Academic Year: 2015/2016

Course: Innovation in Tourism

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ECTS: 6  Weekly Hours: 2h  Typology: TP - theoretical & practical

Contents

This course is focused on innovation (concept, nature / diversity, dynamics, characteristics, application, contest) as a process applied to the tourism system. It covers a number of different thematic sessions where, based on the issues of innovation and change - either in different societal dimensions, is discursive and thematic, theoretical and technical aspects - presents and discusses its application in the field of tourism, both in their practical expressions, as in speeches and in his study.

It is understood tourism as a total social phenomenon and complex body of practices and expert activities that include, among others, social, economic, technological, political and organizational management. It comes to know and reflect on the changes and innovations occurring in these dimensions and its particular implications for the tourism field.

Thus requires a systemic view, both in terms of what is considered innovation - technological, behavioral, process, image / communication ... - how the different dimensions of tourism: the market (demand / consumers, supply / service providers); its protagonists; public policy; the territory.

Objectives and skills

The objectives of this course is to inform and reflect on the new theories, themes and practices on the understanding, management and experience of tourism as well as new problems and challenges associated with tourism, through an academic model articulating exposure and debate.

The skills to be acquired include:

• understand the dynamics and characteristics of innovation processes in tourism;
• identify relevant cases of application methods, processes, innovative strategies for tourism;
• understand and discuss the importance of innovation processes in the tourist production and consumption;
• framing the role of the different operators and stakeholders in tourism phenomenon as innovation promoters / inhibitors.

References


OECD (2006), Innovation and Growth in Tourism. OECD.


**Knowledge evaluation methods and their partial grades**
The assessment will take into account three elements:
• written critical review of 1 book (or set of 3 articles) relating to innovation in tourism (60%);
• individual written essay based on the learnings achieved in classes – reflexive synopsis (30%);
• participation in classes (10%).