



ESOGÜ Turizm Fakültesi Ders Bilgi Formu

TERM	Fall
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COURSE CODE	271116020	COURSE NAME	Innovation and Technology in Tourism
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SEMESTER	WEEKLY COURSE HOURS			COURSE			
	Theoretical	Practice	Laboratory	CREDITS	ECTS	TYPE	LANGUAGE
VI	2	0	0	2	4	CORE () ELECTIVE (X)	Turkish
COURSE CATEGORY							
Supportive Courses	Basic Vocational	Proficiency/Field	Human, Communication, and Management Skills	Transferable Skills			
X							
ASSESSMENT CRITERIAS							
DURING TERM	Activity	Number	Percentage (%)				
	I. Mid-Term	1	40				
	II. Mid-Term						
	Quiz						
	Homework						
	Project						
	Report						
Other (.....)							
FINAL EXAM		1	60				
PREREQUISITE(S) (IF ANY)							
COURSE CONTENT							
Product and process innovation, innovation strategies, innovation resources and innovation management issues will be discussed.							
COURSE OBJECTIVES							
The aim of this course is to explain to students the place, what is and the importance of innovation and innovation management in tourism management. In the course, information on how to successfully manage innovations, especially on product and process innovations, will be given.							
CONTRIBUTION OF THE COURSE TO THE VOCATIONAL TRAINING							
Understanding the development of tourism from past to present.							
COURSE OUTCOMES							
Management models related to employee relations in the tourism sector will be learned.							
TEXTBOOK(S)							
1-Selin Aygen Zetter, (2018) Yenilik (İnovasyon) Yönetimi: Örgüt Yapılarındaki Dönüşümler Detay yayın, Ankara 2-Yunus Topsakal ve Nedim Yüzbaşıoğlu (2018) İnovasyondan Sosyal İnovasyon Ve Sosyal Değişime Turizm Girişimcileri Perspektifiyle Detay yayın, Ankara							
SUPPORTIVE RESOURCES							
Published academic articles on the subject							
EQUIPMENTS REQUIRED							

COURSE OUTLINE	
WEEK	SUBJECTS / TOPICS
1	Innovation and innovation related concepts, invention, innovation, innovation management
2	The place and importance of innovation management in Tourism Enterprises
3	Elements that cause innovation: economic, technological, socio-cultural, legal, political factors
4	Innovation types, product and process innovation
5	Innovation types, radical and gradual innovation
6	The place and importance of product and process innovation in competitiveness in tourism
7	Innovation resources in tourism
8	Innovation strategies
9	The innovation process
10	The importance of timing in innovation management
11	The place and importance of technology in innovation management
12	Technological change process in tourism
13	Innovation and technology in tourism Sample project reviews
14	Innovation and technology in tourism Sample project reviews
15,16	Final Exam

NO	OUTCOMES	3	2	1
1	To understand the terms and concepts this related with tourism and hotel management.		X	
2	To be able to plan the process of investment of a new established tourism company.		X	
3	To be able to manage companies to be established in the areas of tourism.		X	
4	To understand local, national and international dimension of management in tourism administration.		X	
5	To evaluate the concepts, ideas and data by using scientific methods.			X
6	To be able to use information and communication technologies with computer at a level which tourism sector requires.	X		
7	To understand the sectoral conditions at a level they can cope with the constant fluctuations depending on the flexible demands in the area of tourism management.		X	
8	To be expertise at a special area of a tourism company (the services of front office, housekeeping, sales and marketing etc.)and hotel management			X
9	To be able to research scientific knowledge about tourism and hotel management.	X		
10	To be able to understand and comment the new trends about tourism industry.	X		
11	To have sufficient knowledge and consciousness of the subjects concerning society (the protection of natural and cultural environment)		X	
12	To define the source of the problems in the field by using critical thinking.		X	
13	To have verbal and written communication skills in Turkish base on tourism sector.		X	
14	To have verbal and written communication skills in at least one, by choice two foreign languages.			X
15	To be able to communicate by empathy with the managers of companies, customers and employees.			X
1: Never 2: Few 3: Many				

Instructor Name :