

Hotel Management Innovation

Code: 104961
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Other comments on languages

Grau de Turisme en Anglès

Prerequisites

There are no prerequisites

Objectives and Contextualisation

The objective of this course is to prepare students with innovative mindset to apply in lodging industry using successful business models and digitalization.

The main issues addressed at the course:

- Learn and identify innovative opportunities in Hospitality industry.
- Know the most relevant trends in hospitality industry
- Identify new consumer needs and detect organizational changes
- Implement digitalization and IT strategies to contribute to business performance

Competences

- Behave ethically and adapt to different intercultural contexts.
- Behave responsibly towards the environment.
- Critically interpret the context in which the tourism sector operates, from different perspectives deriving from theory, ideology and good practice.
- Demonstrate knowledge and understanding of the basic principles of tourism in all its dimensions and areas.
- Demonstrate knowledge of the functioning and evolution of different tourism models in order to choose the most suitable one and apply it in the current environment.
- Develop a capacity for independent learning.
- Display a customer service orientation.

- Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
- Identify the legal framework governing tourism activities and the entities that conduct them.
- Innovate in tourism: both in planning and commercialisation and in the management of organisations.
- Manage human resources in tourism organisations.
- Plan and manage activities on the basis of quality and sustainability.
- Plan, organise and coordinate a work team, creating synergies and showing empathy.
- Propose creative alternative solutions to problems arising in the field of tourism management, planning, businesses and products.
- Show initiative and an entrepreneurial approach to business creation and management in the tourism sector.
- Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
- Use communication techniques at all levels.
- Work in a team.

Learning Outcomes

1. Apply public and private law to the new tourism products and activities.
2. Apply the different management and planning tools that help to drive the development of the tourism sector.
3. Argue in favour of good practice and the newest trends and approaches in the face of the challenges posed by tourism development.
4. Behave ethically and adapt to different intercultural contexts.
5. Behave responsibly towards the environment.
6. Develop a capacity for independent learning.
7. Display a customer service orientation.
8. Extrapolate from studies and presentations of real cases in the tourism sector.
9. Have a business vision, pinpoint the customer's needs and pre-empt possible changes in the environment.
10. Identify the latest trends and best practice, in order to innovate in planning, management and commercialisation in tourism entities, products and organisations.
11. Identify the sources of new trends in the tourism sector.
12. Keep pace with the latest outstanding initiatives, projects and businesses in tourism as inspiration for maintaining an entrepreneurial spirit.
13. Manage human resources in tourism organisations.
14. Plan and manage activities on the basis of quality and sustainability.
15. Plan, organise and coordinate a work team, creating synergies and showing empathy.
16. Take decisions in situations of uncertainty, taking into account potential consequences of these decisions in the short, medium and long term.
17. Use communication techniques at all levels.
18. Work in a team.

Content

INTRODUCTION

Introduction to innovation and analysis for innovation opportunity

Types of innovation

Product Innovation

Process Innovation

Business Model Innovation

HOSPITALITY INDUSTRY INNOVATION

Destination competitiveness based on IT strategy

The impact of Generation Y and Z on the Hospitality Industry

Destination Innovation, trends, and New marketplaces

Collaborative economy in Hospitality Industry

HOTELS AND INNOVATION CHALLENGES

TECHNOLOGY

Technology Development and the Future of Hospitality

Marriott International example (Alexa, Mobile Check-in, Mobile Requests, Mobile Key).

Oracle example OPERA PMS

COMMERCIAL

Online sales: OTA, SEO, SEM, GOOGLE BUSINESS, GOOGLE ANALYTICS

Innovative Hotel Design and Travel Trends: Poshtels, Glamping

Social Media and Virtual Communities

Experience economy: innovation by co-creation

Big data analytics for better decision-making in hospitality industry (Revinat example)

HRRR

Personalization - Tailor made service

New organizational charts and management process

Evolution of Hotel chains in recent years. New Paradigm: separation of operation from ownership (Shareholders). The future Business Model of Hospitality Brands

Methodology

- Participative content sessions
- Theoretical-practical classes in which concepts are worked in projects format.
- Problem solving and group practical cases with final exposition.
- Cooperative learning and individual learning to develop and present projects.
- Tutorials: individual or group work to solve doubts on specific concepts.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	18	0.72	1, 3, 8, 11, 10
Presentation of projects	30	1.2	2, 3, 5, 4, 6, 12, 8, 11, 10, 17, 15, 16, 9, 18

Type: Supervised

Tutoring	24	0.96	6, 14, 15, 16
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Type: Autonomous

Presentation of projects	20	0.8	1, 2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 9, 18
Study	20	0.8	1, 2, 3, 6, 12, 11, 10, 17, 16, 7, 9

Assessment

A) CONTINUOUS EVALUATION

The evaluation system consists of practical projects/activities and a test

*The projects and the exam must have a minimum score of 4 each to average between them.

B) FINAL EVALUATION: final exam (all course content)

Day and time established, according to academic calendar, to the Official Programming of the EUTDH Center. There will be only one type of final exam, with have no difference between students who have not passed the continuous assessment and those who have not followed the continuous assessment.

C) RE-EVALUATION

Students who, in final evaluation, have obtained a grade equal or greater than 3.5 and less than 5, may present themselves for re-evaluation exam. The maximum grade of this re-evaluation will not exceed 5 as final grade.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
A) Class assignments	40	18	0.72	1, 2, 3, 4, 6, 12, 8, 11, 10, 16, 9, 18
B) Conference 1	20	7	0.28	2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 18
C) Conference 2	20	7	0.28	2, 3, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 7, 9, 18
D) Self-study	10	4	0.16	2, 3, 5, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9
E) Exam	30	2	0.08	2, 3, 12, 13, 10, 15

Bibliography

- Class notes and other Virtual Campus materials
- Moliner, J. P., Azorín, J. F. M., Guilló, J. J. T., Ortega, E. M. P., & Gamero, M. D. L. (2019). Sostenibilidad, calidad, innovación y ventaja competitiva en el sector hotelero: un estudio de caso. REVISTA INTERNACIONAL DE TURISMO, EMPRESA Y TERRITORIO, 3(1).
- Rodríguez Antón, J.A, Alonso Almedia, M.^a del Mar (2014), Organización y dirección de empresas hoteleras, Ed: Síntesis

- Fernández Casado, A (2014). Manual práctico de dirección de hoteles, marketing y ventas online del siglo XXI

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- Nieves, J., & Quintana, A. (2018). Human resource practices and innovation in the hotel industry: The mediating role of human capital. *Tourism and Hospitality Research*, 18(1), 72-83.

- Richard, B. (2017). Hotel chains: survival strategies for a dynamic future. *Journal of Tourism Futures*.

- Kansakar, P., Munir, A., & Shabani, N. (2019). Technology in the hospitality industry: Prospects and challenges. *IEEE Consumer Electronics Magazine*, 8(3), 60-65.