

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2019-2020

Teaching guide

Area: Business Strategies

Subject: Innovation and Entrepreneurship

Period: Semester 8

Lecturers:

Dr. Esther Binkhorst

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MODULE: INTERNATIONAL TOURISM AND HOSPITALITY MANAGEMENT

AREA: BUSINESS STRATEGIES

SUBJECT: INNOVATION AND ENTREPRENEURSHIP

CODE: OB8BST-IV

LANGUAGE: ENGLISH

YEAR: 4

PERIOD: SEMESTER 8

CREDITS: 6 ECTS

1. Subject objectives

The subjects "Innovation & Entrepreneurship" and "Business Strategies & CSR" are offered as one project during the academic year 2019-2020. All content can be found on one shared Moodle: "Innovation & Business Strategies Project".

Both subjects do have their own teaching Guide and you will get a grade for each subject separately.

In the Innovation & Entrepreneurship sessions the main objectives are:

- Understand the key elements of innovation
- Approaching innovation using Design Thinking
- Learning to apply the FiturNext "Replicability Barometer" to analyze and present innovative, replicable tourism project initiatives

2. Competencies developed

Basic

B01 - Be able to acquire, understand and structure knowledge.

B02 - Be able to apply knowledge.

B03 - Be able to search for and manage information in order to solve problems, transmit reflective judgements and/or make decisions.

B04 - Be able to communicate information and/or knowledge in one's mother tongue, as well as in at least two foreign languages.

General

G02 - Orientation towards achievement: demonstrates perseverance to excel and go beyond standards of excellence. Implies motivation for quality.

G03 - Initiative and entrepreneurial spirit: always be ready to take advantage or look for new opportunities and act in consequence. Implies a predisposition for proactivity and perseverance.

G07 - Team work and collaboration: Cooperates actively and jointly in achieving common objectives.

G10 - Orientation towards others/the client: implies the desire to help or serve others/the client, to discover and satisfy their needs.

G15 - Leadership: demonstrates the intention of assuming a leadership role of a group or a work team. Implies the desire to guide others which may not be associated to positions of formal authority.

Specific

E04 - Understanding the dynamic and evolving character of tourism and its markets.

E05 - Identify and manage areas and tourist destinations in accordance with the principles of sustainability.

3. Content

Session 1: Introduction to the subject & World-coffee activity. Related material: Teaching Guide and project guidelines

Session 2: Innovation & Design: an introduction. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016)

Session 3: Welcome to the experience economy: innovation by co-creation. Related material: Binkhorst, E. and T. den Dekker (2009); Pine, B. and J. Gilmore (2020)

Session 4: Experience. Related material: Binkhorst, E. and T. den Dekker (2009); Pine, B. and J. Gilmore (2020)

Session 5: Introduction to open innovation and the project FiturNext by Javi Creus, Founder & Strategy Director of Ideas For Change. Related material: Explore Website FiturNext

Session 6: Challenge presentation FiturNext2021 by Ideas For Change. Related material: Alarcón (2018), Alarcón and Cole (2019), UNWTO (2019), website FITUR2020, section FiturNext

Session 7: Work on Challenge with teacher's support.

Session 8: Innovativeness. Related material: Hertog, P. den, Gallouj, F., and Segers, J. (2011); Salavou, H. (2004)

Session 9: Business model innovation. Related material: Boswijk, A., E. Peelen, and S. Olthof (2012); Chesbrough, H. (2007), Trott, P. and Hartmann (2009)

Session 10: Work on Challenge with teacher's support.

Session 11: Seminar on Operational Excellence in Hospitality: introduction to Lean and Six Sigma by guest lecturer Ilona Baranowska, Operational Manager Europe, Marriott International. Related material: To be distributed

Session 12: Seminar on Operational Excellence in Hospitality: introduction to Lean and Six Sigma by

guest lecturer Ilona Baranowska, Operational Manager Europe, Marriott International. Related material:
To be distributed

Session 13: Design Thinking 1. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016);
Stickdorn, M. and J. Schneider (2010)

Session 14: Design Thinking 2. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016);
Stickdorn, M. and J. Schneider (2010)

Session 15: Follow-up on project FiturNext by Ideas For Change.

Session 17: Design Thinking 3: design your final presentation. Related material: Pijl, P. van der, J.
Lokitz, and L. Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 18: Work on challenge with teacher's support.

Session 19: Work on challenge with teacher's support.

Session 20: Final presentations project FiturNext .

Session 21: Design Thinking 4: FiturNext 2021 start. Related material: Pijl, P. van der, J. Lokitz, and L.
Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 22: Design Thinking 5: FiturNext 2021 finish. Related material: Pijl, P. van der, J. Lokitz, and L.
Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 23: Guest lecture tbc.

Session 24: Work on report with teacher's support.

Session 25: "New marketplaces: the eye-catching guest experience" guest lecture by Raymond Wilders,
Founder of Formitable.

Session 26: Guest lecture tbc.

Session 27: Guest lecture tbc.

Session 28: Feedback on the project.

Session 29: Exam review.

4. Teaching methodology

Plenary Lectures. To acquire knowledge about the main concepts and applying them.

