

COURSE DESCRIPTION

University: <i>University of Presov</i>	
Faculty/university workplace: <i>Faculty of Management and Business</i>	
Code: 7KTH/RUTUA-ER/24	Course title: Tourism Innovations and Trends
Type, scope and method of educational activity: <i>Type of educational activities: lecture</i> <i>Scope of educational activities: 1 hour lecture</i> <i>Method of educational activities: combined; max. 30% distance, via MS Teams, Moodle or other applications and platforms</i>	
Number of credits: 5	
Recommended semester: 1 st Master program	
Study grade: <i>joined 1. and 2.</i>	
Prerequisites: -	
Conditions for passing the course: <i>Final evaluation: exam - written form</i> <i>a) active participation in lectures - 10 points (10% of the course evaluation)</i> <i>b) elaboration of presentations and presentation of set topics according to the teacher's instructions within a pre-agreed term - (20% of the course evaluation)</i> <i>c) elaboration of a seminar work according to the teacher's instructions in writing and submit it on the specified day (and time) in the credit week of the semester - (20% of the course evaluation)</i> <i>d) passing a written exam in the theory of the course - 50 points (50% of the evaluation of the subject)</i> <i>Success criteria (percentage expression of results in the evaluation of the course) are for the classification levels as follows: A 100.00 - 90.00%; B 89.99 - 80.00%; C 79.99 - 70.00%; D 69.99 - 60.00%, E 59.99% - 50.00%; FX 49.99% less%.</i> <i>Completion of the course and conferment of credits is conditioned by successful fulfilment of the set conditions and conditions of active participation according to the Study Rules of PU in Prešov.</i>	
Learning outcomes: After completing the course, students have the following abilities: <i>Knowledge:</i> <ul style="list-style-type: none"> • interpret and use terms tourism trends; • interpret and use terms from managerial innovations in tourism; • describe management skills in innovation and apply them to practical examples; • discuss the issue of tourism trends and their development • determine the content and structure of innovative projects and their role in the development of tourism; 	

- be able to develop an innovative project and plan and document its reality and risks;
- characterise and apply innovation planning at its different stages;
- characterise, classify innovation and innovation grades and give practical examples;
- explain and justify the role of innovation in the activities of tourism enterprises;

Skills:

- apply tourism trends
- compare tourism trends according to chosen periods
- apply the lessons learned from managerial innovations in practice;
- apply and use the topics learned in the creation of innovative projects for their implementation in practice.

Competences:

The student is able to use the acquired knowledge and skills in practical work situations, using them for his professional and personal development, namely:

- the ability to take responsibility for his professional decisions, including the team he manages;
- presentation of ideas and opinions in the field and justification of their rationality
- the ability to make decisions independently and independently;
- the ability of critical thinking;
- mastering social competences in teamwork, cooperation and identity building;
- the ability to engage in expert discussions.

Course content:

1. Introduction to the fundamentals of tourism trends
2. Economic trends in tourism
3. Destination trends in tourism
4. Behavioural trends in tourism
5. Product trends in tourism businesses
6. Tourism trends examples in Europe
7. Global tourism trends examples
8. Introduction to the fundamentals of tourism innovations
9. Innovation as a driver of further development, a historical perspective on innovation
10. Primary and secondary innovations
11. How to implement innovation to tourism businesses
12. Innovations in tourism management
13. Case studies in the field of tourism

Recommended literature:

BURR, W., 2004. *Innovation in Organisations*. New York: Kohlhammer Publishers. ISBN 978-3-593-39087-1.

BECKER, L., 2009. *Management of Innovations and Business*. London: Gabler and Campus. ISBN: 978-3-8349-2245-8.

GÚČIK, M., 2008. *Manažment cestovného ruchu*. Knižnica cestovného ruchu 9. Banská Bystrica: Slovak-Swiss Tourism. ISBN 80-889484-4.

HANEL, G. a B. BREEN, 2008. *Budoucnost manažmentu*. Praha: MP Management Press. ISBN 978-80-7367-485-4.

HALL, M. C. a A. M. WILLIAMS, 2008. *Tourism and innovation*. Oxon: Routledge. ISBN 0-203-93843-7.

KIRETA, Š., 2013. Revitalisation of the Kráľová studňa mountain hotel – a case study. In: *HOTELlink. Journal for theory and practise of hotel industry*. Roč. 2013, č. 21-22, s. 207-214. ISSN 1451-5113.

KOŠTURIÁK, J. a J. CHÁĽ, 2008. *Inovace. Inovační výhoda*. Brno: Computer Press. ISBN 978-801929-7.

KUBÍKOVÁ, V. a D. BENEŠOVÁ, 2007. *Inovácie v službách*. Bratislava: Ekonóm. ISBN 978-80-225-2365-3.

MAMEDOV, OY. 2011. *Global trends in tourism industry*. Terra Economicus. Volume 9, Issue 2, Part 3.

MATUŠÍKOVÁ, D. 2008. *New global trends dominate in tourism*. Management 2008. (Part II.) : in times of global change and uncertainty. Prešov : University of Prešov in Prešov, 2008. - ISBN 978-80-8068-849-3. - P. 643-648.

Language which is necessary to complete the course: English and Slovak

Notes:

Student burden distribution:

30% workload - lectures and seminars (direct teaching activity)

20% load - work on a seminar project

50% load - self-study of literature and preparation for the exam

An individualized approach is provided for students with special needs based on the recommendation of the faculty coordinator for students with special needs.

Course evaluation

Total number of students evaluated:

A	B	C	D	E	FX
a	b	c	d	e	f

Lecturers: doc. PhDr. Daniela Matušíková, PhD.

Date of last change: 23.04.2024

Approved by: