

ECTS COURSE SYLLABI

Course Code -	Course Title Innovations and service	ECTS Credits 10
Department -	Semester 2, 3	Prerequisites Strategic management and marketing
Type of Course Optional	Field Tourism	Language of Instruction English, Russian
Level of Course -	Year of Study 2	Lecturer(s) -
Mode of Delivery intramural	Work Placement -	Co-requisites -

Objectives of the Course:

The main objectives of the course are to:

- show the importance of innovations as the key point of competitiveness in touristic field. Innovations must be manageable, effective and assessed. Innovation planning delivers an instrument of enterprise strategy implementation. Innovations in tourism tightly related with service technologies. Innovative service provides effectiveness of enterprises activity.
- gain understanding that the sales object of touristic service providers at the time of the booking process is just a performance promise (value proposition). This is the result of the touristic package of services being merely a service offer. Professional management of touristic service providers therefore needs an intensive discussion about the specifics of services and a thoughtful, diligent elaboration of the resulting management implications.
- Explain that the market success of touristic service providers is mainly dependent on a customer-service-orientation of the service provider and its employees. Substantially involved at this process are: the service quality from the percipience of the guest, the orientation of all service activities on the customers' needs, the innovative capability of the service provider, the positioning of the service brand in the competitive field as well as the ability to produce and offer the service cheaply.

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Manage, plan and assess touristic services systematically
2. define and recognize innovations in touristic activity
3. design, innovate and manage services and innovations in touristic enterprises
4. assess the efficiency of innovations applied in touristic enterprises
5. use the innovations to strengthen touristic enterprises' competitiveness
- 6.

Course Contents:

Part 1: Specifications of services and consequences on production and marketing
- phase oriented perspective on the service production
- instruments and methods to the management of quality along the whole touristic value-added chain

- CRM in the touristic service field (complaints management, key customer management, database marketing)

- capacity management

- mass customization

branding of touristic services

Assessment point 1: Student research project/ seminar paper (for learning outcome 1)

Part 2: Innovations as a system object of learning

– Innovations in entrepreneurship

– Content and functions of innovative activity

Assessment point 2: oral presentation (for learning outcome 2)

Part 3: Planning of innovative activity for service and touristic enterprises

– Strategic planning in innovative management

– Innovative activity management in service and touristic enterprises

Assessment point 3: design of innovation plan (for learning outcome 3)

Part 4: Efficiency analysis of innovative activity in service and touristic enterprises

– Quality and quantity evaluation of innovation efficiency

– Financing of innovative projects

Assessment point 4: written report and oral presentation (for learning outcome 4)

Part 5: Innovations as a method of competitiveness

– Scientific and technical competitiveness

– Trends for innovations in tourism and service

Assessment point 5: Student research project (for learning outcome 5)

Learning Activities and Teaching Methods:

Lectures, Analysis and Discussion, In-Class Exercises and Presentations, seminars, case studies, discussion

Assessment Methods:

Assessment point 1: Student research project/ seminar paper (for learning outcome 1)
Assessment point 2: oral presentation (for learning outcome 2)
Assessment point 3: design of innovation plan (for learning outcome 3)
Assessment point 4: written report and oral presentation (for learning outcome 4)
Assessment point 5: Student research project (for learning outcome 5)

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
A.Kazancev, V. Kisilev, O. Rudenskiy	NBIC- technologies: Innovative civilizations XXI century	NIC Infra-M	2012	978-5-16-005468-1
A. Barishev, K.Baldin, I. Perederaev	Innovations: text book	Dashkov&Co	2012	978-5-394-00515-2
V.Poletaev	Business in Russia: innovations and modernization project: Monography	NIC Infra-M	2013	978-5-16-006073-6
Bezuidenhout, M.; Jooste, K.; Muller, M. E.; Muller, M.	Health Care Service Management	Juta and Company Ltd	2006	9780702171635
Dierdonck, R.; Gemmel, P.; van Looy, B.	Services Management: An Integrated Approach	Pearson Education	2013	9780273673538
Grönroos, C.	Service Management And Marketing: Customer Management In Service Competition	Wiley India Pvt. Limited	2007	9788126512874
Haksevever, C.; Render, B.	Service Management: An Integrated Approach to	FT Press	2013	9780133088779

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Degree Competences:

1. self-awareness, appraisal and reflective skills;
2. effective communication and presentation skills;
3. selling and negotiation skills;
4. time management skills;
5. group leadership skills;
6. cross-cultural capability skills;
7. research skills;
8. critical thinking skills.

Mapping of Course Assessment Methods

Course title	Time controlled assessment	Report	Essay	Oral presentation	Case Study Analysis	Other
Innovations and service		*		*		Student research project; Design of innovation plan

Fachhochschule des Mittelstands (FHM) GmbH

Pia Winkler M.A.

Russian State University of tourism and service

Associated professor Irina Makovskaya