

Hotel Management Innovation

Code: 104961
ECTS Credits: 6

Degree	Type	Year	Semester
2500894 Tourism	OT	4	1

Contact

Name: Isaac Lozano Alfaro
Email: isaac.lozano.alfaro@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 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 the concept of creativity
- Introduction to innovation and analysis of opportunities
- Types of innovation:
 - Products and services
 - Process
 - The business model

INNOVATION IN THE HOTEL INDUSTRY

- Competitiveness of the destination based on the IT strategy
- The impact of new generations on product development
- Destination Innovation, trends and new markets
- Sharing economy in the tourist accommodation industry

HOTELS AND THE CHALLENGES OF INNOVATION

TECHNOLOGY

- The development of technology and the future of hospitality
- Use of ICTs for the personalization of hotel products and services

SALES

- Online sales and marketing
- Personalization vs Standardization
- Innovative hotel design and travel trends
- Social media and virtual communities
- Big Data: Data analysis for better decision making in the hotel industry
- Evolution of hotel chains in recent years. New paradigm: separation of property and exploitation. The future business model of hospitality brands

HR

- New organization charts and management processes
- Team leadership in the 21st century
- Use of HR Software.

Methodology

- Expository and participatory classes of the concepts and contents of the subject.
- Theoretical-practical classes in which the contents are worked on in the form of projects and activities.
- Problem solving and practical cases in group with final presentation.
- Cooperative learning and individual learning for the development and presentation of work. It includes the work directed by the teacher and the hours of study by the student.
- Tutorials: individual or group to solve doubts or work on specific concepts.

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	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
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. CONTINUING EVALUATION

- The assessment system consists of practical assignment / projects and an exam.
- Projects must be submitted in the time and manner stipulated by the subject teacher.
- Failure to comply with the strictness of the projects, in due time and form, will score as Not presented and the right to continue with the continuous evaluation will be lost.
- Projects and the exam must have a minimum score of 4 each to be able to weigh between them.

B. FINAL ASSESSMENT: final exam (all subject)

- Day and time established, according to the academic calendar, to the Official Programming of the EUTDH Center, there will be a single type of final exam, with no difference between students who have not satisfactorily passed the continuous evaluation and those who have not followed it.
- The professor will inform in a timely manner the format, duration, and location of the exam.
- No date changes will be accepted without the express approval of the study coordinator.

C. RE-EVALUATION

- Students who in the final evaluation have obtained a grade equal to or greater than 3.5 and less than 5, may take the re-evaluation.
- The maximum grade for this re-evaluation will not exceed 5 as a final grade.
- The professor will inform in a timely manner the format, duration, and location of the exam.
- No date changes will be accepted without the express approval of the study coordinator.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
A) Class assignments	20	18	0.72	1, 2, 3, 4, 6, 12, 8, 11, 10, 17, 16, 7, 9, 18
B) Group Project 1	15	7	0.28	2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18
C) Group Project 2	15	7	0.28	2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9, 18
D) Individual Assignment: Report	20	4	0.16	2, 3, 5, 4, 6, 12, 8, 13, 11, 10, 17, 14, 15, 16, 7, 9
E) Recap Exam	30	2	0.08	2, 3, 6, 12, 8, 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
- Dzhandzhugazova, E. A., Blinova, E. A., Orlova, L. N., & Romanova, M. M. (2016). Innovations in hospitality industry. *International Journal of Environmental and Science Education*, 11(17), 10387-10400.
- 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
- Larry Keeley, Ten Types of Innovation: The Discipline of Building Breakthroughs, 2013
- Matt Ridley, How Innovation Works, 2019

Software

- Miro. www.miro.com
- Sketchup: <https://app.sketchup.com/app>
- Wooclap. www.wooclap.com
- Basecamp. www.basecamp.com
- MS Excel
- Genially. www.genially.com
- Mindmeister. <https://www.mindmeister.com/>