



# Teaching Guide 2016/2017

## *Innovation applied to Tourism Processes*

Master's in Innovation and Tourism Marketing  
On campus method



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*Innovation applied to Tourism Processes*

## **Innovation applied to Tourism Processes**

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

Subject 3: **Innovation applied to Tourism Processes**

Nature: Compulsory

Number of ECTS: 3 ECTS

Time unit: 1<sup>st</sup> Semester (11<sup>th</sup> January – 18<sup>th</sup> February)

Teacher of the subject: Francisco J. Noguera Plaza y Manuel Ortuño Aleu

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Schedule of attention: Thursday from 9.30h-13.30h

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

## **Brief subject description**

The innovation applied to processes is a key aspect, but... Do we know how to identify them? Do we know how to be more effective and how to reduce mistakes in the implementation stage?

In this subject, we will study new management systems that will help us to work better, optimizing the processes of our organization with the only purpose of improving our customer service. We will learn the best and more popular practices in this area.

On the other hand, we will learn how to identify technological or traditional initiatives, and how to implement them adequately with the aim of improving our processes. To do so, we will categorize these initiatives by process and/or sub-process involved. Because the innovation applied to processes is not just a print document, let's do it!

## **Previous requirements**

NOT NECESSARY.

## **Objectives of the subject**

1. Knowing the theoretical framework of continuous improvement PDCA model and its application in the management of organizations
2. Learning visualization techniques of a business model, through the Model Canvas, taking into account all the necessary actors
3. Knowing what a process map is and what it does.
4. Studying in a practical way how it is possible to innovate in the several processes of a tourist organization.

## *Innovation applied to Tourism Processes*

### 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		
<b>TOTAL</b>	<b>150</b>	<b>45</b>	<b>105</b>

## Syllabus

### Program of theoretical training

UNIT 1. INNOVATION APPLIED TO MANAGEMENT PROCESSES

UNIT 2.- INCORPORATING ELEMENTS OF INNOVATION IN TOURISM'S BUSINESS PROCESSES.

UNIT 3.- CONCLUSIONS AND CASE STUDIES.

### Program of practice training

CASE STUDIES AND VISITS

*Innovation applied to Tourism Processes*

## **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**

Norma UNE-EN-ISO 9001 Gestión de la Calidad Norma UNE-EN-ISO 166001. Gestión de la I+D+I. Requisitos de un proyecto de la I+D+I

Norma UNE-EN-ISO 166002 Gestión de la I+D+I. Requisitos de un sistema de gestión de la I+D+I

## **Webs related**

- [www.marketingdirecto.com](http://www.marketingdirecto.com)
- [www.fecemd.org](http://www.fecemd.org)
- [www.dircom.org](http://www.dircom.org)
- [www.aui.es](http://www.aui.es)
- [www.acrwebsite.org](http://www.acrwebsite.org)
- [www.ama.org](http://www.ama.org)
- [www.afe.es](http://www.afe.es)
- [www.aimc.es](http://www.aimc.es)
- [www.agep.es](http://www.agep.es)
- [www.agemdi.org](http://www.agemdi.org)
- [www.aedemo.es](http://www.aedemo.es)
- [www.aece.org](http://www.aece.org)
- [www.aeap.es](http://www.aeap.es)
- [www.anunciantes.com](http://www.anunciantes.com)
- [www.adecec.com](http://www.adecec.com)
- [www.ams-web.org](http://www.ams-web.org)
- [www.agenciasdemedios.com](http://www.agenciasdemedios.com)
- [www.aap.es](http://www.aap.es)
- [www.interbrand.com/](http://www.interbrand.com/)

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- [www.aemark.es](http://www.aemark.es)
- El Manual de Oslo  
[http://www.uis.unesco.org/Library/Documents/OECD Oslo Manual05\\_spa.pdf](http://www.uis.unesco.org/Library/Documents/OECD Oslo Manual05_spa.pdf)

## **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.**