



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Innovation applied to 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**

Number of academic credits: **3**

Time unit: **2nd Term.**

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Brief description

In a globalising world, destinations can no longer take their traditional visitors for granted and escape growing competitive pressures, because increasingly experienced, specialised and demanding travellers now have a vastly greater number of potential destinations to choose from. Both well-established and emerging tourist destinations are therefore under pressure to be innovative to increase their attractiveness in the globalising visitor economy.

Innovation is the generation, acceptance and implementation of new ideas, processes, products or services, and also the capacity to change and adapt. In this section we will learn how innovation has been applied to tourism business such as hotel, restaurants and travel agencies in order to keep up with or stay ahead of your competitor and sustain market growth and profits.

Previous requirements

No previous requirements are needed.

Objectives of the subject

1. Acquire a global view of the tourism business industry
2. Understand how innovation has been applied to tourism business
3. Learn how innovation has been applied to the key performance indicators

Competences

General Competences

- MECES 1: The student must apply the knowledge acquired and be able to solve the problems arising in new or not known environments or circumstances within wider or multidisciplinary contexts linked to their study field.
- MECES 2: The student must be able to integrate knowledge and face the complexity of issuing judgments from given information, that could either be complex or limited and may also include reflection making on social and ethical responsibilities linked to their knowledge and judgments implementation.
- MECES 3: The student can communicate his/her conclusions (and the knowledge and ultimate reasons supporting them) clearly and to both a specialized or non-specialized public without a risk of ambiguity.
- MECES 4: To provide the students with the learning skills that allow them go on studying on their own.
- MECES 5: To enable the student to acquire and understand knowledge that provides them with a basis and /or opportunity to be original in the development and /or implementation of ideas, often in research areas.
- 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.

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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	13,5	45 hours (30 %)	
Discussion groups, Seminars	4,5		
Assessment	4,5		
Personal study	23,62	52,5 hours (60 %)	
Task preparation and exposition	15,75		
Scientific Article analysis y Bibliographic search	13,12		
TOTAL	75	22,5	52,5

Syllabus

Unit 1. Innovations applied in the key divisions of a hotel

Unit 2. Innovations applied to Tourism Sales and Marketing.

Unit 3. Managerial innovations and key performance indicators.

Unit 4. Innovations applied to new Channel Distribution Systems. Case study of “Travel Agencies”.

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

Students must obtain 5 points in each part of the course in order to pass. Two calls are available during the academic year: June and September. Course(s) that are not pass either in June or in September will be considered failed. Students will have to register again and pay the tuition fees for the courses failed in order to be assessed in the following academic year.

The grade system will be as follows:

FAIL

PASS

GOOD

MERIT

The grade "merit with distinction" might be awarded to students who obtain a grade higher than 9. These awards are limited to 5% of students registered in the course with the exception of courses with less than 20 students. In this case, one distinction can be awarded.

Bibliography and reference sources

Basic bibliography

Philip Kotler, John T. Bowen, James C. Makens (2014). *Marketing for Hospitality and Tourism*. 6th Edition. Pearson Education Limited.

Richard Templar (2011). *The Rules of Management*. 2nd Edition. Pearson Education Limited

Complementary bibliography

Gregory Peters (2003). *The Man of La Manga*. 1st Edition. XLibris Corporation

Webs related

- ✓ www.latorregolfresort.com
- ✓ www.lamangaclub.com
- ✓ www.hostemur.es
- ✓ www.hostetur.com
- ✓ www.hosteltur.com
- ✓ www.oracle.com
- ✓ www.arumgroup.es
- ✓ www.opentable.com
- ✓ www.fecemd.org
- ✓ www.dircom.org

Study recommendations

Regular use of the UCAM Virtual Campus resources; group debates as a preparation of presentation and projects, consulting the recommended bibliography for each topic, participation in all the suggested activities.

Instructional materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data.