



Centre adscrit



SYLLABUS

Master of Tourism innovation Management

Code- Course	540001 – Tourism innovation		
Course year	1	Credits	3 ECTS
Thematic Area	Innovation	Course type	Compulsory
In-class hours	21 hours	Hours of individual work	54 hores

BRIEF COURSE DESCRIPTION

The subject Tourism Innovation aims at introducing some of the key concepts that will be developed along the master. Innovation, creativity, management and competitiveness are basic aspects to understand 21st century tourism. The main objective of the course is to allow students to learn about the different policies, strategies and innovation activities based on the development of tourism destination and tourism industry management.

BASIC SKILLS

BS6- Have and understand knowledge that provide a base or opportunity for original development and / or application of ideas, often in a research context.

GENERAL SKILLS

GS2- Teamwork

GS3- Have initiative and an entrepreneurial spirit

G5- Identify, pose or solve a problem in a meaningful and creative manner, critically interpreting and evaluating the results obtained.

SPECIFIC SKILLS



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

SS6 - Analyze and evaluate the tourism potential of cultural, food and territorial resources when designing innovative products, services and projects.

SS7- Plan and develop sales and communication strategies and actions for tourism projects.

SS12 – Transform and add value to ideas and knowledge for the customer generating sustainable results for tourism organizations and society.

ACADEMIC CONTENT

1. Innovation as a driver of competitiveness.
2. Innovation and creativity.
3. Leadership and emotional management.

LEARNING METHODOLOGY

The course learning methodology is based on explanation and presentation of concepts and ideas, complemented with practical examples and applied case studies besides group activities and discussions.

ASSESSMENT SYSTEM

The evaluation process determines the degree of a student's achieved learning with regards to the competencies of the course in hand.

Students are able to request to be evaluated via a system of continuous assessment along the academic year or a single assessment at the end of the established period of time.

Continuous Assessment consists of the evaluation of the teaching-learning process based on the continuous monitoring of the student's performance through the acquired comprehension, coursework and exams. Attending a minimum of 80% of the classes is required to follow this system.

Single Assessment consists in the evaluation of the student's learning administered at the end of the established period of time. This system of evaluation is available for all students that provide appropriate proof of their inability to regularly attend class. This assessment is determined based on the learning evidences proven through this evaluation.



Centre adscrit



Evaluation systems	Continuous	Single
Activity 1 (group)	40%	---
Activity 2 (individual)	60%	60%
Activity 3 (individual)	---	40 %

Review and Reassessment of the Course

The student has the right to review 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 reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:

A) Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B) Students must have been awarded a final minimum grade of 4.0 in the overall course.

REFERENCES

Covey, S. R. (2009). *Los siete hábitos de la gente altamente efectiva*. Barcelona: Paidós.

Coyle, D. (2009). *Las claves del Talento*. Barcelona: Planeta.

Goleman, D. (2002). *El líder resonante*. Barcelona: Plaza y Janés.

Innovation Mangement (s.f.). Disponible en línea, <http://www.innovationmanagement.se/>



Centre adscrit



UNIVERSITAT DE
BARCELONA

SYLLABUS

Master of Tourism innovation Management

OCDE y Eurostat (2005). *Manual de Oslo. Guía para la recogida e interpretación de datos sobre innovación*. Disponible en línea,

http://www.uis.unesco.org/Library/Documents/OECD OsloManual05_spa.pdf

SIT (2013). *How Companies Incentivize Innovation*. Disponible en línea,
<http://www.innovationinpractice.com/How%20Companies%20Incentivize%20Innovation%20E-version%20May%202013.pdf>