

Tourism Innovation

Code: 104960
ECTS Credits: 6

| Degree | Type | Year | Semester |
|-----------------|------|------|----------|
| 2500894 Tourism | OT | 4 | 2 |

Contact

Name: Carme Ruiz Aguado
Email: carmen.ruiza@uab.cat

Use of Languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

There are no prerequisites.

Objectives and Contextualisation

The course aims to equip the fourth-year students of the Degree in Tourism with analytical and critical thinking about the current trends in tourism and the most suitable business practices to be implemented in the different types of tourism companies and independent professionals in order to differentiate themselves from competitors and increase their market quota.

At the end of the course the student should be able to:

- Analyze the new technologies applied to tourism and know what would be the most appropriate to implement in each case.
- Teamwork.
- Develop an ability to learn independently.
- Ability to self-assess the knowledge acquired.
- Working with communication techniques and new technologies at all levels.
- Develop critical thinking.
- Keep updated about current trends in the tourism sector

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

Content

Unit 1: New trends in the tourism sector

Unit 2: Travel blogs and travel bloggers

Unit 3: Introduction to Revenue Management

Unit 4: Tourist packages design and creation

Unit 5: Technologies applied to tourism

Methodology

The course operates on three methodologies of teaching and learning:

a) Theoretical Methodology: face-master class explanations for to the different syllabus items that help the student to develop a practical methodology.

b) Practice methodology: Research case studies to be shared and debated by students, test and learning operation of different technological tools explained in class. This practice methodology can include also the participation in a live project (develop consultant activities for external companies to solve one specific question).

c) Seminars, conferences and / or company visits held by professionals of tourism.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

| Title | Hours | ECTS | Learning Outcomes |
|---|-------|------|---|
| Type: Directed | | | |
| Lectures | 20 | 0.8 | 1, 2, 11, 7, 12, 10, 9, 13, 14, 15 |
| Practice classes | 7 | 0.28 | 2, 4, 3, 11, 7, 12, 10, 9, 16, 13, 14, 15, 6, 8, 17 |
| Type: Supervised | | | |
| Tutoring | 14 | 0.56 | 1, 2, 4, 3, 5, 7, 12, 10, 9, 16, 13, 14, 15, 6, 8 |
| Type: Autonomous | | | |
| Assignment preparation | 30 | 1.2 | 1, 2, 3, 5, 11, 7, 10, 9, 16, 13, 14, 15, 6, 8, 17 |
| Practice cases and exercises resolution | 32 | 1.28 | 1, 2, 4, 3, 5, 11, 7, 12, 10, 9, 16, 13, 14, 15, 6, 8, 17 |
| Study | 32 | 1.28 | 1, 4, 3, 5, 11, 7, 10, 9, 16, 13, 6 |

Assessment

The evaluation of the course will be:

Continuous Assessment. The continuous assessment consists of the following system:

a) The performance of a written test to validate the knowledge work during all the practical activities, which will be worth 40% of final grade and that also will include the theoretical material exposed in class.

b) The performance of different practical activities in and outside the classroom that will be worth a 60% of the final grade (10% the activities of unit 1, 2 and 5, and a 15 % the activities of unit 3 & 4). A correct formal presentation and an accurate elaboration will be valued.

Final exam. There will be a final exam with the entire contents of the course for students who have not passed the evaluation system referred in the previous point and for students with specific features (repeaters, mobile students, etc.) and that will worth the 100% of the final grade.

