

Name of the subject: Technology innovation management in tourism and hospitality		
Teacher(s): Uglješa V. Stankov, Milan D. Bradic, Milan Č. Ivkov		
Status of the subject: Elective		
Number of ECTS points: 15		
Condition: -		
Goal of the subject This subject enables students to understand the importance of the application of new technologies, as well as general management of innovation in tourism and hospitality. The focus is on understanding the importance of technological innovation for improving the competitiveness of business, recognizing the main trends and their application in tourism and hotel management, as well as the ways of determining opportunities, risks, financial frameworks and sustainability of the use of technological innovations within the technology innovation management and leaderships.		
Outcome of the subject After successful completion of the subject, students should be able to: understand the basics of cutting-edge technologies and successfully transfer knowledge to tourism and hotel industry; demonstrate innovative knowledge and skills through identifying potential opportunities and threats to create a sustainable strategic business plan; analyse and implement relevant innovative knowledge and skills needed in hotel and tourism at the national and global market; understand a broad concept of risk, its relations with finance; develop arguments for the interpretation of actual business situations; implement new products and services in regional, national and international context.		
Content of the subject <i>Theoretical lectures</i> -Understanding the technology of Industry 4.0 and the concept of <i>Tourism 4.0</i> (basics of <i>Cloud computing</i> , <i>Big Data</i> and <i>block chain</i> technologies; possibilities of immersivity technology in creating tourist experiences; automation, robotization and artificial intelligence in tourism and hotel management) -The concept of a smart and agile tourist ecosystem. -The issues with human-technology interaction in tourism and hotel industry. -Smart Hotels (rooms) - Managing innovation in order to improve competitive advantages. <i>Practical Lectures</i> -Preparation for seminary paper writing; -Analysis of successful case studies of technology innovation in tourist and hotel industries.		
Recommended literature <i>Literature</i> <ul style="list-style-type: none"> • Xiang, Z, Fuchs, M., Gretzel, U., Höpken, W (eds.) (2020). Handbook of e-Tourism. Springer, Cham. • Benckendorff, P. J., Xiang, Z., & Sheldon, P. J. (2019). Tourism information technology. CAB International, Wallingford • Radde, B. (2017). Digital Guest Experience: Tools to help hotels to manage and optimize the digital guest experience. Tredition, Hamburg. • Peters, M., Pikkemaat, B. (2005), Innovation in Hospitality and Tourism, The Haworth Hospitality Press, New York. • Drucker, P.F. (2006), Innovation and Entrepreneurship, Harper Paperbacks, New York. <i>Additional literature</i> <ul style="list-style-type: none"> • Cimbaljević, M., Stankov, U., & Pavluković, V. (2019). Going beyond the traditional destination competitiveness– reflections on a smart destination in the current research. <i>Current Issues in Tourism</i>, 22(20), 2472-2477. • Stankov, U., Filimonau, V., & Slivar, I. (2019). Calm ICT design in hotels: A critical review of applications and implications. <i>International Journal of Hospitality Management</i>, 82, 298-307. • Ivkov, M., Blešić, I., Simat, K., Demirović, D., Božić, S., Stefanović, V. (2016). Innovations in the Restaurant Industry – An Exploratory Study. <i>Economics of Agriculture</i>, 63(4), 1169-1186. 		
Number of active classes	Theory: 5	Practice: 5 *
Methods of delivering lectures Lectures, individual consultations, seminary paper.		
Evaluation of knowledge Seminary paper Work 50 points Oral Exam 50 points		
* Mandatory seminary paper		