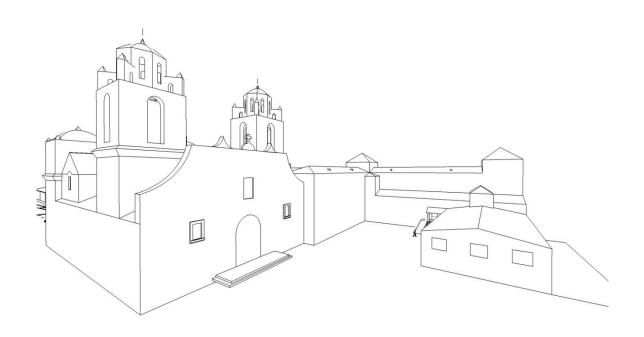# Teaching Guide 2016/2017

Innovation applied to Tourism Business Models

Master's in Innovation and Tourism Marketing

On campus method

Index

Innovation applied to Tourism's Business Models

Module: **Innovation Management in the Tourism Sector**

Subject 1: Innovaton applied to Tourism's Business Models

Nature: Compulsory

Number of ECTS: 3 ECTs

Time unit: 1st Semester (11th January – 18th February)

Teacher of the subject: Francisco José Noguera Plaza y Nicholas Montgomery

Email: prandez@gmail.com

Schedule of attention: Thursday from 9.30h-13.30h

Module, subject or course Teacher/Coordinator: Pilar Barra Hernández

Brief subject description

Innovation in the tourism industry is not a common practice. In fact, innovation has always been linked to other sectors or activities such as research, science, industry, etc.

This module will provide a general framework of "tourism innovation" and how the new information technologies (IT) have influence this industry, using some examples of success companies in different subsectors.

Finally, we will study how these ITs have contributed to the "geo-location" phenomenon. A technology trend especially important and optimize in the tourism industry.

Previous requirements

NOT NECESSARY.

Objectives of the subject

1. Understanding innovation and technological development as important factors for the optimal management of the environment

2. Understanding the innovation concept from a practical point of view, using examples of success in the different tourism subsectors.

3. Understanding the importance of the "management of change" to achieve successful innovative proposals.

4. Reflect the adequacy of innovation processes accordently to the strategy defined by the tourism organization

5. Analyze the technologies of innovation and information from a territorial point of view

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

- **CEM5**: To know how to create the necessary business framework to favor the development of the business innovation culture.

- **CEM8**: To know how to apply the different management tools in the touristic business, paying special attention to the partnership and other collaborative systems, ICTs and measurements with indicators.

Methodology

Methhology	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

Syllabus

Program of theoretical training

UNIT 1. INNOVATION IN THE TOURISM SECTOR

UNIT 2.- ITs APLLIED TO THE TOURISM BUSINESS MODELS

UNIT 3.- ITs APPLIED TO INNOVATION AND KNOWLEDGE GENERATION.

UNIT 4.- ITs OF INNOVATION FROM A TERRITORIAL POINT OF VIEW

Program of practice training

CASE STUDIES AND VISITS

Relation to other disciplines of the study program

This subject relates to the rest of the compulsory subjects of the curriculum.

Assessment system

<div align="center">February/June Call:</div>

- **Presentation in class:** 70% of total grade

- **Attendance and participation:** 30% of total grade

<div align="center">September Call:</div>

- **Presentation in class:** 70% of total grade

- **Attendance and participation:** 30% of total grade

Bibliography and reference sources

<div align="center">**Basic bibliography**</div>

CONFEDERACIÓN DE EMPRESARIOS DE ANDALUCÍA (2008) Talleres sobre nuevas tendencias y herramientas para el turismo

DE SALAS, I (2010) La publicidad en las redes sociales. De lo invasivo a lo consentido FUNDACIÓN COTEC (2007) Innovación en el sector hotelero

GARRIDO, A. y PADILLA, A. (2008) Estrategias CRM en empresas hoteleras. Estado de la investigación y definición de un modelo de éxito integrador

GUEVARA PLAZA y otros (2009) Sistemas informáticos aplicados al turismo HALL, M. y WILLIAMS, A. Tourism and Innovation HINOJOSA, V. (2014) El viajero multipantalla: objetivo de los hoteles para 2014

<div align="center">**Complementary bibliography**</div>

HINOJOSA, V. (2014) Qué aconsejan Google, Tweeter, Facebook y Tripadvisor a los hoteleros en 2014.

JOHNSON, S. Quién se ha llevado mi queso. Cómo adaptarnos a un mundo en constante cambio.

MINUBE (2011) Libro Blanco de los viajes sociales
http://minube.com/externos/libro_blanco_de_los_viajes_sociales.pdf

RUÍZ JIMÉNEZ y ARIAS MARTÍN (2007) Incidencia de las TICs en la mejora de la productividad, rentabilidad y calidad del sector turístico http://juntadeandalucia.es/turismocomercioydeporte/documentación/29491.pdf

XI CONGRESO DE TURISMO, UNIVERSIDAD Y EMPRESA (2009) Innovación, creatividad y nuevos modelos de gestión en turismo.

Webs related

- www.marketingdirecto.com

- www.fecemd.org

- www.dircom.org

- www.aui.es

- www.acrwebsite.org

- www.ama.org

- www.afe.es

- www.aimc.es

- www.agep.es

- www.agemdi.org

- www.aedemo.es

- www.aece.org

- www.aeap.es

- www.anunciantes.com

- www.adecec.com

- www.ams-web.org

- www.agenciasdemedios.com

- www.aap.es

- www.interbrand.com/

- www.aemark.es

Study recommendations

Both the Case Study and the Group Presentation will be uploaded by the lecturer at the Tasks folder in Virtual Campus with the description and instructions needed to accomplish including submission deadline.

Students will use the same Task folder at Virtual Campus to upload their answers in order to pass the subject. Remember that NO WORK submitted by other methods will be accepted and evaluated.

The answers or student's work uploaded behind the submission deadline will have a penalty of 10%. (No work will be accepted after 15 days from submission deadline).

Instructional materials

Not necessary.