



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching Guide 2018/2019

## *Innovation and creativity applied to value generation*

Master's in Innovation and Tourism Marketing

On Campus method

## Index

<b>Innovation and creativity applied to value generation.....</b>	<b>3</b>
<b>Brief subject description.....</b>	<b>3</b>
<b>Previous requirements.....</b>	<b>3</b>
<b>Objectives of the subject.....</b>	<b>3</b>
<b>Competences.....</b>	<b>3</b>
<b>Methodology .....</b>	<b>5</b>
<b>Syllabus .....</b>	<b>5</b>
<b>Relation to other disciplines of the study program.....</b>	<b>6</b>
<b>Assessment system .....</b>	<b>6</b>
<b>Bibliography and reference sources .....</b>	<b>6</b>
<b>Webs related .....</b>	<b>7</b>
<b>Study recommendations .....</b>	<b>7</b>
<b>Instructional materials .....</b>	<b>7</b>

# Innovation and creativity applied to value generation

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

Subject: **Innovation and creativity applied to value generation**

Nature: **On campus**

Number of academic credits: **3**

Time unit: **2<sup>nd</sup> Term.**

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## Brief description

As we know, tourism is a very dynamic market and many times we are aware of the need of changing the way of doing things, or the need of applying an innovative idea, however, we don't know how to do it.

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 ideas adding value to our product and services successfully from the marketing point of view.

## Previous requirements

No previous requirements are needed.

## Objectives of the subject

1. Learn 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 generating value.
3. Learn methodology to implement innovative ideas adding value.

## 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.

## Innovation and creativity applied to value generation

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	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		
<b>TOTAL</b>	<b>75</b>	<b>22,5</b>	<b>52,5</b>

## Syllabus

Unit 1. Methodology for the implementation of innovative elements

Unit 2. Creative Thinking and Co-creation: New paradigms to create value and impact

Unit 3. Emerging technologies, ICT, Open Data and IoT in the creation of creative solutions for tourism

Unit 4. Real experiences and practical experiences creating innovative solutions for tourism and cultural heritage

## 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

Cooper, Robin. Target costing and value engineering. Routledge, 2017.

## Innovation and creativity applied to value generation

Ramaswamy, Venkat, and Francis Gouillart. "The power of co-creation." New York (2010).

Osborn, Alex F. "Applied imagination." (1953). APA.

Halliday, Michael Alexander Kirkwood, and Christian Matthiessen. Construing experience through meaning: A language-based approach to cognition. A&C Black, 2006.

Richards, Greg, ed. Cultural attractions and European tourism. Cabi, 2001.

Richards, Greg. Cultural Tourism: Global and local perspectives. Psychology Press, 2007.

### Complementary bibliography

Namiot, Dmitry, and Manfred Sneps-Snepe. "The physical web in smart cities." Advances in Wireless and Optical Communications (RTUWO), 2015. IEEE, 2015.

Alvarado-Urbe, Joanna, et al. "Towards the Development of a Smart Tourism Application Based on Smart POI and Recommendation Algorithms: Ceutí as a Study Case." International Conference on Innovative Mobile and Internet Services in Ubiquitous Computing. Springer, Cham, 2017.

Jara, Antonio J., María Concepción Parra, and Antonio F. Skarmeta. "Participative marketing: extending social media marketing through the identification and interaction capabilities from the Internet of things." Personal and Ubiquitous Computing 18.4 (2014): 997-1011.

Hunter, Colin. "Sustainable tourism as an adaptive paradigm." Annals of tourism research 24.4 (1997): 850-867.

Gretzel, Ulrike, et al. "Smart tourism: foundations and developments." Electronic Markets 25.3 (2015): 179-188.

### Webs related

Google, Physical Web, <http://google.github.io/physical-web/>

### 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.