



UNIVERSIDAD DE SONORA
Center Regional Unit
Economic and Administrative Science Division
ACCOUNTING DEPARTMENT
Bachelor of Tourism

Course: Seminar of tourism innovation			Ident: (SCHOLAR)
Pre-requirement: N/A		Sub-sequent: N/A	
Credits: 6	Mode: Semi-attendance	Week hours: 3	Course hours: 48
Teaching-learning mode: seminar		Service Department: Accounting Department	
Formation core: Professional			
Specific competencies to be developed: Competency 3 - Manages resources and evaluates tourist projects from an integral diagnosis. Competency 5 - Managing tourism organizations through the design of business plans, management of operating systems of tourist services and leads organizations			

Introduction:

In the Seminar of Innovation, the student will analyze the different factors which influence innovation, and will evaluate the technological innovation as a competitive advantage for the development of tourism.

Unit I will introduce the importance of innovation, its nature and origin.

Unit II identifies innovation and technology as key factors of competitiveness.

Unit III develops innovation as a culture of the Enterprise and creates competitive advantages.

Unit IV introduces technology and innovation management

Unit V describes the relevance of information technology (TICS) and the implications of tourism development.

Purpose:

The course is part of the professional core; it is given in the first five semesters, as an elective course. It is intended to provide awareness of the student in connection with the importance of innovation as a key factor of competitiveness.

General Objective:

To acknowledge innovation as a key factor of competitiveness in the tourism sector.

Specific Objectives:

1. To identify the factors which influence innovation
2. To describe Technological classifications and innovation.
3. To prepare a technological Diagnosis of a tourism Enterprise.
4. To implement an information technology strategy for a touristic destination.

Competency units:**Competency unit I. Nature and origin of innovation**

Innovation a key factor of competitiveness

Factors which influence innovation

Definition of Innovation

Competency unit II. Technology types and innovation types

Concept and classification of technology

Technology categories

Concept and classification of innovation

Differentiation of product, social and management innovation

Strategic Management of Technology and Innovation

Competency unit III. Technological innovation as a competitive advantage

Corporate culture Vs Innovation culture

Culture as an innovation model

Competitiveness

Creation of competitive advantages

<p>Competency unit IV. Technology and innovation management</p> <p>Technological diagnosis of the enterprise Technological diagnosis of the competition Technological forecast</p> <p>Competency unit V. Information technology (TICS) in tourism development.</p> <p>Tourist information search trends Application of new technologies in tourism developments The Social Web as a communication tool for tourism destinations</p> <p>Competency unit VI. Final practicum</p>													
<p>Evaluation: general criteria for course accreditation:</p> <ul style="list-style-type: none"> The course evaluation comprises the following concepts: <table> <tr> <td>Attendance (at least 80% of the total classes)</td> <td></td> </tr> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Individual papers</td> <td>20%</td> </tr> <tr> <td>Team work</td> <td>20%</td> </tr> <tr> <td>Final practicum (submitted the last week)</td> <td>30%</td> </tr> <tr> <td>Exams</td> <td>20%</td> </tr> </table> 		Attendance (at least 80% of the total classes)		Participation	10%	Individual papers	20%	Team work	20%	Final practicum (submitted the last week)	30%	Exams	20%
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Bibliography	Type (basic or supplementary)												
Kotler, P., Bowen, J. & Makens, J. (2004). <i>Marketing para Turismo</i> . Madrid: Pearson.	Basic												
Morcillo Ortega, P. (1997). Dirección Estratégica de la Tecnología e Innovación: Un enfoque de competencias. Madrid: Editorial Civitas	Basic												
Lovelock, C., Reynoso, J., D'Andrea, G., Huete, L. & Wirtz, J. (2011). <i>Administración de servicios, estrategias para la creación de valor en el nuevo paradigma de los negocios</i> . México: Pearson Educación	Supplementary												
Lamb. Ch., Hair. J. & McDaniel, C. (2011). <i>Marketing</i> . México: Cengage	Supplementary												
González, Rocio (2011) <i>La innovación abierta en las empresas turísticas extremeñas como herramienta de entrada en el turismo de negocios</i> . Pasos Revista de Turismo y Patrimonio cultural. Vol 9 No.4 págs. 489-502	Supplementary												
Medina, S., & González, R. (2010). <i>La información en tecnologías de la información y de las comunicaciones (TICS) en la titulación de Turismo: ¿es adecuada?</i> Revista electronica Teoría de la Educación: Educación y cultura de la Sociedad de la Información. 11(1), 371-388.	Complementaria												
Lovelock, Ch. & Wirtz, J. (2009). <i>Marketing de Servicios</i> . México: Pearson	Supplementary												
Blanco, A. y. (2005). <i>Las tecnologías de la información y la comunicación en el desarrollo del turismo rural</i> . Documents d'Análisis Geografica, 105-117.	Supplementary												
Middleton, V. (2001). <i>Marketing in travel and tourism</i> . Oxford: Butterworth - Heinemann.	Supplementary												
Porter, M. (2008). <i>What is Strategy</i> . Harvard business Review, 61-82	Supplementary												

