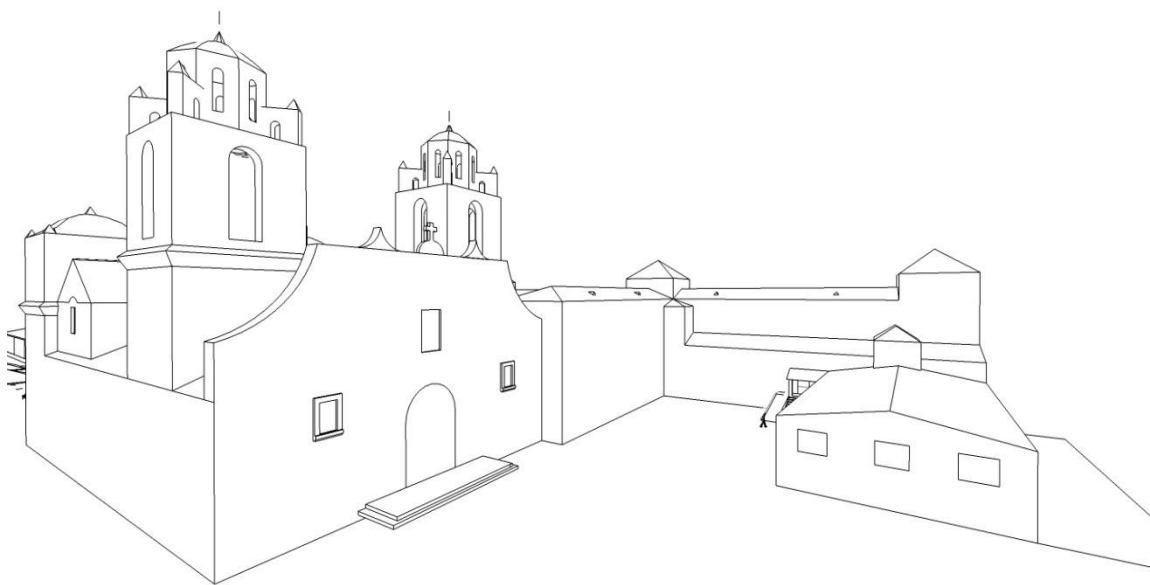# Teaching Guide 2016/2017

The public support to the development of technology in tourism

Master's in Innovation and Tourism Marketing

On campus method

Index

The public support to the development of technology in tourism

Module: Technologies applied to the tourism sector

Subject: **The public support to the development of technology in tourism**.

Nature: On campus

Number of ECTS: 6

Time unit: 2nd.

Teacher of the subject: Margarita Capdepón Frías

Email: mcapdepon@ucam.edu

Schedule of attention: Mondays and Wednesdays form 9.30 am to 11.30 am.

Module, subject or course Teacher/Coordinator: Margarita Capdepón Frías.

Brief Description

The travel and tourism sector faces today numerous challenges, despite its strong growth and optimistic predictions. Many of those changes are driving by new technology based innovations transforming the way travelers buy and consume tourism services. Tourism Administrations and politics are aware of these changes, and therefore they are reconsidering many of their traditional roles, adopting new tourism policies and programs that focus on innovation, Information Technologies (ITs), SMEs and entrepreneurship.

This subject will provide to the student a good overview of the Innovation Spanish System, the current National Tourism Policies regarding new technologies, the European programs that support tourism innovation and some existing tourism knowledge networks.

Objectives

1. Know concepts of innovation and new technologies applied to tourism.

2. Learn about the Spanish system of science, technology and innovation and how it works.

3. Identify funding and support opportunities to SME's concerning innovation and tourist ICTs.

4. Understand and use technology platforms and knowledge and tourist innovation networks.

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Competences

General competences

- **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

- **CEM13**: To know how to apply the principles of innovation national and international programs to the reality of the different touristic labor environments.

- **CEM14**: To be able to discern among the different current technologies applied to tourism and to be able to choose the most suitable one according to the different touristic sector.

- **CEM15**: To have ability for the development of technological processes.

Methodology

Metholology	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

Content

Unit 1. Public support on tourist innovation in Spain

- Introduction.

- Spanish system of science, technology and innovation

- National and Integral National Plan (2012-2015).

- Emprendetur Programmes

- Innovative Tourism Business groups (ITBGs) programme.

- National Smart Cities Plan: Smart destinations.

