Teaching guide

Subject identification

Subject	11463 - Innovation in Tourism
Credits	0.72 de presencials (18 hours) 2.28 de no presencials (57 hours) 3 de totals (75 hours).
Group	Group 1, 2S, MDPL (Campus Extens)
Teaching period	Second semester
Teaching language	English

Professors

Lecturers	Horari d'atenció als alumnes					
	Starting time	**Finishing time**	**Day**	**Start date**	**Finish date**	**Office**
Marta Jacob Escauriaza marta.jacob@uib.es	13:00	14:00	Tuesday	01/09/2016	05/02/2017	DB243-Cita previa por mail

Contextualisation

This course is one of the elective courses offered in the master programme (METME or MDPT). A set of basic concepts of the knowledge economy are introduced, describing the knowledge triangle in tourism: research, innovation and education, but mainly focusing on the first two sides (research and innovation), the students are also initiated into the state of the art knowledge on the measurement of innovation in the tourism industry at the company level, and some recommendations for overcoming identified problems. Knowledge and skills acquired will help students to understand the meaning of innovation in tourism, how to measure innovation in tourism and what must be taken into account when designing an innovation policy for tourism sectors. The final aim of the course is to provide students with the knowledge and tools available within the field of innovation in tourism.

Requirements

There are no previous requirements for this course.

Skills

This course aims to familiarise students with the definitions, indicators and key elements in the design of an innovation policy in tourism. Therefore, the final aim of the course is to provide students with the knowledge and tools available within the field of innovation in tourism. Students must acquire several abilities and skills.

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Specific

* CE1 (METME). To develop capacity of analysis of tourism as a complex system that integrates multiple components that can be monitored and evaluated (supply, demand, labour market, landscape and natural environment, institutional framework, etc.), as well as their existing relationships..
* CE5 (METME). To acquire a critical awareness of the relevance of the economic processes, the business relationships, the market policies and the world economic evolution that affect the tourism market..
* CE15 (MDPT). Learn the techniques that allow the development of tourism destinations and organizations in an international, complex and dynamic environment, to achieve a sustainable, integrative and innovative tourism management and promotion..
* CE8 (METME). To know and understand the diverse impact that different tourism development alternatives can have on social wellbeing (environment, health, equality of opportunities, etc.)..
* CE2 (MDPT). Learn how to analyze the structure of tourist activities at all levels, taking into account the components of sustainable tourism development, diagnosing needs and opportunities as well as limitations and risks..

Generic

* CG1 (METME). To know the new tendencies emerging in the tourism system and the challenges faced by it, at the same time deepening the knowledge of advanced economic analysis, and making possible the development of an innovative vision to provide ideas and solutions..
* CG7 (METME). To acquire specialized knowledge about the tourism system to make it possible to face challenges and provide solutions..
* CG2 (METME). To develop an innovative capacity by applying the acquired knowledge to the resolution of problems in new environments related to the tourism sector..
* CG4 (MDPT). Know the fundamentals and apply methodologies suitable for the analysis of the tourism sector..

Transversal

* CT1(MDPT) Capacity for analysis and synthesis..
* CT3 (MDPT). Oral and written communication in English..

Basic

* You may consult the basic competencies students will have to achieve by the end of the Master's degree at the following address: http://estudis.uib.cat/master/comp_basiques/

Content

Course programme is divided in six chapters or sections. Chapter 1 describes the types of knowledge and the areas of knowledge needs in tourism. Chapter 2 provides a definition for innovation in tourism and reviews the issues in the measurement of innovation in tourism at a firm level. The theoretical and methodological problems in secondary databases are analyzed. Chapter 3 describes the management of knowledge creation and of knowledge transfers, analysing the case of SMEs in tourism. Chapter 4 describes the role of the government in tourism innovation activity and the elements for the design of an R+D+i policy for tourism destinations. Chapter 5 analyses the R+D+i policies for tourism in the OECD, EU and Spanish level. Finally, Chapter 6 analyses different case studies of monitoring and assessing R+D+i in tourism.

Theme content

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Universitat de les Illes Balears

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Chapter 1. Knowledge economy and its measuring problems
    1.1. Types of knowledge.

    1.2. Knowledge sources in tourism.

    1.3. Model of knowledge needs in tourism.

Chapter 2. Innovation in services and their indicators
    2.1.Characteristics of service sector innovation.

    2.2. Tourism innovation:

    2.2.1. Defining innovation in tourism.

    2.2.2. Types of innovation.

    2.2.3. The drivers of tourism innovation.

    2.3. Tourism innovation and competitiveness.

    2.4. Protecting innovations.

    2.5. Indicators for measuring innovations.

Chapter 3. Knowledge management in SMEs: the case of tourism
    3.1. Management of knowledge creation and of knowledge transfers.

    3.2. Knowledge channels: The case of tourism SMEs.

Chapter 4. Research, development and innovation (R+D+i) policy applied to tourism
    4.1. Influence of the government on tourism innovation activity: Regional Innovation System.

    4.2. Elements in the design of innovation and R& D policies for tourism economies.

Chapter 5. Innovation policies within the framework of the OECD and the Science, Technology and Innovation Plan
    5.1. Analysis of the innovation and R& D policies designed in the OECD and/or EU context for tourism sectors.