<p><i>Brockman, B., & Morgan, R. (1999). The Evolution of Managerial Innovations in Distribution: What Prospects for ECR? International Journal of Retail & Distribution Management, vol. 27, num. 10, pags. 397-408.</i></p>	<p>Supplementary</p>
<p><i>Buhalis, D. (1998). Strategic use of information technologies in the tourism industry. tourism Management, 19(5), 409-421</i></p>	<p>Supplementary</p>
<p><i>Pavitt, K. (1994). What do we really known about innovation dynamics. Eunetic Conference, vol 2.</i></p>	<p>Supplementary</p>
<p><i>Moore, G., & Benbasat, I. (1991). Development of an Instrument to Measure the Perceptions of Adopting an Information Techonology Innovation. Information Systems Research, vol. 2, num. 3, pags, 192-222.</i></p>	<p>Supplementary</p>

Competency development			
Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Know the main concepts of innovation.	Presentation by the professor encouraging student participation.	2	Presentation in power point
Explain the impact of innovation on the development of economy.	Student participation	1	Round table
WEEK 2			
Identify the factors which influence innovation	Presentation by the professor and student research.	3	Papers and presentation
WEEK 3			
Understand the relevance of innovation in organizations.	Presentation by teams prior research on the topic. Presentation by the professor for feedback purposes.	3	Papers and presentation
WEEK 4			
Know the different types of technology and innovation.	Presentation by the professor encouraging student participation	2	Papers and presentation
	Essay of a scientific article	1	Submission of essay
WEEK 5			
Explain the difference between product, social and management innovation..	Research by students of enterprises carrying out some kind of innovation.	3	Presentation
WEEK 6			
Understand the Management of Technology and innovation strategy	Presentation by the professor	3	Participation
Evaluation of knowledge of units I and II.	Case study, written exam	2	Exam
WEEK 7			
Understand the importance of innovation in the development of enterprises.	Bibliographical review of scientific articles on innovation. Meeting at central area of Library for looking up data base.	2 hours	Submission of 5 scientific articles on innovation.
Evaluate scientific research of contributions in innovation.	Presentation of analysis of any scientific article related to innovation.	1 hours	Presentation in power point
WEEK 8			
Culture as an innovation model	Presentation by guest lecturers.	3 hours	Question session at the end of the lecture.
WEEK 9			
Evaluate the competitive advantages focused in innovation	Presentation by the professor encouraging student participation	3 hours	Presentation in power point
		3 hours	Submission of report
WEEK 10			
Explain the competitive advantages of the tourist sector upon the application of innovation.	Practicum. Comparison of three tourism enterprises of the same category and describing their competitive advantages.	3 hours	Submission of practicum in word
WEEK 11			

Evaluate technological innovation (Tics) in the regional tourism sector.	Web search. Look up tourism enterprises in the area, and carry out diagnosis of information and participation.	1 hour	Submission of search report and analysis
Importance of Tics in tourism promotion	Evaluate the presence of touristic supply in the region in the main online explorers, and practice an essay with such findings.	2 hours	Submission of essay
WEEK 12			
Final practicum	Presentation of documentation of final practicum Project for the final practicum protocol.	3 hours	Executive presentation of projects by students
WEEK 13			
Final practicum	Technological diagnosis of the tourist destination and Enterprise selected in the Project.	2 hours	Presentation of final practicum progress
WEEK 14			
Final practicum	Determine a competitive advantage centered in innovation.	3 hours	Progress of final practicum
WEEK 15			
Describe a marketing plan centered in innovation of the tourist destination.	Research, Presentation and Case study research	6 hours	Progress of marketing plan
WEEK 16			
Project presentation	Research, Presentation of final practicum.	3 hours	Final practicum