

MODULE OUTLINE DIT72

1. GENERAL INFORMATION

SCHOOL	SCHOOL OF SOCIAL SCIENCES		
PROGRAM COURSE	TOURISM MANAGEMENT		
LEVEL OF STUDY	UNDERGRADUATE		
MODULE CODE	DIT72	YEAR OF STUDY	4 th (7 th semester)
MODULE TITLE	ENTREPRENEURSHIP AND INNOVATION 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>		HOURS	CREDITS
Weekly teaching hours (22 hours) * 13 weeks		286	10 ECTS
Module TYPE <i>Background knowledge, Scientific expertise, General Knowledge, Skills Development</i>	Background, Obligatory		
PREREQUISITE MODULES:	There are no prerequisites for this module.		
LANGUAGE OF INSTRUCTION AND EXAMS	Greek		
THE MODULE IS OFFERED TO ERASMUS STUDENTS	YES		
MODULE WEBSITE (URL)	https://www.eap.gr/en/undergraduate/tourism-administration/tourism-administration-topics/#dit72 Each module has its own space in the Learning Management System of the Hellenic Open University (https://courses.eap.gr), with controlled access (use of code) for students and teaching staff.		

2. LEARNING OUTCOMES

Learning Outcomes

- The module learning outcomes, specific knowledge, skills and competences of an appropriate (certain) level, which students will acquire upon successful completion of the module, are described in detail. It is necessary to consult:

It is expected that upon successful completion of the course, students will be able to:

- Understand the role and importance of innovation in tourism.
- Develop the principles and philosophy of entrepreneurship in tourism enterprises.
- Identify methodologies of smart specialization in the microenvironment of tourism enterprises.
- Develop smart specialisation policies in the macro-environment of tourism destinations and in the wider context of regional development.
- Explain the interdependence between innovation and business activities in tourism.
- Evaluate the process of planning, development and evaluation of entrepreneurship and innovation using the balanced scorecard methodology.
- Understand the key steps in developing an innovation and entrepreneurial process in tourism.
- Identify the process of generating an innovative idea and the methods of identifying and evaluating new business ideas in tourism.
- Know the benefits and barriers to the development and diffusion of innovation in the business environment.
- Develop and evaluate innovative business ideas for tourism enterprises.
- Analyse the process of developing new tourism products.

- Develop business plans in tourism with sustainable innovation.

General Competences

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>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 (Other.....citizenship, spiritual freedom, social</i>	<i>.....</i>
<i>Introduction of innovative research</i>	<i>awareness, altruism etc.)</i>

Creativity and critical thinking development
 Search for, analysis and synthesis of data and information by the use of appropriate technologies
 Adapting to new situations
 Decision-making
 Individual/Independent work
 Project planning and management
 Critical thinking

3. MODULE CONTENT

Entrepreneurship and innovation are important success factors in any industry. This is particularly true in the context of the dynamic and volatile tourism industry. This module provides students with a critical and in-depth understanding of the nature of entrepreneurship, enterprise and innovation in tourism. It critically examines a range of relevant issues such as risk-taking, financial management, new product/service development and marketability, with particular emphasis on the generation of new innovative strategies, initiatives and ideas.

The subject matter of module DIT72 is analyzed below by educational week:

1. Introduction to the concept of entrepreneurship. Basic principles of entrepreneurship.
2. Introduction and concepts of innovation.
3. Innovation strategies and approaches to entrepreneurship.
4. Sources of innovation.
5. Innovation management and knowledge management.
6. Development of new and innovative ideas.
7. Service innovation and development of new services.
8. Business models of entrepreneurship and innovation.
9. Leadership and entrepreneurship.
10. Change management.
11. Social entrepreneurship.
12. Case studies of innovation and entrepreneurship in tourism.
13. Revision

4. TEACHING METHODS - ASSESSMENT

MODES OF DELIVERY <i>Face-to-face, in-class lecturing, distance teaching and distance learning etc.</i>	Distance education with three (3) Group Counseling Meetings (OSS) during the academic semester on weekends.
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY <i>Use of ICT in teaching, Laboratory</i>	We use : • Remote meetings tools (webex) • Presentation software (e.g. power point)

<i>Education, Communication with students</i>	Additionally, the students use office automation tools, web browsers and e-reader for digital books.	
MODULE DESIGN <i>Description of teaching techniques, practices and methods: 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> <i>The study hours for each learning activity as well as the hours of selfdirected study are given following the principles of the ECTS.</i>	Activity	Semester Workload
	3 OSS (* 4 hours)	12
	Preparation of Assignments (2 short assignments * 15 hours and 1 semester assignment * 30 hours)	60
	Examination	3
	Individual study	211
	Total module workload (hours)	286
STUDENT PERFORMANCE EVALUATION/ASSESSMENT METHODS <i>Detailed description of the evaluation procedures.</i> <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> <i>Specifically defined evaluation criteria are stated, as well as if and where they are accessible by the students</i>	a1. Two (2) Short Written Assignments (SWA) with a weighting factor of 10% each in the final grade of the module. a2. One (1) Semester Assignment (SA) with a weighting factor of 20% on the final grade of the module. The written assignment score is activated only with a score equal to or above the pass mark (≥5) in the final or retake exams. a3. Final or repeated written examinations (FE) with a weighting factor of 60% on the final grade of the final examination. The Final Grade (FG) of each subject, on a scale of 10, is calculated as follows: Final grade FG = (SWA1*0,1) + (SWA2*0,1) + (SA*0,2) + (FE*0,6) Eligibility for the final examinations: The right to participate in the final examinations is secured by obtaining at least 50% of the sum of the potential pass mark out of the total number of assignments assessed, i.e. 20 points out of 100, on the basis of the weighting factors mentioned in points a1 and a2 above. All the criteria are posted, both in each written assignment, as well as in the general regulation of the Hellenic Open University at: https://www.eap.gr/education/study-regulations/.	

5. SUGGESTED BIBLIOGRAPHY

- Suggested bibliography:

Neck, H., Neck, C., & Murray, E. (2020). Entrepreneurship – The practice and mindset. Athens: Publications Kritiki, ISBN: 978-960-586-341-8 (in Greek)

-Additional digital material is available within the “study” platform.

-Related Scientific Academic Journals:

1. Annals of Tourism Research
2. Journal of Travel Research
3. Tourism Management

4. International Journal of Contemporary Hospitality Management
5. International Journal of Hospitality Management
6. Journal of Sustainable Tourism