



Teaching Guide 2016/2017

Innovation and Creativity applied to the Generation of Value

Master's in Innovation and Tourism Marketing

On campus method



Innovation and Creativity applied to the Generation of Value

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

Subject 1: Innovaton and Creativity applied to the Generation of Value

Nature: Compulsory

Number of ECTS: 3 ECTS

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

Teacher of the subject: Francisco J. Noguera Plaza

Email: fjnoguera@ucam.edu

Schedule of attention: Thursday from 9.30h-13.30h

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

Brief subject description

It happens that in many occasions we are aware of the need of changing our way of doing things, that innovation is necessary whatever the reason. However, we don't know how to begin with.

In this module, we will learn different innovation methods and how to apply innovation as the result of creativity, which sometimes we think that we don't have.

Also, we will learn the most appropriate methodology and approaches to implement innovative processes successfully.

Previous requirements

NOT NECESSARY.

Objectives of the subject

1. Knowing some creativity techniques that will help us to unlock our minds when initiating innovative processes.
2. Understand the need to plan and sequence any innovative initiative.
3. Understanding of the phases for the selection and implementation of innovative processes in a tourist organization and the elements necessary to carry it out.
4. To study the success factors of innovation.

*Innovation and Creativity applied to the Generation of Value***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

- **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.
- **CEM7:** To be able to identify and manage key processes and carry out the continuous process improvement.
- **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

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

Syllabus

Program of theoretical training

UNIT 1. CREATIVE SOLUTIONS

UNIT 2.- STAGES/ PHASES OF CREATIVE SOLUTION: METHODOLOGY FOR THE IMPLEMENTATION OF INNOVATIVE ELEMENTS. INFORMATION SYSTEMS AND INTERPRETATION OF HERITAGE.

UNIT 3.- TOURISM AND CREATIVE INDUSTRIES

Program of practice training

CASE STUDIES AND VISITS

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Relation to other disciplines of the study program

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

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 reference sources

Basic bibliography

FRIED, J. y HANSSON, D (2010) Reinicia: borra lo aprendido y piensa la empresa de otra forma

GARCÍA MANJÓN, J. (2010) Gestión de la innovación empresarial

GARCÍA MANJÓN, J (2010) Innovar en la era del conocimiento

INSTITUTO ANDALUZ DE TECNOLOGÍA (2012) La respuesta está en la innovación

PASTOR, J. (2013) Creatividad e Innovación: factores clave para la gestión y la internacionalización

TRÍAS DE BES, F. y KOTTLER, F. (2011) Innovar para ganar UNE 16600: 2006 Gestión de la I+D+I: Terminología y definiciones de las actividades de I+D+I UNE 166001: 2006 Gestión de la I + D + I: Requisitos de un proyecto de I+ D+ I UNE 166002: 2006 Gestión de la I+D+I: Requisitos de un sistema de gestión de la I+D+I UNE 166006: 2006 Gestión de la I+D+I: Sistemas de vigilancia tecnológica

Complementary bibliography

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

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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

RÚIZ 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

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- 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.