



AYDIN ADNAN MENDERES UNIVERSITY 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)		Lec. Erhan COŞKUN							

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
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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	Theoretical	Features of Innovation (Midterm 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

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



Programme Outcomes (Tourism and Hotel Management)

1	To know the concept of tourism management well and to adapt the areas of economy, accounting, finance, management, marketing, human resources to the tourism sector.
2	To have knowledge of the tourism sector and the accommodation, food and beverage, travel, transportation, entertainment and other businesses that constitute the sub-industry of tourism.
3	To have knowledge about the coordination and integration of sub-industries of the tourism sector. To adsorb the communication and coordination between hotel departments.
4	To follow the developments in the tourism sector and to renew himself/herself.
5	To know the legislation about the structure and operation of the tourism sector. To have knowledge about the legal regulations regarding tourism businesses and tourism types.
6	To have detailed information about accommodation businesses and to learn the basic areas of hotel management (front office, housekeeping, food and beverage services, entertainment services).
7	To be able to communicate with guests in written and verbal and to have the power of persuasion. To have knowledge about sales and marketing and to have the ability to persuade.
8	To have basic computer knowledge and ability to use related programs. To have knowledge about software used in the hospitality industry.
9	To learn about Atatürk's principles and reforms. To have knowledge about history and geography. To have enough knowledge about the geography of Turkey and world tourism.
10	To have sufficient degree knowledge of English (reading, writing, listening and speaking). To be able to communicate with guests in English (written and verbal).
11	To have detailed information about occupational health and safety. To know well the legislation determined within the scope of occupational health and safety and to follow the developments.
12	To be able to produce ideas about the solution of business or guest problems and apply them.
13	To adopt the company she/he works, to fulfill his responsibilities and to be prone to teamwork. To fulfill the requirements of the department she/he works. To act in accordance with the hierarchical order of tourism businesses.

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

	L1
P1	5
P2	5
P3	5
P4	5
P5	5
P6	5
P7	5
P8	5
P9	5
P10	5
P11	5
P12	5
P13	5

