

## ECTS COURSE SYLLABI

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

### **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:**

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



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| and service |  |  |  |  |  |  |  |  |  |
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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**

| <b>Course title</b>     | <b>Time controlled assessment</b> | <b>Report</b> | <b>Essay</b> | <b>Oral presentation</b> | <b>Case Study Analysis</b> | <b>Other</b>   |
|-------------------------|-----------------------------------|---------------|--------------|--------------------------|----------------------------|--|
| Innovations and service |                                   | *             |              | *                        |                            | Student research project;<br>Design of innovation plan |

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