FACULTY OF SOCIETY AND SCIENCE
STUDY COURSE DESCRIPTION

Course Title:	**New Product Development and Service Innovations**
Course code (LAIS):	**Ekon6004**
Study programme:	**Tourism Competitiveness Management**
Level of Study programme:	☐ 1st level professional higher education
	☐ Professional Bachelor
	☐ Professional Master
	☒ Academic Master
	☐ PhD level
Type of Study programme:	☒ Compulsory course (Part A)
	☐ Professional specialization courses (Part B, compulsory)
	☐ Professional specialization optional courses (Part B, optional)
	☐ Elective courses (Part C)

Course Workload:	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	3	4,5	120	36	84

Course Author/ Tutor:	**Galina Bukovska**
	Guest lecturer, Mg.oec.
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	Consultation: according to the schedule for each semester
Study Form:	Full time studies
Study year, semester:	Year 1, Semester 2
Language:	English or Latvian
Prerequisites for the Course:	Basic knowledge of tourism organization, tourism marketing
Course Summary:	The course is aimed to enhance students' competence in innovative tourism product development, service design, service innovations and providing sustainable experiences. The role of globalisation in tourism, hospitality, meeting and event industry are discussed, the holistic approach to innovations in tourism is presented, the latest technology trends in hospitality, tourism, meeting and event industry are examined. Product development methods are reviewed from three dimensions' perspectives: product level, company level and destination level. Multi-sectorality and stakeholder involvement is seen as a perspective for product and service innovations and competitiveness. Collaborative and open innovation projects are considered. Concept of customer engagement, value co-creation, co-creation experience dimensions and transformation of tourist experience is studied. The role of sustainability in product development is discussed and Global Code of Ethics for Tourism is examined.
Course Methods:	Lectures, workshops, independent work with literature, individual and group works, discussions, case study analysis.
Assessment:	Course total assessment is made by using summative approach.
	Development of an innovative product concept for the companies or institutions represented by the students, guest lecturers or other industry partners:
	Part I. Identifying, discussing and describing the need for innovations and challenges related to innovations.
	Submission: within 1 week after first class. Weight: 20%
	Part II. Identifying and evaluating customer engagement perspectives. Submission: within 3 weeks after first class. Weight: 20%
	Part III. Applying service design approach. Submission: within 5 weeks after first class. Weight: 20%
	Part IV. Identifying and evaluating multi-sectoral and collaboration opportunities for innovation. Submission: within 6 weeks after first class. Weight: 20%
	Product Concept Summary (including four parts listed above with improvements after their prior submission). Submission: within 7 weeks after first class. Weight: 20%
	Activity assessment during study course: Peer-to-peer product concept analysis and contribution during discussions and workshops. Assessment: passed / failed.

Requirements for Credits:	Submission of 4 parts of the product concept assignment. Submission of the finalized product concept summary. Participation and contribution to the discussions and workshops. If the student does not fulfill the conditions set for obtaining a positive evaluation, the course must be retaken in its entirety the next time; - Participation in the course will be evaluated in a 10-point system, taking into account the following criteria: With distinction (10) – knowledge, skills and competence in service design, tourism product development and related innovation implementation exceed the requirements; excellent (9) – knowledge, skills and competence in service design, tourism product development and related innovation implementation fully meet the requirements; very good (8) – the requirements are fully met, however, in some issues related to the development of tourism products and the introduction of innovations, there is not a deep enough understanding to use the knowledge independently in solving more complex problems; good (7) – in general, the requirements are met, however, sometimes there are not enough skills to use the acquired knowledge when planning product development and implementing service innovations independently; almost good (6) – the requirements are met, but at the same time insufficiently deep understanding of the problem of certain aspects of service design, tourism product development and innovation implementation, as well as restricted ability to use the acquired knowledge; sufficient (5) – generally requirements are met, however, understanding of several aspects related to service design, development of tourism products and implementation of innovations is limited, inability to understand problems and use acquired knowledge; almost sufficient (4) – generally requirements are met, in certain significant issues related to service design, development of tourism products and implementation of innovations there is limited understanding, also significant difficulties in the practical use of the acquired knowledge; poor (3) – knowledge of course topics is superficial and incomplete, the student is unable to use them in specific situations; very poor (2) – there is superficial knowledge, very limited understanding of the basic issues of the course, most of the requirements are not met; extremely poor (1) – there is no understanding of the basic problems of the course and related issues, there is almost no knowledge of the topics covered in the course.
Abiding by the Academic Ethics	Students must abide by the academic and research ethics, Vidzeme University of Applied Sciences Ethics Regulations, incl.: – study papers must be independently developed; – the study work should reference all statements, ideas and data used that have been authored by someone else; – appropriate data acquisition methods should be used in the acquisition of data, the research ethics must be respected, empirical data must be collected independently and cannot be distorted or falsified; – the examination must be carried out by the student independently, without the use of supporting materials and/or consultations with other students, unless the lecturer states otherwise. In the event of non-compliance with the academic and research ethics, punishment is imposed in accordance with the ViA Ethics Regulations and the study course must be re-taken, unless the punishment is extramarital.

