



## INNOVATIVE TECHNOLOGIES IN LEISURE AND ENTERTAINMENT

<b>Credit points:</b>	<b>3 CP</b>
<b>Study course annotation</b>	To gain a stable competitive position in the market, it is necessary to keep abreast of new developments in the sector, to get acquainted with new technologies and ideas; to understand the essence of innovation. Before that, students need to be aware of how to plan innovation in a company and how to manage innovation activities.
<b>Aim of the study course</b>	To acquire the theoretical knowledge and practical skills needed to manage innovation processes in service, tourism and hospitality management, to improve the link between science and practice.
<b>Tasks of the study course</b>	<ul style="list-style-type: none"> <li>- To introduce innovation theory.</li> <li>- To introduce innovation strategies and mechanisms for companies.</li> <li>- To create an understanding of innovation in the leisure and entertainment industry.</li> <li>- To provide an understanding of innovation projects and the stages of development of new projects.</li> </ul>
<b>Study results</b>	<b>Knowledge</b>
	<ul style="list-style-type: none"> <li>- Innovation achievements in tourism development abroad.</li> <li>- The main and most important mechanisms for regulating innovation in the enterprise.</li> <li>- Forms of organisation and management of an innovative enterprise.</li> </ul>
	<b>Abilities</b>
	<ul style="list-style-type: none"> <li>- Analyse the dynamics of innovation market development and needs.</li> <li>- Organise and manage an innovative company.</li> <li>- Audit and provide expertise on innovative projects.</li> <li>- Formation and use of resources for innovative activities.</li> </ul>
	<b>Competences</b>
	<ul style="list-style-type: none"> <li>- Developing the key operating principles for innovative entrepreneurship in the tourism, leisure and entertainment sector.</li> <li>- Developing and shaping the strategic building blocks for innovation, taking into account internal and external factors.</li> <li>- Reducing the risks of innovation techniques.</li> <li>- Ways of attracting and shaping investment to develop innovative entrepreneurship.</li> </ul>
<b>Study course plan:</b>	
No.	<b>Topics</b>
1.	Innovation theory.
2.	Classification of innovation and structure of the innovation process.
3.	The characteristics of innovation implementation and diffusion; factors influencing the success of innovation processes.
4.	Basic models of innovative activity
5.	Stages of the innovation process.
6.	Innovative strategies of companies in the leisure and entertainment industry.
7.	Innovation projects.
8.	The innovative potential of the leisure and entertainment industry.



9.	New trends in leisure and entertainment.
10.	Innovative forms of entrepreneurship in tourism, leisure and entertainment.
11.	Theatre and role-playing as an example of new forms of activity in the leisure and entertainment industry.
12.	Development of new projects.

**Form of final examination:** Exam

**Description of the study course acquisition results and assessment criteria:**

The completion of the study course is assessed on a 10-grade scale in accordance with the Regulations of the Cabinet of Ministers No. 141, No. 512, No. 240 and the “Regulations on Study Course Exams and Tests at the Baltic International Academy” approved by the BIA Senate. Decision No. 211 based on the following criteria: the volume and quality of knowledge acquired; skills acquired; acquired competence according to the planned learning outcomes ([www.bsa.edu.lv](http://www.bsa.edu.lv))

**Mandatory literature of the study course:**

1. Tourism and Innovation (Contemporary Geographies of Leisure, Tourism and Mobility) by Michael C. Hall and Williams Allan, Routledge, 2008
2. Entertainment and Society: Influences, Impacts, and Innovations by Shay Sayre and Cynthia King Routledge; 2 edition, 2010

**Study course supplementary literature:**

1. Воскресенский В.Ю. Международный туризм. - М.: ЮНИТИ-ДАНА, 2008. 463 с.
2. Изотова М.А., Матюхина Ю.А. Инновации в социокультурном бизнесе и туризме. - М.: Советский спорт, 2006. - 224 с.
3. Малахова Н.Н., Ушаков Д.С. Инновации в туризме и сервисе. - Ростов н/Д.: Феникс, 2010. - 244 с.
4. Духовная Л.Л., Холодцова И.И. Инновационные технологии в гостиничном бизнесе// Сервис в России и за рубежом. 2014. № 7 (54). С. 166-178. Доступно он-лайн: <http://elibrary.ru/download/79219033.pdf>
5. Маклашина Л.Р. Роль инноваций в развитии туризма// Креативная экономика, 2011, №12, с.130-136. Доступно он-лайн: <http://elibrary.ru/download/61772744.pdf>
6. Полухина А.Н. Инновации в сфере туризма: модели, технологии и направления внедрения// Инновационное развитие экономики. 2015, №3 (27), с.41-47. Доступно он-лайн: <http://elibrary.ru/download/55671212.pdf>
7. Коновалова Е.Е., Силаева А.А. Инновации на предприятиях туризма и сервиса// Сервис в России и за рубежом. 2014, №3 (50), с.96-105. Доступно онлайн: <http://elibrary.ru/download/43369271.pdf>.
8. Абульян Ю.И. Особенности инноваций в туризме// Экономика. Право. Печать. Вестник КСЭИ. 2013, №3, с.241-250. Доступно он-лайн: <http://elibrary.ru/download/71231973.pdf>

**Periodicals and other sources of information:**

1. Datu bāze EBSCO [http:// search.ebscohost.com](http://search.ebscohost.com)
2. Datu bāze SCOPUS <http://www.scopus.com>
3. [www.csb.gov.lv](http://www.csb.gov.lv)
4. <http://ec.europa.eu/eurostat>

**During the study process changes and additions to the program and the list of references are possible**