



COURSE SYLLABUS

Course title:

Innovation and Tourism

Study programme and level:

Tourism Enterprise Management
Undergraduate professional study programme, 1st level

Content (Syllabus outline):

Theory of Creativity and Innovation

- history, psychology, sociology, anthropology and biology of creativity
- Review of theories of innovation in the fields of economics, management, systems theory and sociology

The practice of creativity and innovation

- promoting and improving the techniques of the various stages of the creative process
- computer support of creative process and innovation management

Tourism, Creativity and Innovation - Theory

- specifics of creativity and innovation in tourism
- research of innovation in the tourism industry - approaches and results

Tourism, creativity and innovation – practical examples

- Analysis of best innovative tourism practices at home and abroad
- (collaborative) project development of an innovative tourism product or service – if feasible in cooperation with other compatible courses in the semester.