Learning Outcomes; the evaluation methods and criteria	**Learning Outcomes**	**The evaluation methods and criteria**
	Knowledge	
	Student uses professional concepts fluently and widely and are able to analyse current market trends, needs, and product and service gaps.	Content analysis of the written product concept: extent of the professional concepts used; accuracy of the professional concepts used.
	Skills	
	Student can apply both professional and study-based sources fluently, widely and	Content analysis of the written product concept: extent of the information

	with expertise in a way developing one's own knowledge. Shows ability to evaluate the used sources reliably and critically.	sources used; accuracy of the information sources used; quality of the discussion regarding information sources; quality of conclusions and proposals related to information sources.
	Student can plan one's own operation with a purpose and manage one's own and others' schedules, can act responsibly and assess clearly the effect of one's own actions. Takes responsibility for one's own and others' actions. Can solve conflicts.	Timely and accurate submission of the written assignments. Observation of the participation in the discussions and workshops: activity, conciseness, moderation.
	Student can plan the group's targets and lead the group. Can develop the group's operation and change it, if necessary. Can extend the group's targets, if needed. Can assess the achieved results by the group.	Observation of the participation in the discussions and workshops: activity, questions, response, proposals, moderation.
	Competency	
	Student plans and iterates product development processes at product, company and destination level. Applies, compares, justifies different product development and service innovation methods, and implements new product business models. Student enhances stakeholder value and involvement in product and service innovation projects and applies service-design approach from the customer journey. Student integrates value co-creation process, as well as plans and analyses the effect of new products and service innovations on tourists' self-identity.	Content analysis of the written product concept: accuracy of the product development methods, the extent and quality of the product details, including service-design, value co-creation and stakeholder involvement approach, extent and quality of the idea justification. Observation of the participation in the discussions and workshops: the level of engagement in discussions and workshops, contents of the risen questions and proposals.
	Student is widely familiar with the information base of the substance and can analyse and use the concepts and the acquired knowledge with justification, criticism and by applying them.	Content analysis of the written product concept: accuracy of the product development methods, the extent and quality of the product details, extent and quality of the idea justification. Observation of the participation in the discussions and workshops: the level of engagement in discussions and workshops, contents of the risen questions and proposals.
	Student can create and implement product development plan that incorporates strategies and actions for marketing, communications and implementation and plan and lead or develop the operation considering the safety issues and ethical principles.	Content analysis of the written product concept: product development strategies, extent and quality of safety and ethical issues described. Observation of the participation in the discussions and workshops: extent and quality of safety and ethical issues discussed.
Course Compulsory literature:	Bagherzadeh, R. et al. (2020). The journey from customer participation in service failure to co-creation in service recovery. *Journal of Retailing and Consumer Services* 54. Porter M. (1998), Clusters and the New Economics of Competition, Pikkemaat, B., Peters, M., Bichler, B.F. (2019). Innovation research in tourism: Research	

	streams and actions for the future. *Journal of Hospitality and Tourism Management*, Vol. 41, pp. 184-196

Stienmetza, J. et.al. (2019). Managing the structure of tourism experiences: Foundations for tourism design. *Journal of Destination Marketing & Management*, https://doi.org/10.1016/j.jdmm.2019.100408

Shu-Yuan Pan et al. (2018) Advances and challenges in sustainable tourism toward a green economy. *Science of The Total Environment,* Vol. *635, (1), pp. 452-469*

Veréb, V., Azevedo, A. (2019). A quasi-experiment to map innovation perception and pinpoint innovation opportunities along the tourism experience journey. *Journal of Hospitality and Tourism Management,* Vol. 41, pp. 208-218

World Tourism Organization (2011). Handbook on Tourism Product Development

Weetman K. (2016), Acircular economy handbook for business and supply chains, Kogan Page Publishers.

Zach, F.J., Hill, T.L. (2017). Network, knowledge and relationship impacts on innovation in tourism destinations. *Tourism Management,* Vol. 62, pp. 196-207

Internet resursi:
Global Code of Ethics for Tourism
https://www.unwto.org/global-code-of-ethics-for-tourism
UNWTO What is innovation?
https://www.unwto.org/what-is-tourism-innovation
UNDP Sustainable development goals
https://www.undp.org/content/undp/en/home/sustainable-development-goals.html |
| **Course additional literature:** | Walde, B., Weiermair, K., Perez,, S. (2006). Innovation and Product Development in Tourism: Creating Sustainable Competitive Advantage

Brandão, F., Breda, Z., Carlos Costa, C. (2019). Innovation and internationalization as development strategies for coastal tourism destinations: The role of organizational networks. *Journal of Hospitality and Tourism Management,* Vol. 41., pp. 219-230

Carson, D.A., Carson, D.B. (2018). International lifestyle immigrants and their contributions to rural tourism innovation: Experiences from Sweden's far north. *Journal of Rural Studies,* Vol. 64, pp. 230-240

Casaisa, B., Fernandes, J., Sarmento, M. (2020). Tourism innovation through relationship marketing and value co-creation: A study on peer-to-peer online platforms for sharing accommodation. *Journal of Hospitality and Tourism Management,* Vol. 42, pp. 51-57

Holloway,J.C., Humphreys, C. (2016). The Business of Tourism.

