Innovation Management

Assessment Guidelines:

This course assesses the contribution of innovation to maintaining competitiveness, creating value and ensuring long-term sustainability of firms operating in global tourism and service industries. Subject to the nature of innovation types, models and cycles and organisational aspects (leadership, teamwork, change management) as well as practical, real-life case studies, students will take a critical stance towards the matter.

Submission Format:

- Type: Applied Innovation Strategy Report (Final Innovation Project)
- Font: Times New Roman, Size 12, Double Spaced
- Word count: 4000 – 5000 words
- Submission Deadline: To be announced by the respective professors

Assessment Criteria:

- Understanding and application of innovation models and service frameworks – 20%
- Critical analysis of market trends, customer pain points, and tourism contexts – 25%
- Use of industry case studies, empirical evidence, and academic literature – 20%
- Strategic viability, change management, and sustainability recommendations – 25%
- Structure, professional presentation, academic writing, and APA referencing – 10%

Mandatory Sections:

- Title Page
- Table of Contents
- Executive Summary
- Introduction
- Literature Review
- Methodology / Strategic Framework
- Findings & Innovation Analysis
- Strategic Proposal & Discussion
- Action Plan & Implementation
- References
- Appendices

Assignment Task – Choose ONE of the following written assignments:

Option 1: Sustainable Product and Service Innovation in Destination Management

Analyse how eco-driven product and service innovations can transform traditional destination management models to ensure long-term environmental and economic viability. Your paper should:

- Analyse key sustainability issues in a selected destination and assess appropriate models of product/service innovation.

- Contrast traditional destination marketing with advanced, eco-friendly service design models.
- Assess practical examples of good sustainable tourism practices vs. public cases of greenwashing or failed cases.
- Develop a destination management strategic innovation proposal and implementation plan for delivery to destination management stakeholders.

Option 2: Smart Tourism, Digital Experience Innovation, and Guest Engagement

Investigate how emerging digital technologies (e.g., IoT, mobile apps, augmented reality) drive experience innovation and enhance customer journeys in hospitality or travel businesses. Your paper should:

- Analyse customer touchpoints and identify opportunities where technology-driven innovations create value.
- Consider the trade-offs between high-tech automated service solutions and high-touch personalised guest experiences.
- Analyse global case studies of smart tourism adoption (e.g., smart hotel ecosystems, digital visitor management systems).
- Propose a practical digital transformation and experience innovation roadmap for a hospitality or travel operator.

Option 3: Organisational Culture, Agile Service Design, and Crisis Resilience

Evaluate how leadership, cross-functional collaboration, and continuous innovation management prepare tourism enterprises to navigate market disruptions and shifting consumer demands. Your paper should:

- Compare the service design processes of traditional rigid frameworks to agile, design-thinking-driven innovation processes.
- Assess how organisational culture, leadership style and team empowerment affect speed of innovation execution. Review case studies of enduring tourism or service brands (such as major hotel groups, boutique operators, airlines) through market realignments.
- Recommend a change management and innovation model that enables continuous organisational agility.