

10. Innovations and Technology in Tourism

1. Module Title	Innovations and Technology in Tourism	2. Module Code	
3. Academic Year, Semester, Module Status	2022-2023 Spring semester, Full-time		
4. Aims and Learning Outcomes	<p>This workshop will provide students with a knowledge of innovations and new technologies which are used or could be used in tourism promotion, marketing, new approaches in presenting and selling tourist attractions. In particular students:</p> <ul style="list-style-type: none"> a) will get an understanding of how technology is changing global tourism and what opportunities technology and innovations bring; b) will understand the key role of new technologies in managing tourism business c) will be aware of the importance of new technologies in modern tourist enterprise and tourist organisation d) will be aware of what they can achieve using innovations and modern electronic tools; e) will get to know how to use innovative tools; f) will get knowledge how to raise competitiveness through technology and innovation; g) will be trained in identifying needs for use of certain innovations in a certain organisation or an enterprise h) will be able to describe the wide range of tools and new technologies being used by tourist organisations and other tourist entities; i) will acquire competencies in managing implementation of new technologies in tourism sector j) will acquire competencies in evaluating tools and explaining the need for their effective use; k) will acquire competencies in analysing and appreciation of the impact of use of new technologies; 		
Knowledge	Effect Code		Assessment
	Subject	Field	
1. Understanding of the significance of the development of various forms of tourism in the modern world.		K_W15	Presentation
2. Is aware that an enterprise can work on many different levels very often connecting professional as well as personal experiences		K_W06	Presentation In-class exams
3. Respects the idea of leadership in any enterprise and understands its extensive role		K_W08	Presentation
Skills	Effect Code		Assessment
	Subject	Field	

1. Ability to plan, run and evaluate eTourism related activities, as well as how to interact fruitfully with e-Tourism experts, especially when it comes to express their own needs (user requirements).		K_U08	Presentation In-class exams
2. Ability to use a variety of sources and new technologies can independently obtain information needed in planning sightseeing trips.		K_U06 K_U08	Presentation In-class exams
3. Awareness of the functioning of the digital society, based on modern information and communication technologies, and hence the need to have adequate knowledge and practical skills		K_U06 K_U08	Presentation
4. Possesses the knowledge on how to lead and co-operate projects which propose changes in particular parts of the entrepreneurial environment		K_U13	Presentation In-class exams
Social Competencies	Effect Code		Assessment
	Subject	Field	
1. Is comfortable using different means of communication		K_K07	Presentation
2. Is comfortable improving knowledge independently, as well as implementing professional research skills		K_K08	Presentation
3. Understands the responsibility to fulfil any work related assignment		K_K05	Presentation
5. Module Coordinator	Name		E-mail
	dr Anna Biernacka-Rygiel		anna.biernacka.rygiel@gmail.com
6. Lecturer	Name		E-mail
	dr Anna Biernacka-Rygiel		anna.biernacka.rygiel@gmail.com
7. Module Level	Masters		Bachelors
			x
8. Year and Programme	Year		Programme
	3		BA in Management
9. Module Content			
#	Topics Discussed		Hours
Seminar			
1.	Innovation and New Technologies in tourism – introduction. How technology is changing global tourism.		2,5 h
2.	How to raise competitiveness through technology and innovation – examples and presentations of new technologies – augmented reality		each topic
3.	Technology for the Hotels and tourist attractions of the Future –3D & 4D technologies		30 h together

<p>4. Consumer generated web-based marketing. 'Venice Connect', managing the city's tourism online – Internet – Internet Tools – Trip Planner.</p> <p>5. How to achieve success in destination management and marketing. The case of City of Bath – Internet Sites – advertisement and marketing (SEO&SEM)</p> <p>6. Innovative tourism – new products and services – case study of Nordic tourism sector.</p> <p>7. e-Tourism Trends and challenges in the Social Media era . Reaching out to visitors with social networks: The case of Schönbrunn Palace, Austria.</p> <p>8. How Technology in Tourism is Taking Travel to the Next Level Understanding and managing innovation and technological change - a major opportunity for tourism organizations.</p> <p>9. Creating Video Demonstrations and other new forms of advertisement. If possible – visit in Polish Tourist Organisation in the E-Information Department.</p> <p>10. Understand the central role of e-marketing and multi-media - what it can do for you in practical terms</p> <p>11. Making technology work for the tourism sector. Investigating Mobile Technologies – case study of Australia.</p> <p>12. The Information and Communication Technologies in Tourism - Vision 2020: Innovation, Development Sustainability, Economic Growth. Virtual Globetrotting, Imaging and "maps of reality"</p> <p>In order to facilitate the practical approach to teaching process students will be given assignments that will contain a mixture of exercises to test understanding of the technologic concepts, problem solving skills, as well as ability to think analytically and apply the theory to real life scenarios.</p>		
10. Individual Student's Work		
#	Description	Hours
	In-class 1 preparation	20
	Covering required readings	20
	Individual work on the presentation	20
	Preparation to the in-class 2	20
11. Assessment Methods	Coursework (100%): In-class Exam 1 (30%), In-class Exam 2 (30%), Presentations (40%)	
12. Assessment Criteria	<p>In order to pass the course student should score at least grade 3.0 (50%) as the total grade for semester.</p> <p>Scoring translates into grades as follows:</p> <p>50 - 59 points - grade 3</p> <p>60 - 69 points - grade 3.5</p> <p>70 - 79 points - grade 4</p> <p>80 - 89 points - grade 4.5</p> <p>90 - 98 points - grade 5</p> <p>98-100 points - grade 5.5</p> <p>In the case of exceptional student achievements, the lecturer can award a 5.5 mark with fewer points.</p>	

13. ECTS Credits	5		
		Hours	ECTS
	Contact Hours		
	Seminar	30	1,2
	Consultation	15	0,6
	Other Kind of Student's Activity		
	Individual Student's Work	80	3,2
	SUMM	125	5
14. Required Readings	1. Vanessa Ratten, Vitor Braga, Jose Álvarez-García. Tourism Innovation: Technology, Sustainability and Creativity. Routledge; 1 edition (2019)		
15. Recommended Readings	1. Eduardo Fayos-Solà The Future of Tourism: Innovation and Sustainability. Springer, 1st ed. (2018) 2. World Tourism Organization Innovation in Tourism: Bridging Theory and Practice World Tourism Organization, bilingual edition (2017) 3. Article "Innovation in hospitality and tourism industries" ; Journal of Hospitality and Tourism Technology, Vol. 6, Issue 3		
16. Place where module is run	LU campus		
17. Other			