

Semester VIII  
 Generic Elective Course -GE-8.1  
 Tourism Startups and Innovations  
 Offered by Tourism Management Department, College of Vocational Studies  
 Credit Distribution, Eligibility and Pre-Requisite of the Course

Course Title and Code	No. of credits	Components of the course			Eligibility Criteria	Pre-requisites of the course
		Lecture	Tutorial	Practical		
Tourism Startups and Innovations G.E.- 8.1	4	3	1	0	Pass in Class XII	NIL

## Learning Objectives:

The course aims to introduce students to the foundational concepts of entrepreneurship and innovation within the tourism sector. It explores the dynamics of the tourism startup ecosystem, including various business models and funding sources that support entrepreneurial ventures. By fostering creativity and problem-solving, the course encourages students to design innovative tourism services and products that respond to market needs. Additionally, it focuses on developing practical skills essential for planning, launching, and managing a successful tourism startup, preparing students to contribute meaningfully to the evolving landscape of the tourism industry.

### Learning Outcomes:

After completing this course, the learners would be able to

1. understand entrepreneurship fundamentals and innovation frameworks in tourism.
2. analyze case studies of successful tourism startups and identify key success factors.
3. develop/create a business model for a tourism startup using tools like the Business Model

Canvas.

4. pitch a startup idea addressing real-world tourism challenges.
5. evaluate the feasibility and sustainability of proposed tourism startup ideas.
6. assess the impact of innovation on competitiveness and value creation in tourism enterprises.
7. apply innovative thinking and sustainable approaches in tourism product development.

## Unit-I

### ***Introduction to Tourism Entrepreneurship and Innovation***

***(10 Hours)***

Entrepreneurship in tourism: Characteristics, types, and roles, Innovation in tourism: Process, need, and significance, Creative thinking, design thinking, and idea generation techniques, Overview of the tourism startup ecosystem (incubators, accelerators, angel investors)

## ***Unit II***

### ***Business Models and Planning for Tourism Startups***

***(15 Hours)***

Business Model Canvas: Value proposition, customer segments, revenue streams, Tourism startup planning: Market research, feasibility study, risk analysis, Legal structure and licensing requirements for tourism enterprises, Branding and positioning strategies in tourism startups.

## ***Unit III***

### ***Digital Innovation and Technology in Tourism Startups***

***(10 Hours)***

Role of digital platforms, AI, and mobile apps in tourism innovation, Smart tourism, virtual reality (VR), and augmented reality (AR) experiences, Social media marketing, e-commerce, and online distribution in startups, Case studies: Airbnb, Tripoto, Klook, OYO Rooms, etc.

## ***Unit IV***

### ***Funding, Growth, and Sustainable Innovation***

***(10 Hours)***

Sources of startup funding: Bootstrapping, venture capital, crowdfunding, Growth hacking strategies and scalability in tourism ventures, Social entrepreneurship and sustainable innovation in tourism, Challenges and failures in tourism startups: Learning from setbacks.

Exercises:

The learners are required to:

1. pitch a tourism startup idea to a mock investor panel (Shark Tank-style).
2. group project: Develop a sustainable tourism startup proposal.
3. prepare a Business Model Canvas for a proposed tourism startup.

4. conduct a SWOT analysis of a local tourism venture.
5. design a basic digital marketing strategy for a tourism startup.
6. make presentation on: technology driven tourism business models.

## Suggested Readings:

- Correia, A., Lopes, J. D., & Portugal, M. (Eds.). (2024). *International Case Studies in Innovation and Entrepreneurship in Tourism*. Routledge.
- Hallak, R., & Lee, C. (Eds.). (2024). *Handbook of Tourism Entrepreneurship*. Edward Elgar Publishing.
- Aguiar-Quintana, T., Day, J., & Álamo-Vera, F. R. (Eds.). (2024). *Corporate Entrepreneurship and Innovation in Tourism and Hospitality*. Routledge.
- Gupta, A., George, G., & Fewer, T. J. (2024). *Venture Meets Mission: Aligning People, Purpose, and Profit to Innovate and Transform Society*. Stanford University Press.
- McClanahan, P. (2024). *The New Tourist: Waking Up to the Power and Perils of Travel*. Simon & Schuster.
- Baggio, R., & Del Chiappa, G. (2017). *Tourism destinations and eTourism: Digital marketing practices*. Channel View Publications.
- Morrison, A. M. (2019). *Hospitality and travel marketing* (5th ed.). Cengage Learning.
- Guttentag, D. A. (2015). Airbnb: Disruptive innovation and the rise of an informal tourism accommodation sector. *Current Issues in Tourism*, 18(12), 1192–1217.
- Cooper, C. (2016). Innovation in tourism: Applying the diffusion of innovation model. *Tourism Recreation Research*, 41(3), 301–304.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: A handbook for visionaries, game changers, and challengers*. Wiley.

## Notes:

1. Suggested Readings will be updated and uploaded on college website from time to time.
2. Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.