	Defining innovation, Managing innovation								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Individual Study								
Name of Lecturer(s)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading	
1	Innovation Management in Hotel Businesses - Doç. Dr. Mahmut Demir, Doç. Dr. Şirvan Şen Demir

Week	Weekly Detailed Course Contents	
1	Theoretical	Innovation and concepts related to innovation
2	Theoretical	The importance of innovation management in tourism businesses
3	Theoretical	Factors that cause to innovation in tourism sector
4	Theoretical	Innovation types, product and process innovation
5	Theoretical	Innovation types, radical and gradual innovation
6	Theoretical	The importance of product and process innovation on the competitiveness of firms
7	Theoretical	Innovation resources
8	Intermediate Exam	Mid-term exam
9	Theoretical	Innovation strategies
10	Theoretical	Innovation process
11	Theoretical	Process of new product development in tourism
12	Theoretical	The importance of timing in innovation management
13	Theoretical	The importance of technology in innovation management
14	Theoretical	Developments occurring in the area of innovation management in the tourism sector
15	Theoretical	General evaluation

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
Total Workload (Hours)				50
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	Learning basic concepts of innovation and knowledge management
2	Understanding innovation that is controllable process
3	Choose suitable way for difficulty related to innovation management
4	To comprehend the types of innovation



5	Learning the applications of innovation in tourism enterprises
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Programme Outcomes (*Tourism and Hotel Management*)

1	...
2	...
3	...
4	...
5	...

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1
P1	5

