



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

*20 años*  
*de educación,*  
*amor y servicio*

# Teaching Guide 2017/2018

*Innovation applied to the tourism business  
management*

Master's in Innovation and Tourism Marketing

On campus method



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## **Innovation applied to tourism business management**

Module: Innovation management in the tourism sector

Subject: Innovation applied to tourism business management

Nature: On campus

Mode: Mandatory

Number of academic credits: 6 ECTS.

Time unit: 1<sup>st</sup> Term.

Lecturers: Nicholas Montgomery and Resurrección Rodríguez.

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Module Coordinator: Pilar Barra Hernández PhD.

## **Brief subject description**

One of the elements that distinguish the tourism sector is the speed of changing of its environment. This fact can represent an opportunity or threat for every tourist company.

The adoption of an Innovation corporate culture in the business model of your organization is a positive way to guarantee an improvement in competitiveness.

Innovation is not just about new technologies, new inventions or new business models. It is also not just about improving production processes or services to be more efficient. On the other hand, as we will see in this subject, innovation is the process of creating and delivering customer new value in a specific marketplace.

During this module, we will introduce you to innovation methodologies such as Service Design Thinking and Osterwalder Canvas, we will provide an understanding of the tourism industry dynamic environment and its most popular innovation practices such as Online marketing, New distribution channels, Social media, web 2.0, geolocation, and we will define new concepts such as Smartcity and Smart destination.

## **Previous requirements**

NOT NECESSARY.

## **Objectives of the subject**

1. Acquiring knowledge and skills of the environment to manage effectively a tourism organization

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2. Provide students methodological tools to develop innovation in a practical and efficient manner.
3. Provide the student with a sensitivity of the value of innovation.
4. Provide an overview of the current landscape of innovation at a national and international level. (Actors, opportunities and champions)
5. Understanding innovation and technological development for an optimal management of the environment
6. Learning to manage innovation maximizing the potential of people in an organization.
7. Understanding the relationship between tourism marketing and innovation at the 21st century.

**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.

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## Methodology

Methodology	Hours	Hours of face to face work	Hours of non face to face work
Theoretical exposition	13.5	22.5 hours (30 %)	
Discussion groups, Seminars	4.5		
Assessment	4.5		
Personal study	23.62		52.5 hours (60 %)
Task preparation and exposition	13.12		
Scientific Article analysis y Bibliographic search	15.75		
<b>TOTAL</b>	<b>75</b>	<b>22.5</b>	<b>52.5</b>

## Syllabus

### Program of theoretical training

UNIT 1. Partnership and collaborative systems.

UNIT 2. Introduction to practical methodologies

UNIT 3. The new tourism management business models

UNIT 4. The new tourism distribution and communication channels

### 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:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

September Call:

- **Individual work:** 70% of total grade
- **Group presentation / Attendance and participation:** 30% of total grade

## **Bibliography and reference sources**

### **Basic bibliography**

Introducción al Service Design Thinking

[http://www.exhibitionsinternational.org/extra/9789063692797\\_01.pdf](http://www.exhibitionsinternational.org/extra/9789063692797_01.pdf)

Introducción al Business Model Generation (Ostenwalder CANVAS)

<http://www.eafit.edu.co/revistas/revistamba/documents/innovacion-modelo-negocio.pdf>

Introducción a la metodología Stage Gate

<http://www.slideshare.net/rvillamil/introduccion-a-la-metodologia-stage-gate>

Los once clanes viajeros

<http://www.isaacvidal.com/2013/02/actualiacion-los-doce-clanes-viajeros.html>

Los millennials: el target turístico de moda

**Innovación aplicada a la gestión de negocio turístico**

[http://static.hosteltur.com/web/uploads/2013/10/Hosteltur\\_232-](http://static.hosteltur.com/web/uploads/2013/10/Hosteltur_232-)

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[Millennials\\_el\\_target\\_de\\_moda\\_para\\_el\\_turismo.pdf](#)

La innovación y la zona de confort

<http://www.isaacvidal.com/2013/05/la-zona-de-confort.html>

Tendencias marketing turístico 2013

<http://www.hosteltur.com/web/uploads/2013/02/claves-para-entender-tendencias-marketing-turistico-2013.pdf>

Estudio sobre comportamientos del viajero lookinside de google..

<http://www.lookinside.travel/informeejecutivo2011/>

Claves para poner en marcha un social media plan.

<http://www.puromarketing.com/42/15039/claves-para-poner-marcha-plan-redes-sociales.html#>

Gestión del contenido. El círculo de relevancia.

<http://www.isaacvidal.com/2013/03/el-circulo-de-relevancia.html>

Segmentación de mercados por el CANAL.

<http://www.misionturismo.com/como-y-porque-segmentar-el-mercado-en-una-agencia-de-viajes-online/>

El blogtrip

[www.isaacvidal.com/2012/05/mi-amigo-tirso-maldonado-define-el.html](http://www.isaacvidal.com/2012/05/mi-amigo-tirso-maldonado-define-el.html)

La reputación online como palanca de mejora continua

<http://www.noticias.travel/la-reputacion-on-line-como-palanca-de-mejora-continua/>

Caso de éxito REVIEWPRO.

<http://www.reviewpro.com/case-studies/es/ReviewPro-Case-Study-Olivia%20Plaza-es.pdf>

Inmersión en SEM y Turismo.

<http://www.isaacvidal.com/2013/09/inmersion-en-sem-y-turismo.html>

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### **Complementary bibliography**

- Rick Levine, Doc Searls (2001): El Manifiesto Cluetrain. DEUSTO. España.
- Enrique Dans, (2010). Todo va a cambiar. DEUSTO, España.
- Jeff Jarvis, (2010): Y Google, ¿Cómo lo haría?. Gestión 2000. España.
- W. Chan Kim, Renée Mauborgne, (2005): La estrategia del Océano Azul. GRANICA. España.
- Curtis R. Carslon, William W. Wilmot, (2006): Innovation. Crown Business. USA. (en inglés)

### **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)



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- [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/)
- [www.aemark.es](http://www.aemark.es)
- [www.invattur.com](http://www.invattur.com)
- [www.innolandia.es](http://www.innolandia.es)
- [www.segittur.es](http://www.segittur.es)
- [www.innodriven.com/blog/](http://www.innodriven.com/blog/)

## **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.**