

Course Title: **Entrepreneurship and Innovation in Tourism, Hospitality and Events**

Course Code: **TOUR801**

Descriptor Start Date: **21/07/2025**

POINTS: **15.00**

LEVEL: **8**

PREREQUISITE/S: **None**

COREQUISITE/S: **None**

RESTRICTION/S: **None**

LEARNING HOURS

Hours may include lectures, tutorials, online forums, laboratories. Refer to your timetable and course information in Canvas for detailed information.

Total learning hours: 150

PRESCRIPTOR

Explore the role of entrepreneurs and innovators in shaping the future of tourism, hospitality, and events industry and examine the characteristics that make them successful.

LEARNING OUTCOMES

1. Critically examine the scope, dynamics and characteristics of entrepreneurship and characteristics of entrepreneurs
2. Analyse Tourism, Hospitality and Events research on innovation and practices.
3. Identify and evaluate the opportunities and strategies for managing entrepreneurship and innovation for businesses in Tourism, Hospitality and Events.

Disclaimer: Course descriptors may be amended between teaching periods/semesters

CONTENT

Topics include:

1. Concepts and elements of entrepreneurship
2. The entrepreneurial process
3. Typologies of entrepreneurs
4. Motivations of entrepreneurs
5. The entrepreneurial environment
6. Concepts of innovation and creativity
7. The innovation process and management
8. Enterprise planning and risk management
9. Creating an entrepreneurial business
10. Identification of opportunities
11. Marketing strategies for entrepreneurial enterprises
12. Social Entrepreneurship and sustainability

LEARNING & TEACHING STRATEGIES

An appropriate range of strategies that may include lectures, workshops & online learning.

ASSESSMENT PLAN

Assessment Event	Weighting %	Learning Outcomes
Case study presentation	40.00	1 & 2
Business proposal	60.00	1, 2, 3

Grade Map

MAP1

A+ A A- Pass with Distinction
B+ B B- Pass with Merit
C+ C C- Pass
D Fail

Overall requirement/s to pass the course:

- Obtain a final minimum overall C- grade in the course

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LEARNING RESOURCES

Recommended readings: 1. Beeton, S. & Morrison, A. (Eds.). (2019). The study of food, tourism, hospitality and events: 21st-century approaches. Springer. 2. Bygrave, W. D. & Zacharakis, A. (2014). Entrepreneurship (3rd Ed.). Wiley. 3. Chell, E. (2008). The entrepreneurial personality: A social construction. (2nd. ed.). Routledge. 4. Demartini, P., Marchegiani, L., Marchiori, M., & Schiuma, G. (2021).(eds.) Cultural initiatives for sustainable development: Management, participation, and entrepreneurship in the cultural and creative sector. Springer. 5. Frederick, H., Connor, A., & Kuratko, D.F. (2019). Entrepreneurship: Theory/process/practice. (5th ed.). Cengage. 6. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2013). Entrepreneurship (3rd ed.). McGraw-Hill. 7. Jackson, C., Mair, J., Weber, K. (Eds.). (2018). Event futures: innovation, creativity, and collaboration. Emerald Publishing Limited. 8. Lee-Ross, D., & Lashley, C. (2009). Entrepreneurship & small business management: In the hospitality industry. Butterworth-Heinemann. 9. Lowe, R. & Marriott, S. (2006). Enterprise: Entrepreneurship and innovation: Concepts, contexts, and commercialisation. Elsevier. 10. Morrison, A., Remington, M., & Williams, C. (2006). Entrepreneurship in the hospitality, tourism, and leisure industries. Butterworth-Heinemann.

For further information, contact: Te Ara Kete Aronui - Faculty of Culture & Society

Principal Programme: AK1057, Master of International Tourism Management

Related Programme/s: AK3747, AK1283, AK2016, AK1058, AK2015, AK1072, AK3696

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