Resit exam. Those students with a final grade between 3,5 and 5 will have the chance to do another exam. The maximum final grade to be obtained is of a 5 over 10.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|----------------------------|--------------------|-------|------|--|
| Continuous assessment exam | 40% of final mark | 1 | 0.04 | 1, 2, 4, 3, 11, 7, 12, 10, 9, 16, 13, 15, 6, 8 |
| Unit 1 activities | 10 % of final mark | 3 | 0.12 | 2, 4, 3, 5, 11, 7, 12, 10, 9, 16, 14, 8, 17 |
| Unit 2 activities | 10% of final mark | 3 | 0.12 | 1, 2, 4, 3, 5, 7, 10, 16, 13, 14, 6, 8, 17 |
| Unit 3 activities | 15% of final mark | 3 | 0.12 | 1, 2, 7, 9, 13, 14, 15, 8, 17 |
| Unit 4 activities | 15% of final mark | 3 | 0.12 | 1, 5, 11, 7, 10, 9, 16, 13, 15, 6, 8, 17 |
| Unit 5 activities | 10% final mark | 2 | 0.08 | 2, 4, 5, 7, 10, 9, 16, 14, 6, 8, 17 |

Bibliography

Bosangit, Carmela, Sally Hibbert, and Scott McCabe. "If I Was Going to Die I Should at Least Be Having Fun': Travel Blogs, Meaning and Tourist Experience." *Annals of Tourism Research* 55 (2015): 1-14. Web.

Chen, Yu-Chen, Rong-An Shang, and Ming-Jin Li. "The Effects of Perceived Relevance of Travel Blogs' Content on the Behavioral Intention to Visit a Tourist Destination." *Computers in human behavior* 30 (2014): 787-799. Web.

Chiam, Michael, Geoffrey Soutar, and Alvin Yeo. "Online and Off-Line Travel Packages Preferences: a Conjoint Analysis." *International Journal of Tourism Research* 11.4 (2009): 31-40. Web.

Cramer, Curt., and Andreas. Thams. *Airline Revenue Management: Current Practices and Future Directions*. Wiesbaden: Springer Gabler. in Springer Fachmedien Wiesbaden GmbH, 2021. Print.

Huefner, Ronald J. *Revenue Management: a Path to Increased Profits / Ronald J. Huefner*. Second edition. New York, New York (222 East 46th Street, New York, NY 10017): Business Expert Press, 2015. Print.

Lojo, Aureli, and Gemma Cànoves. "New Tourism Trends in Barcelona. Chinese Tourist Experiences and Local Perceptions." N.p., 2015. Print.

Madriz, Stefanie, and Santiago Tejedor. "Analysis of Effective Digital Communication in Travel Blog Business Models." (2020): n. pag. Print.

Matoga, Łukasz, and Aneta Pawłowska. "Off-the-Beaten-Track Tourism: a New Trend in the Tourism Development in Historical European Cities. A Case Study of the City of Krakow, Poland." *Current issues in tourism* 21.14 (2018): 1644-1669. Web.

Mauri, Aurelio G. (2012). *Hotel revenue management: principles and practices*. Milano: Pearson.

Michał Roman et al. "Virtual and Space Tourism as New Trends in Travelling at the Time of the COVID-19 Pandemic." *Sustainability (Basel, Switzerland)* 14.2 (2022): 628-. Web.

Oana DURALIA. "Culinary Tourism. A New Trend on the Tourism Market." *Expert Journal of Marketing* 5.2 (2017): 66-71. Print.

Parlov, Natalija, Davor Perkovic, and eljko Sičaja. "New Trends in Tourism Destination Branding by Means of Digital Marketing." *Acta Economica Et Turistica* 2.2 (2016): 139-146. Web.

Sigala, Marianna. "New Technologies in Tourism: From Multi-Disciplinary to Anti-Disciplinary Advances and Trajectories." *Tourism management perspectives* 25 (2018): 151-155. Web.

Sun, Minghui, Chris Ryan, and Steve Pan. "Using Chinese Travel Blogs to Examine Perceived Destination Image: The Case of New Zealand." *Journal of travel research* 54.4 (2015): 543-555. Web.

Syratt, Gwenda., and Jane. Archer. *Manual of Travel Agency Practice* Gwenda Syratt, Jane Archer. 3rd ed. Oxford: Butterworth-Heinemann, 2003. Print.

Other supporting material (articles & news) will be facilitated through virtual campus

Software

No specific software is used