Readings. Read the indicated material (articles, book chapters, etc.) before coming to class.

Supervised Projects. You will mainly apply all concepts on the supervised project FITURNEXT.

5. Assessment activities

Regular examination call

- **Group project FITURNEXT, for details see project description (Mar, 24/2020)**

Supervised project (Group - 70%)

Evaluated competences: B1, B2, B3, B4, G2, G3, G7, G10, G15, E4, E5

• **Exam to test subject knowledge (May, 11/2020)**

Final exam (Individual - 30%)

Evaluated competences: B1, B2, B4, E4

A minimum of 70% of attendance is required in order to be evaluated and take the ordinary call of the exam. A minimum grade of 5 is required in the final exam and the supervised project to pass the subject.

Resit examination call

• **Those students who don't reach the minimum grade of 5 in the ordinary call will have the chance to present themselves again at the retake exam. The maximum grade will be 6 at the extraordinary call (Jun, 02/2020)**

Final exam (Individual - 30%)

Evaluated competences: B1, B2, B4, E4

• **Those groups that did not pass the ordinary final project presentation with a minimum grade of 5, do have a chance to improve and present their group work again at the retake call. The maximum grade will be 6 at the extraordinary call (Jun, 02/2020)**

Supervised project (Group - 70%)

Evaluated competences: B1, B2, B3, B4, G2, G3, G7, G10, G15, E4, E5

A minimum grade of 5 is required in the final exam and supervised project in order to pass the subject. The maximum grade at the retake call of an activity failed at ordinary call is 6.

Repeating students without attendance: regular examination call

• **Exam to test acquired knowledge (May, 11/2020)**

Final exam (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, G2, G3, G7, G10, G15, E4, E5

Repeating students without attendance: resit examination call

- **Those who do not pass the ordinary call may present themselves at the extraordinary call. The minimum grade to pass the subject is a 5. The maximum grade at the retake is a 6. (Jun, 02/2020)**

Final exam (Individual - 100%)

Evaluated competences: B1, B2, B3, B4, G2, G3, G7, G10, G15, E4, E5

The maximum grade at the retake call is 6.

Follow-up meetings

Week 3 (Feb, 12/2020), 11:30

Week 7 (Mar, 11/2020), 11:30

Week 12 (Apr, 22/2020), 11:30

6. Bibliography

Mandatory readings

Binkhorst, E. and T. den Dekker (2009), Towards the co-creation experience? In: Special Issue Experience Marketing, Journal of Hospitality Marketing and Management, Vol. 18 (2-3), 311-327

Boswijk, A., E. Peelen, S. Olthof (2012), Innovating at the level of business models. In: Economy of Experiences, 3rd edition. The European Centre for the Experience and Transformation Economy BV, 142-162 See chapters/pages6

Chesbrough, H. (2007), Why Companies Should Have Open Business Models. In: MIT Sloan Management Review, Vol. 48 (2), 21-29

Hertog, P. den, Gallouj, F. and Segers, J. (2011), Measuring innovation in a 'low tech' service industry: the case of the Dutch hospitality industry. In: The Service Industries Journal, Vol. 31 (9), 1429-1449

Pijl, P. van der, J. Lokitz and L. Solomon (2016), Design a better business. New tools, skills, and mindset for strategy and innovation. John Wiley & Sons, New Jersey See chapters/pages bits and parts

Pine, B.J. and J.H. Gilmore (2020), Welcome to the Experience Economy (chapter 1) and Now act your part (chapter 8). In: The Experience Economy, Competing for Customer time, Attention, and Money. Harvard Business Review Press, Boston See chapters/pages1, 8

Salavou, H. (2004) The concept of innovativeness: should we need to focus? In European Journal of Innovation Management, Vol. 7 (1), 33-44

Stickdorn, M. and J. Schneider (2010), This is service design thinking. Basics - Tools - Cases. BIS Publishers, Amsterdam

Trott, P. and D. Hartmann (2009), Why 'Open Innovation' is old wine in new bottles. In: International Journal of Innovation Management, Vol. 13 (4), 715-736

Recommended readings

Dahl, T.I. (2014), Moving people: a Conceptual Framework for Understanding How Visitor Experiences can be Enhanced by Mindful Attention to Interest. In: Creating Experience Value in Tourism. Eds. Prebensen et al., Cabi, Boston, 79-94

Nijs, D. (2014), Imagineering the Butterfly Effect: Complexity and Collective Creativity in Business and Policy. Designing for Organizational Emergence. Thesis Doctoral, Rijksuniversiteit Groningen

Zamora, R. S. (2007) Gestión de la innovación. Ocho claves de éxito. Diputación Provincial de Toledo, CEEI Talavera de la Reina-Toledo

7. Lecturer/s

Dr. Esther Binkhorst (Head lecturer) - esther.binkhorst@htsi.url.edu

Contact hour: Request via email

8. Observations

- * Sessions might be subject to change
- * Information on the academic calendar, exam timetables, and room assignment will be posted on the virtual campus once it is available
- * Academic norms and regulations is an obligation for all the members of the academic community in the faculty