PRODUCT AND PROCESS INNOVATION IN THE HOSPITALITY INDUSTRY

Course Focus:

This course provides a state-of-the-art review of major concepts, tools, and trends in new-product innovation for the hospitality industry. A “new product” is a loosely-used term and can be defined as a new good, service, or a good-service bundle previously unavailable to the customer. From the perspective of a specific firm, a new product can also be defined as an offering not produced before. This course will discuss why it is necessary for hospitality firms to establish effective product development processes for their long-term survival and growth in a highly competitive marketplace. We will discuss major trends including continuous and disruptive innovation; customer experiences, customer choice analysis, concurrent engineering, time-based competition, and mass customization. The format of the course involves case studies, readings, class discussions, and a series of hands-on exercises and demonstrations. The class will contain examples from hotels, restaurants, resorts, and a variety of hospitality businesses.

Key Benefits:

The purpose of this course is to provide the participants with an understanding of the state-of-the-art tools and techniques for effective product and service innovation in a competitive and dynamic marketplace.

Topics Include:

- Why it is necessary to invest in product and service innovation and development
- State-of-the-art techniques for understanding customer choices for new market offerings
- Contemporary topics in product development such as Blue Ocean Strategy, radical and disruptive innovation, mass customization, designing for enhanced customer experiences, time-based competition, and concurrent engineering
- Tools for effectively developing new products as services such as quality function deployment, reliability analysis, and principles of robust design

Part of these Certifications:

hotelschool.cornell.edu/exced/pdpschedule

Cornell University
School of Hotel Administration