Fatih Pektas (2018)., The effect of lifestyle on the demand for alternative tourism (2018) https://dergipark.org.tr/en/download/article-file/1123948

Eckert, C. & Pechlaner,H. (n.d.) Alternative Product Development as Strategy Towards Sustainability in Tourism: The Case of Lanzarote, https://www.mdpi.com/2071-1050/11/13/3588

 Koflera, I. et al. (2018). The special characteristics of tourism innovation networks: The case of the Regional Innovation System in South Tyrol. *Journal of Hospitality and Tourism Management,* Volume 37, December 2018, pp. 68-75

Makkonen, T. et al. (2018). Cross-border knowledge transfer and innovation in the European neighbourhood: Tourism cooperation at the Finnish-Russian border. *Tourism Management*, Volume 68, October 2018, pp. 140-151 |

Abdo, A.M. (2020). Product diversification in destinations: The Case of Aswan, Minia Journal of Tourism and Hospitality Research Vol. 9, (1)/. https://journals.ekb.eg/article_139592.html

Martínez-Péreza, Á., Elchea, D., Pedro M. García-Villaverde, P.M. (2019). From diversity of interorganizational relationships to radical innovation in tourism destination: The role of knowledge exploration. *Journal of Destination Marketing & Management,* Vol. 11, pp. 80-88

Mei, X.Y., Arcodia, C., Ruhanen, L. (2012). Towards tourism innovation: A critical review of public polices at the national level. *Tourism Management Perspectives,* Volume 4, October 2012, pp. 92-105

Mirčetić et al (2019) The concept of business clusters and its impacts on tourism business improvement, Економика пољопривреде, https://cyberleninka.ru/article/n/the-concept-of-business-clusters-and-its-impact-on-tourism-business-improvement

Najda-Janoszkaa, M., Koperaa, S. (2014). Exploring barriers to innovation in tourism industry – the case of southern region of Poland. *Procedia - Social and Behavioral Sciences*, Vol.110, pp. 190-201

Odinokova T. (2019) Tourism cluster as a form of innovation activity, *Economics. Ecology. Socium,* ees-journal.comhttp://ees-journal.com/index.php/journal/article/view/98/61

Tsartas,P. (n.d.) New trends for tourism products: The Issue of tourism resources https://www.researchgate.net/publication/322055295_New_trends_for_tourism_products_The_Issue_of_tourism_resources

Product development case studies
https://www.visitbritain.org/product-development-case-studies
Rob Davidson, Business Events (2018), 2nd Edition, Routledge.
Service Design Network. https://www.service-design-network.org/
Springwise Intelligence. Collection of innovations in tourism and other industries. https://www.springwise.com/travel-and-tourism-innovations/
Chang,S. (2018). Experience economy in hospitality and tourism: Gain and loss values for service and experience, Tourism Management Vol.64, pp.55-63
-Trend Hunter. Collection of innovations in tourism and other industries. https://www.trendhunter.com/
Wei,T. (2020). Online Tourism Product Information Concern and Purchase Intention. https://www.webofproceedings.org/proceedings_series/ECOM/ICBDEM%202020/ICBDEM20069.pdf

Course confirmation date:	12.05.2021.
Date of course description update:	-

Study Course Plan:

Date	Theme	Academic hours		Study Form/ Organization of independent work of students and task description
		Contact hours	Independent work hours	
	Globalisation and holistic approach to innovation in tourism. Global Code of Ethics for Tourism.	4	5	Lecture, case studies, experience exchange, discussion
The date is specified before the implementation of	The need for new products and service innovations in hospitality, tourism, meeting and event industry. The relations between sustainable tourism in new	4	5	Lecture, case studies in the Baltic-Nordic region and Europe, experience exchange, discussion

the course	tourism product development.			
	The role of latest technology trends in hospitality, tourism, meeting and event industry product development	3	7	Lecture, guest-lecture, discussion, industry case-studies
	The co-creation concept. Customer engagement & transformation experience.	5	15	Lecture, guest-lecture, case studies in the Baltic-Nordic region and Europe, experience exchange, discussion
	Service design approach in hospitality, tourism, meeting and event industry.	4	15	Lecture, case studies, workshop and discussion based on students' professional experience and recent industry cases; using peer-to-peer approach during the workshop
	Product development & establishment: market research, determination of price, product establishment on the market.	9	15	Lecture, guest-lecture, case studies, workshop and discussion based on students' professional experience and recent industry cases
	Multi-sectoral approach and collaboration for service and product innovations in hospitality, tourism, meeting and event industry.	4	12	Lecture, case studies in the Baltic-Nordic region and Europe, experience exchange, discussion
	Innovative product concepts: summary and conclusions	3	10	Presentations of the students' product concepts and concluding discussion
Hours total:		*36*	*84*	