



Teaching Guide 2016/2017

INNOVATION: A REALITY IN THE TOURISM SECTOR

Master's in Innovation and Tourism Marketing

On campus method





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Innovation: A Reality in the Tourism Sector**Innovation: A Reality in the Tourism Sector**

Module: Module I - Tourism Environment and the Importance of Innovation

Subject: Subject II - Innovation: A Reality in the Tourism Sector

Nature: Compulsory

Number of ECTS: 6 ECTS

Time unit: 1

Teacher of the subject: M^a Mercedes Carmona Martínez/ Ángel Meseguer Martínez

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Schedule of attention: Mondays 17h-18h

Module, subject or course Teacher/Coordinator: María Dolores Gil Quiles

Brief subject description

This subject addresses the concept of innovation, its relevance and types. The student will learn about main characteristics, hindering and fostering factors, and stages of both the adoption process and the diffusion process, and the most important models of innovation management.

Previous requirements

No previous requirements are needed.

Objectives of the subject

1. To know the concept of innovation, its relevance in the Tourism sector and diverse classifications.
2. To learn about the adoption process and the diffusion process of a certain innovation.
3. To be able to critically analyze any innovation management model.

Competences and learning results**General Competences**

MECES 1: The student must apply the knowledge acquired and be able to solve the problems arising in new or not known environments or circumstances within wider or multidisciplinary contexts linked to their study field.

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- MECES 2: The student must be able to integrate knowledge and face the complexity of issuing judgments from given information, that could either be complex or limited and may also include reflection making on social and ethical responsibilities linked to their knowledge and judgments implementation.
- MECES 3: The student can communicate his/her conclusions (and the knowledge and ultimate reasons supporting them) clearly and to both a specialized or non-specialized public without a risk of ambiguity.
- MECES 4: To provide the students with the learning skills that allow them go on studying on their own.
- MECES 5: To enable the student to acquire and understand knowledge that provides them with a basis and /or opportunity to be original in the development and /or implementation of ideas, often in research areas.
- G1: To know how to implement the acquired knowledge and have the resolution capacity of those problems related to innovation and marketing within the touristic field.
- G2: To be able to draw up reflections about the ethical and social possibilities that take part in within the touristic field by integrating knowledge and information.
- G3: To acquire abilities by means of the teaching-learning process that allows them to go on with self-training within to innovation and marketing.
- G4: To acquire and consolidate the initiative and the entrepreneurial spirit to start projects related to innovation and marketing within the touristic field.
- G5: To be able to look for and organize information from different sources and interpret the results obtained in order to elaborate reports.

Specific Competences

- CEM2: To know the paradigms, concepts and tools of innovation for marketing in touristic organizations.
- CEM3: To know the current project analysis methods in order to be able to identify the success possibilities for their launching.
- CEM4: To know innovation culture in the touristic organization and business.
- CEM5: To know how to create the necessary business framework to favor the development of the business innovation culture.
- CEM6: To know how to apply different advanced techniques in high strategic and operative management, focused on the design of touristic products or “microproducts” (gastronomic, patrimonial, cultural, etc.) based on innovation and competitiveness.

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Learning Results

- Understanding information from the innovation in the Tourism sector.
- Analyzing and synthesizing the key questions in this field of study.
- Knowing and applying the most important concepts in this field of study.
- Being able to communicate, both orally and written, situations that include reflected opinions, affective dimension and purposes.
- Acquiring a general knowledge of a certain innovation performance and characteristics.
- Analyzing the way the various innovation strategies differ according to the product, adopter or environmental characteristics.
- Identifying and analyzing the innovation management processes according to the company's characteristics, and recognizing its weaknesses and strengths.

Methodology

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Theoretical exposition	27	45 hours (30 %)	
Discussion groups, Seminars	9		
Assessment	9		
Personal study	47,25	105 hours (60 %)	
Task preparation and exposition	31,5		
Scientific Article analysis y Bibliographic search	26,25		
TOTAL	150	45	105

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Syllabus

Unit 1. Introduction.

Unit 2. Innovation. Concept and types.

Unit 3. The diffusion process

Unit 4. The adoption process.

Unit 5. Innovation Management.

Unit 6. Current trends of innovation in Tourism.

Relation to other disciplines of the study program

This is a basic and introductory subject, that is fundamental for all the other disciplines in the Master, especially those relates to innovation management, and Master Final Project.

Assessment system

February/June Call:

- **Presentation in class:** 70% of total grade
- **Attendance and participation:** 30% of total grade

September Call:

- **Presentation in class:** 70% of total grade
- **Attendance and participation:** 30% of total grade

For the “practice part”, students will holistically analyze a certain event, decision, or project, within the context of innovation in the tourism sector. They will describe and present their interpretations, conclusions or proposed solutions, supported by the contents and reasoning reviewed during the lessons.

In the “attendance and participation” part, the active participation on the classes (i.e., questions and remarks on the lectures, comments on the case studies,...) will be taken into account. Moreover, students will develop a “group presentation”: organized in groups, they will choose a certain innovation in the tourism sector, present and analyse it, from the diverse viewpoints reviewed during the lessons.

Bibliography and reference sources

Basic bibliography

- OECD (2006). *Innovation and Growth in Tourism*. OECD Publishing.
- European Commission (2005). *Oslo Manual. The Measurement of Scientific and Technological Activities Proposed Guidelines for Collecting and Interpreting Technological Innovation Data*. European Commission.

Complementary bibliography

- Walder, B., Weiermair, K., Sancho Pérez, A. (2006). *Innovation and Product Development in Tourism: Creating Sustainable Competitive Advantage*. Erich Schmidt Verlag GmbH & Co KG.
- Decelle, X. (2004). *A conceptual and dynamic approach to innovation in tourism*. Lugano: OECD.
- Hjalager, A.M (2010). A review of innovation research in tourism, *Tourism Management*, 31 (1), 1-12.

Webs related

<http://www.oecd.org/innovation/>

<http://know.unwto.org/content/unwto-awards-excellence-and-innovation-tourism>

<http://mkt.unwto.org/>

<http://products.skift.com/trend/>

<http://www.sustainabletourisonline.com/default.aspx>

Study recommendations

Regular use of the UCAM Virtual Campus resources; group debates as a preparation of presentation and projects, consulting the recommended bibliography for each topic, participation in all the suggested activities.

Instructional materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data.