



Centre adscrit



UNIVERSITAT DE
BARCELONA

COURSE CONTENT

Bachelor's Degree in Tourism

Code-Course	063601 - Innovation Processes for the Design and Transformation of Tourism Products I				
Year	3rd	Credits	6 ECTS		
Thematic Area	Innovation	Course Type	Specialization		
In-class hours	60	Teacher-led learning hours	Individual work hours	90	

BRIEF COURSE DESCRIPTION

This subject will allow the student to understand and acquire knowledge of all innovation processes and specifically innovation in tourism 4.0.

We will know and discover the different models of innovation creation through useful tools and work systems used by the most cutting-edge companies in the market.

You will learn the metrics of innovation, and how the monitoring Kpi's that help to validate the models.

It will also be the common thread for the innovation of the projects of the work teams. It will show the process in detail on how to create innovation, from "What", "Who", "Where", "How" and "Where". For this, real cases of innovation will be used, and we will learn how to generate them for our own challenges.

The subject is developed in a constant work environment of modeling value propositions for the new client 4.0. A window for creativity that allows ideas to land in an orderly way and turn them into projects.

BASIC SKILLS

BS03- Students must be able to collect and interpret important information (in their study field) in order to formulate judgements with reflections on important social, scientific and ethical issues.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.



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GENERAL SKILLS

GS02- Have business vision.

GS05- Teamwork.

GS09- Work in an international context.

SPECIFIC SKILLS

SS06- Analyse and evaluate tourism potential when designing products, services, and projects.

SS10- Market tourism products, services, and projects.

LEARNING OBJECTIVES

1. Develop and manage the key operational processes of companies linked to the organization and sale of tourist trips, activities of leisure and other complementary products.
2. Use tourism-marketing tools: Revenue Management, e-marketing, web 2.0.
3. Develop skills related to innovation and creativity for the creation of tourism products and services.

ACADEMIC CONTENTS

1. Introduction to Innovation
 - 1.1. The state of innovation.
 - 1.2. New ways of working derived from innovation (Lean, Agile)
 - 1.3. Types of innovation, differences between Corporates and StartUps.
 - 1.4. Actors of innovation in an ecosystem.
 - 1.5. Successful concrete projects in the tourism sector
 - 1.6. Analysis of the challenges that exist in the sector
 - 1.7. Latest trends and technological solutions radar
2. A project for Innovation



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- 2.1. Roles within an innovation work team.
- 2.2. Composition of teams and selection of mentors.
- 2.3. Selection of projects planned and worked on.
- 2.4. Focus feedback with the mentor.
- 2.5. Final challenge selection with the selected value proposition.
- 2.6. Final selection of the idea to develop.
3. Innovation in stages I: From the idea to the first prototype
 - 3.1. Qualitative interviews with real users.
 - 3.2. Feedback and Rethinking of the final idea.
 - 3.3. From the idea to how to carry out a project (Project management with management tools)
 - 3.4. Tools to develop your idea. (CANVA, WIX, STRATEGYZER, MURAL ...)
 - 3.5. Preparation of an execution plan and pilot test plan
 - 3.6. Execution of the test plan.
 - 3.7. Analysis of qualitative feedback.
4. Innovation in stages II: From the first MVP to the first Product Market Fit
 - 4.1. Deployment of the solution with real users.
 - 4.2. Scalability analysis of the project and business plan.
 - 4.3. Product / service demo.
 - 4.4. Presentation pitch deck
 - 4.5. Presentation / Demo Day with jury

LEARNING METHODOLOGY

The learning methodologies planned for the subject combine a number of processes being the most remarkable the cognitive methods related to the comprehension of the principles of tourism and the global tourism system as well as the inclusion of a set of skills, mainly technical.

The activities and methodologies -both group and individual- designed for this subject are the following:



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- Lectures
- Case studies
- Guided discussions
- Practical exercises
- Problem-based learning

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's competences and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start.

Activities	Type	Continuous	Single	Week deadline
Case study	Individual	15 %	15 %	Week 8
Innovation Project	Group	45%	45%	Week 12
Individual Final Exam	Individual	40%	40 %	Week 16
	TOTAL	100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", as long as the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" in order to be able to calculate the average of all the assessment activities carried out during the course.



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Revision and Reassessment of the Course

The student has the right to revise all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in the case that the new assessment activity is passed and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

- Phimister, A (2021) El Libro de la innovación, Libros de Cabecera
- Cornella, A. (2019). Cómo innovar sin ser Google: Manual de Innovación. Profit.
- OECD and Statistical Office of the European Communities (2005). Manual de Oslo: Guía para la recogida e interpretación de datos sobre innovación.
- Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2014). Diseñando la propuesta de valor. Deusto.
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- Love, H (2016). Start-Up J Curve: The Six Steps to Entrepreneurial Success. Greenleaf Book Group Press.
- Ries, E. (2011). The Lean Startup. Deusto
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