    5.2. Analysis of the Spanish Science, Technology and Innovation Programme: the case of tourism.

Chapter 6. Case studies of monitoring and assessing R+D+i in tourism

Teaching methodology

At the beginning of the semester class slides and notes will be available for students through the UIBdigital platform.Bibliography must help students to complete and deepen the analysis as they consider. In addition, the lecturer shall inform students of the schedule of the subject through the UIBdigital platform, indicating at least include the dates when the continuing assessments will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

In-class work activities

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Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theoretical Lectures	Large group (G)	To explain the main key concepts of the course that students must know. Class slides and notes will be available for students and basic bibliography must help students to complete and deepen the analysis as they consider.	8
Seminars and workshops	Computer Classes	Medium group (M)	To identify the databases available on innovation indicators and the methodology used internationally to measure innovation at firm level. Students will have to write a small report that will account for 20% of the global mark, it is non-retrievable. Deadline: March 20th, 2017.	2
Practical classes	Practical Classes	Large group (G)	To promote the critical discussion between students and to facilitate the application of theoretical methodology learned in class. Several case studies related with the concepts learned in the lectures will be analysed and discussed.	4
Assessment	Final Exam	Large group (G)	To evaluate student's learning outcomes. Students will have to answer to two questions on the course content. It will account for 40% of the global mark, it is retrievable in the date established by the CEP.	1
Assessment	Team presentation	Large group (G)	To evaluate the learning results of the different practical lessons, seminars, workshops and computer classes through a small team report. Teams consists of 2 members and the teams must make an oral presentation of their essay in order to be marked. The oral presentation will account for 20% of the global mark, and each student will be marked individually and as a team.	2
Assessment	Team report	Large group (G)	In order to evaluate the students' learning results and skills acquired, the students must write an essay or report on a specific topic or question on the course content on the last day of lectures. Teams consists of 2 members and the teams must also make an oral presentation of their essay in order to be marked. The written report/essay will account for 20% of the global mark	1

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Campus Extens platform.

Distance education work activities

Modality	Name	Description	Hours
Individual self-study	Short papers	Working time of students on their own on the course subject. The student must improve knowledge by reading additional essays and papers. Individual self-study and work to learn to discuss different case studies provided by the professor. Students will have to write and present an individual intermediate report on a specific topic or question on the course content.	57

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Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

To evaluate the learning results of the students three different assessments will be carried out during the course.

Computer Classes

Modality	Seminars and workshops
Technique	Short-answer tests **(non-retrievable)**
Description	To identify the databases available on innovation indicators and the methodology used internationally to measure innovation at firm level. Students will have to write a small report that will account for 20% of the global mark, it is non-retrievable. Deadline: March 20th, 2017.
Assessment criteria	To evaluate the learnig results of the computer classes through a small report on several questions.

Final grade percentage: 20% with minimum grade 3.5

Final Exam

Modality	Assessment
Technique	Extended-response, discursive examinations **(retrievable)**
Description	To evaluate student's learning outcomes. Students will have to answer to two questions on the course content. It will account for 40% of the global mark, it is retrievable in the date established by the CEP.
Assessment criteria	To evaluate students' learning outcomes by a final written exam where the student will have to answer to 2 questions on the course content.

Final grade percentage: 40%

Team presentation

Modality	Assessment
Technique	Oral tests **(non-retrievable)**
Description	To evaluate the learning results of the different practical lessons, seminars, workshops and computer classes through a small team report. Teams consists of 2 members and the teams must make an oral presentation of their essay in order to be marked. The oral presentation will account for 20% of the global mark, and each student will be marked individually and as a team.
Assessment criteria	To evaluate the learning results of the different practical lessons, seminars, workshops and computer classes through a small team report. Teams must consists of 2 students.The quality of the essay presentation will be taken into account and no manual graphs can be included nor the use of non-official statistical sources. It will account for 20% of the global mark, students will be marked individually and as a team.

Final grade percentage: 20% with minimum grade 3.5

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Team report

Modality	Assessment
Technique	Papers and projects **(non-retrievable)**
Description	In order to evaluate the students' learning results and skills acquired, the students must write an essay or report on a specific topic or question on the course content on the last day of lectures. Teams consists of 2 members and the teams must also make an oral presentation of their essay in order to be marked. The written report/essay will account for 20% of the global mark
Assessment criteria	To evaluate the knowledge acquired throughout the course, students must write and hand out a team essay report on a question about the course content that will account for 20% of the global mark for the course, it is non-recoverable.

Final grade percentage: 20% with minimum grade 3.5

Resources, bibliography and additional documentation

This course will mainly used scientific papers on the topic. However, the book by Hall and Williams (2008) can be used as the basic book for the course.

Basic bibliography

Hall, C.M. and A.M. Williams (2008). *Tourism and Innovation*. Contemporary Geographies of Leisure, Tourism and Mobility Series. New York (USA). Routledge.

Complementary bibliography

* Camisón, C. and Monfort-Mir, V. M. (2012). Measuring innovation in tourism from the Schumpeterian and the dynamic-capabilities perspectives. *Tourism Management* 33, pp. 776.789.
* Hjalager, A.M. (2010). A review of innovation research in tourism. Tourism Management 31, pp. 1-12.
* Jacob, M.; Payeras, M. (2015, forthcoming). Knowledge & Tourism. Encyclopedia of Tourism. 2nd edition. (Estados Unidos de América): Springer, 2015. Disponible en Internet en: . ISBN 978-3-319-01
* Jacob, M.; Florido, C.; Payeras, M. (2014). Knowledge production in two mature destinations. 911097 - Annals of Tourism Research. 48, pp. 266 - 291. (Estados Unidos de América): 2014. Disponible en Internet en: . ISSN 0160-7383

Other resources

Websites: OECD website, EU website and INE website.

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