



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Innovation applied to Tourism

Business Models

Master's in Innovation and Tourism Marketing

On Campus method

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Innovation applied to tourism business models

Module: **Innovation management in the tourism sector**

Subject: **Innovation applied to tourism business models**

Nature: **On campus**

Number of academic credits: **3**

Time unit: **2nd Term.**

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Brief description

Innovation is a cross-sectional area of management and research that must be considered regardless the business sector to be analyzed. In terms of the development of tourism business models, in which a company can identify local and global competitors, innovation is a critical factor to succeed. Indeed, the aims of this course are (i) to handle a set of tools to deal with innovation in a structured way within a company and (ii) to learn new value propositions in tourism.

After completing this module, students will be able to use a worldwide-known tool for describing, analyzing and designing tourism business models, as well as to define value propositions that customers want. Then, considering this approach, students will be aware of the main innovation trends in tourism.

Previous requirements

No previous requirements are needed.

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.

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4. Reflect the adequacy of innovation processes accordingly to the strategy defined by the tourism organization
5. Analyze the technologies of innovation and information from a territorial point of view

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

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

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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 (70 %)	
Task preparation and exposition	15,75		
Scientific Article analysis y Bibliographic search	13,12		
TOTAL	75	22,5	52,5

Syllabus

- Unit 1. Introduction. Innovation within a tourism company.
- Unit 2. Generating business models in tourism
- Unit 3. Creating value propositions in tourism companies.
- Unit 4. Tourism services based on IT innovation and sharing economy.
- Unit 5. Developing new value propositions based on apps, gaming and VR.
- Unit 6. Sustainable tourism and green innovation.
- Unit 7. Introducing smart destinations.

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

Books

Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Value proposition design: how to create products and services customers want. John Wiley & Sons.

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Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons.

Reports

OECD (2012). *Green innovation in tourism services*, OECD Tourism Papers.

OECD (2016). *OECD Tourism trends and policies*, OECD Publishing, Paris.

European Commission (2015) *Research for tran committee - tourism and sharing economy: challenges and opportunities for the EU*. University of Lancashire.

Complementary bibliography

Articles

Aldebert, B., Dang, R. J., & Longhi, C. (2011). Innovation in the tourism industry: The case of Tourism@. *Tourism Management*, 32(5), 1204-1213.

Ali, A. and Frew, A. J. (2014). Technology innovation and applications in sustainable destination development. *Information Technology & Tourism*, 14 (4), 265-290.

Berné, C., García-González, M., García-Uceda, M. E., & Múgica, J. M. (2015). The effect of ICT on relationship enhancement and performance in tourism channels. *Tourism Management*, 48, 188-198.

Buhalis, D., & O'Connor, P. (2005). Information communication technology revolutionizing tourism. *Tourism Recreation Research*, 30(3), 7-16.

Cannon, S., & Summers, L. H. (2014). How Uber and the Sharing Economy Can Win Over Regulators. *Harvard Business Review*, 13.

Cenamor, I., de la Rosa, T., Núñez, S., & Borrajo, D. (2017). Planning for tourism routes using social networks. *Expert Systems with Applications*, 69, 1-9.

Čivré, Ž., & Gomezelj Omerzel, D. (2015). The behaviour of tourism firms in the area of innovativeness. *Economic Research-Ekonomska Istraživanja*, 28(1), 312-330.

Del Chiappa, G., & Baggio, R. (2015). Knowledge transfer in smart tourism destinations: Analyzing the effects of a network structure. *Journal of Destination Marketing & Management*, 4(3), 145-150.

Edelman, B. G., & Luca, M. (2014). Digital discrimination: The case of airbnb.com. *Harvard Business School NOM Unit Working Paper*, (14-54).

Gretzel, U., Werthner, H., Koo, C., & Lamsfus, C. (2015). Conceptual foundations for understanding smart tourism ecosystems. *Computers in Human Behavior*, 50, 558-563.

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Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2015). Smart tourism: foundations and developments. *Electronic Markets*, 25(3), 179-188.

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Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management*, 31(5), 637-651.

Hjalager, A. M. (2010). A review of innovation research in tourism. *Tourism Management*, 31(1), 1-12.

Neuhofer, B., Buhalis, D., & Ladkin, A. (2015). Smart technologies for personalized experiences: a case study in the hospitality domain. *Electronic Markets*, 25(3), 243-254.

Schor, J. (2014). Debating the sharing economy. Great transition initiative.

Sora, C., Ribas, J. I., Freixa Font, P., & Soler-Adillon, J. (2014). Fostering playful behaviour at museums using mobile apps.

Trivett, V., & Staff, S. (2013). What the sharing economy means to the future of travel. Skift.

Wang, D., Xiang, Z., & Fesenmaier, D. R. (2016). Smartphone use in everyday life and travel. *Journal of Travel Research*, 55(1), 52-63.

Webs related

- ✓ www.strategyzer.com
- ✓ www.oecd.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

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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.