

COURSE OUTLINE

(1) General information

FACULTY/SCHOOL	ECONOMIC, BUSINESS AND INTERNATIONAL STUDIES		
DEPARTMENT	TOURISM STUDIES		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	TSK205		2 nd
COURSE TITLE	TECHNOLOGY AND INNOVATION MANAGEMENT IN TOURISM		
INDEPENDENT TEACHING ACTIVITIES <i>in case credits are awarded for separate components/parts of the course, e.g. in lectures, laboratory exercises, etc. If credits are awarded for the entire course, give the weekly teaching hours and the total credits</i>		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
<i>Add rows if necessary. The organization of teaching and the teaching methods used are described in detail under section 4</i>			
COURSE TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Scientific Expertise		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION:	Greek		
LANGUAGE OF EXAMINATION/ASSESSMENT:	Greek		
THE COURSE IS OFFERED TO ERASMUS STUDENTS	Yes		
COURSE WEBSITE (URL)	https://eclass.unipi.gr/courses/TOY123/		

(2) LEARNING OUTCOMES

Learning Outcomes

The course learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the course, are described in detail.

It is necessary to consult:

APPENDIX A

- *Description of the level of learning outcomes for each level of study, in accordance with the European Higher Education Qualifications' Framework.*
- *Descriptive indicators for Levels 6, 7 & 8 of the European Qualifications Framework for Lifelong Learning and*

APPENDIX B

- *Guidelines for writing Learning Outcomes*

Technology has always been intertwined with the progress of society. In addition, the proper use of technology strongly affects the competitiveness of tourism companies, while the ability of their leaders and managers to manage technology is an important factor for the success of tourism organizations.

The aim of the course is to understand the role of technology in creating wealth and achieving competitiveness in the tourism sector.

The course introduces students to topics, through problem-solving, such as the development of technological strategy by tourism companies, models of technological development, the economics of technological change, the organization and management of innovative processes, the successful production, development and implementation of technological changes and innovations, the interaction between the R&D, marketing and production of tourism products departments, the cooperation in the innovation process, the protection of the rights of innovation and technology in general, the diffusion of innovative products in the tourism sector, etc.

<p>Upon successful completion of the course the student will be able to:</p> <ul style="list-style-type: none"> • Identify the factors that influence technological development in the tourism sector • Correlate technological changes with economic, social and environmental factors in the tourism sector • Adopt a positive attitude regarding the development of innovative products and processes in the tourism sector • Support innovation development strategies in the tourism sector • Plan the management of technological innovations in the tourism sector, through the development of relevant plans/programs • Implement technological innovation management programs in the tourism sector 																			
<p>General Competences <i>Taking into consideration the general competences that students/graduates must acquire (as those are described in the Diploma Supplement and are mentioned below), at which of the following does the course attendance aim?</i></p> <table border="0"> <tr> <td><i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i></td> <td><i>Project planning and management</i></td> </tr> <tr> <td><i>Adapting to new situations</i></td> <td><i>Respect for diversity and multiculturalism</i></td> </tr> <tr> <td><i>Decision-making</i></td> <td><i>Environmental awareness</i></td> </tr> <tr> <td><i>Individual/Independent work</i></td> <td><i>Social, professional and ethical responsibility and sensitivity to gender issues</i></td> </tr> <tr> <td><i>Group/Team work</i></td> <td><i>Critical thinking</i></td> </tr> <tr> <td><i>Working in an international environment</i></td> <td><i>Development of free, creative and inductive thinking</i></td> </tr> <tr> <td><i>Working in an interdisciplinary environment</i></td> <td><i>.....</i></td> </tr> <tr> <td><i>Introduction of innovative research</i></td> <td><i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i></td> </tr> <tr> <td></td> <td><i>.....</i></td> </tr> </table>		<i>Search for, analysis and synthesis of data and information by the use of appropriate technologies,</i>	<i>Project planning and management</i>	<i>Adapting to new situations</i>	<i>Respect for diversity and multiculturalism</i>	<i>Decision-making</i>	<i>Environmental awareness</i>	<i>Individual/Independent work</i>	<i>Social, professional and ethical responsibility and sensitivity to gender issues</i>	<i>Group/Team work</i>	<i>Critical thinking</i>	<i>Working in an international environment</i>	<i>Development of free, creative and inductive thinking</i>	<i>Working in an interdisciplinary environment</i>	<i>.....</i>	<i>Introduction of innovative research</i>	<i>(Other.....citizenship, spiritual freedom, social awareness, altruism etc.)</i>		<i>.....</i>
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<ul style="list-style-type: none"> • Search for, analysis and synthesis of data and information, by using the appropriate technologies • Adaptation to new situations • Individual/Independent work • Work in an interdisciplinary environment 																			

(3) COURSE CONTENT

<ul style="list-style-type: none"> • Technology Management • Technology and wealth creation • Technology life cycles • Technology and competitiveness • Business and technological strategy • Innovation management • Innovation models • Globalization and innovation
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(4) TEACHING METHODS--ASSESSMENT

<p>MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i></p>	Face-to-Face, in-class lecturing		
<p>USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory Education, Communication with students</i></p>	<p>Use of audiovisual media.</p> <p>Support Learning through the e-class e-class platform.</p>		
<p>COURSE DESIGN</p>	<table border="1"> <tr> <td><i>Activity/Method</i></td> <td><i>Semester workload</i></td> </tr> </table>	<i>Activity/Method</i>	<i>Semester workload</i>
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<p><i>Description of teaching techniques, practices and methods:</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, Internship, Art Workshop, Interactive teaching, Educational visits, projects, Essay writing, Artistic creativity, etc.</i></p> <p><i>The study hours for each learning activity as well as the hours of self-directed study are given following the principles of the ECTS.</i></p>	<p>Lectures -Lecture -Questions and Answers -Open Discussion -Case studies</p>	39
	Group assignment	18
	Self-study	66
	Assessment	2
	Total	125
<p>STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures:</i></p> <p><i>Language of evaluation, assessment methods, formative or summative (conclusive), multiple choice tests, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral exam, presentation, laboratory work, other.....etc.</i></p> <p><i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students.</i></p>	<p>Final written exam 80% which includes:</p> <ul style="list-style-type: none"> - Multiple choice questions - True or False (Right or Wrong) questions - Fill the gap questions - Short-answer questions <p>Team/Group assignment and presentation 20%</p> <ul style="list-style-type: none"> -The assignment can be marked with a top mark of 10/10. 	

(5) SUGGESTED BIBLIOGRAPHY:

<p><i>-Suggested Bibliography:</i></p> <ul style="list-style-type: none"> • Technology and Innovation Management, D. Georgakellos & S. Karvounis, publications Varvarigou, 2015 (in Greek) • Strategic Management of Technological Innovation, M.A. Schilling, McGraw-Hill Int. Ed., 5th edition, 2017 • Technology in Context, E. Braun, Routledge, 1998 • Managing Innovation, J. Tidd, & K. Bessant, J. Willey & Sons, 4th edition, 2009 <p><i>- Related Scientific Magazines:</i></p> <ul style="list-style-type: none"> • Journal of Product Innovation Management • European Journal of Innovation Management • Creativity and Innovation Management • Technology in Society
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