Unit 2. Public policies on tourism in European Union.

- Regional policy 2014-2020.

- Research and Innovation policy and EU programmes.

- Competitiveness of Enterprises and Small and Medium-sized Enterprises (COSME).

- Research and innovation strategies for smart specialisation (RIS3).

Unit 3. Technology platforms and knowledge and tourist innovation networks (national and international)

- THINKTUR, Spanish platform.

- "Tourism Business Support Portal".

- UNWTO Knowledge Network by UN.

- "Network of European Region for a Sustainable and Competitive Tourism" (NECSTouR).

- INTELITUR, Chamber of Comerce of Spain platform.

Program of practice training

Field visit to Benidorm: Invat-tur and CdT.

Relation to other disciplines of the study program

- Technologies applied to tourism.

- Innovation and tourism's marketing management.

- Final master project.

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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.

Bibliography and Sources of information

Bibliography

Cornell University, INSEAD, and WIPO (2015): *The Global Innovation Index 2015: Effective Innovation Policies for Development*, Fontainebleau, Ithaca, and Geneva.

Dupeyras, A. and N. MacCallum (2013), "Indicators for Measuring Competitiveness in Tourism: A Guidance Document", OECD Tourism Papers, 2013/02, OECD Publishing.

European Commission, Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (2015): *Guide on EU funding for the tourism sector*.

Ivars Baidal, J., Rodríguez Sánchez, I., Vera Rebollo, F. and Acebal, A. (2014): New approaches in tourism management: the innovative business group programme in Spain, in *Boletin de la Asociación de Geógrafos Españoles*, 66, 521-527.

Rodríguez, I., Williams, A.M. and Hall, C.M. (2014): Tourism innovation policy: Implementation and outcomes, in *Annals of Tourism Research*, 49, 76-93.

Secretaría de Estado de Turismo, Instituto de Turismo de España (Turespaña): *National and Integral Tourism Plan 2012-2015*.

Segittur, Secretaría de Estado de Turismo (2015): *Smart Destinations Report: building the future*.

World Tourism Organization (2007): *A Practical Guide to Tourism Destination Management*. Madrid: WTO.

Web references

✓ Segittur: http://www.segittur.es/

✓ Ministerio de Industria, Energía y Turismo: http://www.minetur.gob.es/

✓ Invat-tur: http://invattur.gva.es/

✓ Red Thinktur: http://www.thinktur.org/

✓ European Union: http://europa.eu/index_en.htm

✓ EU Innovation Policy http://ec.europa.eu/growth/industry/innovation/index_en.htm

✓ Enterprise Europe Network http://een.ec.europa.eu/

✓ UE Innovation Union : http://ec.europa.eu/research/innovation-union/index_en.cfm

✓ UE Innovation: http://ec.europa.eu/growth/industry/innovation/policy/index_en.htm

✓ UNWTO Knowledge Network: http://know.unwto.org/

- ✓ Smart specialisation platform: http://s3platform.jrc.ec.europa.eu/

- ✓ Regional Innovation Monitor Plus: https://ec.europa.eu/growth/tools-databases/regional-innovation-monitor/

- ✓ Europe 2020 strategy: https://ec.europa.eu/digital-agenda/en/europe-2020-strategy

- ✓ Research and Innovation Observatory – Horizon 2020 Policy Support Facility: https://rio.jrc.ec.europa.eu/en

- ✓ UE Digital Single Market: https://ec.europa.eu/digital-agenda/en

- ✓ Innovation Policy Platform (IPP), developed by the World Bank Group and the Organisation for Economic Co-operation and Development (OECD): https://www.innovationpolicyplatform.org

- ✓ The OECD Innovation Strategy - 2015 revision: http://www.oecd.org/sti/inno/

- ✓ The Israel Innovation Institute: http://www.israelinnovation.org.il/

- ✓ Lanzadera: http://www.lanzadera.es/

- ✓ New York Center for an urban future: https://nycfuture.org/

- ✓ London City Lab: https://nycfuture.org/

- ✓ Copenhagen Institute for Futures Studies: http://cifs.dk/

- ✓ Hubs in Europe up for the mission on Internet Innovation: http://i3h.eu/

- ✓ SF Innovation Hub (iHub): http://sfced.org/about/sfced-initiatives/ihub/

Study recommendations

Not needed.

Instructional materials

Not needed.