

Bachelor Degree in Tourism and Hospitality Management

Academic Year: 2020-2021

Teaching guide

Area: Business Strategies

Subject: Innovation and Entrepreneurship

Period: Semester 7

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 7

CREDITS: 6 ECTS

1. Subject objectives

The subjects "Innovation & Entrepreneurship" and "Business Strategies & CSR" are offered as one project. 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:

- Understanding the key elements of innovation
- Approaching innovation using Design Thinking
- Getting familiar with entrepreneurship
- Learning to apply a "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 0: Introduction to the subject & World-coffee activity (DF + EB). Related material: Teaching Guide and project guidelines

Session 1: Innovation & Design: an introduction. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016)

Session 2: Entrepreneurship in the experience economy: innovation by co-creation. Related material: Binkhorst, E. and T. den Dekker (2009); Pine, B. and J. Gilmore (2020)

Session 3: Experience. Related material: Binkhorst, E. and T. den Dekker (2009); Pine, B. and J. Gilmore (2020)

Session 4: Innovation, Innovativeness. Related material: Hertog, P. den, Gallouj, F., and Segers, J. (2011); Salavou, H. (2004)

Session 5: Design Thinking 1. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 6: Design Thinking 2. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 7: Design Thinking 3. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 8: Design Thinking 4. Related material: Pijl, P. van der, J. Lokitz, and L. Solomo (2016); Stickdorn, M. and J. Schneider (2010)

Session 9: Entrepreneurship & pitching.

Session 10: Roundtable Experience preparation.

Session 11: Closing (DF + EB).

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

- **Your Experiences (Oct, 18/2020)**

Partial exam (Individual - 20%)

Evaluated competences: B2, G2

- **Your avatar (Nov, 15/2020)**

Partial exam (Individual - 25%)

Evaluated competences: B3, G10

- **Group project written report (Jan, 11/2021)**

Supervised project (Group - 55%)

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

A minimum grade of 5 is required in the supervised project to pass the subject.

The supervised project consists of a video (40%) and a written report (60%), both need a minimum grade of 5 to average.

Resit examination call

- **Group project written report (Feb, 15/2021)**

Supervised project (Group - 55%)

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

- **Your Experiences (Feb, 15/2021)**

Partial exam (Individual - 20%)

Evaluated competences: B2, G2

- **Your avatar (Feb, 15/2021)**

Partial exam (Individual - 25%)

Evaluated competences: B3, G10

A minimum grade of 5 is required in the supervised project (video counting for 40% and written report counting for 60%) in order to pass the subject.

The maximum grade at the retake call of activity failed at an ordinary call is 6.

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/pages 6

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/pages 1, 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

Please feel free to connect with me on LinkedIn: <https://www.linkedin.com/in/estherbinkhorst/>

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

*** COVID-19 ***

In the event of a health emergency, the faculty will resume the academic activity as follows:

[-] The academic board will notify students and lecturers about the change to remote mode, its timeframe, and the appropriate recommendations.

[-] The face-to-face activity will be transferred to the remote environment through the virtual classroom and the HTSI videoconferencing tools accessible with the students' credentials.

[-] The academic activity will be maintained in the established schedules and calendars, being able to adapt to other timetables to facilitate the development of the meetings and tutoring activities.

[-] The contents and activities will be maintained as planned. In the case of visits or sessions with professionals in the classroom, these could be re-planned or adapted by other similar ones depending on the circumstances.

[-] The weight of the evaluation activities is maintained. The delivery dates can be modified if the confinement conditions influence the development of the activity (for example, data collection, interviews ...) so as not to harm the student.