Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Mitarbeiterführung und Personalmanagement in der Tourismusindustrie
Code der Lehrveranstaltung	31005
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-08/A
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Paolo Carta, Paolo.Carta@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47302
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	1
KP	6
Vorlesungsstunden	36 Online
Laboratoriumsstunden	-
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18 Online
Inhaltsangabe	This course examines the principles and practices of leadership and human resource management (HRM) within the context of the tourism industry. Emphasis is placed on the strategic and operational challenges of managing people in a customer-oriented, seasonally variable, and culturally diverse environment. The course explores how effective leadership and HRM contribute to

	organizational performance, employee engagement, service quality, and sustainable development in tourism. Core topics include leadership theories and styles; recruitment, training, and talent development; motivation and performance management; organizational culture; diversity and inclusion; labor market dynamics in tourism; and the role of HRM in promoting innovation, resilience, and sustainability in tourism organizations. Through case studies and critical analysis, students will develop a contextual understanding of people management tailored to the specific demands of tourism enterprises.
Themen der Lehrveranstaltung	- Leadership as a process - Leadership and teamwork - Leadership and plurality - Leadership and Crisis Management - Position and Emergent Leadership - Leadership styles - Toxic Leadership - Servant Leadership and Hospitality - Key Issues in Leadership studies - Leadership Transition (Act then Think approach) - Can leadership be taught? - Does Gender matter?
Stichwörter	Leadership; Hospitality; Inclusiveness.
Empfohlene Voraussetzungen	None
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Online Lessons; Discussion of case studies; Q/A sessions of Presentations.
Anwesenheitspflicht	-
Spezifische Bildungsziele und erwartete Lernergebnisse	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.1 The student acquires specific competences and skills to deal with management issues from the perspective of the management of tourism enterprises, the development and promotion of tourism destinations and the planning and management of integrated tourism systems and individual services

	in strategic, organisational and administrative terms with an international and intercultural perspective. ILO 2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.1 The student/undergraduate acquires the ability to understand and analyse the problems characterising the tourism sector through the application of theories and models and the adoption of appropriate tools for the management of tourism enterprises. ILO 2.2 The student/undergraduate acquires the ability to use models for the analysis of the tourism market. ILO 2.3 The student/undergraduate acquires mastery in the management of human resources and in attributing the right value to the enterprise culture. ILO 3: AUTONOMY OF JUDGEMENT ILO 3.1 Acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations ILO 4: COMMUNICATION SKILLS ILO 4.1 The Master's degree graduate will be able to communicate effectively in oral and written form the specialised contents of the individual disciplines, using different registers depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication. Written and oral communication skills are particularly developed in the training activities carried out for the preparation of the Master's thesis, in the discussion of business cases and in interactive lectures involving group discussions and the comparison of individual analyses. ILO 5: LEARNING SKILLS ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis ILO 5.2 To frame a new problem systematically and generate appropriate taxonomies. ILO 5.3 To develop general models from the phenomena studied.
Spezifisches Bildungsziel und erwartete	

Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	ATTENDING STUDENTS: Presentation (20%); (ILO 3, ILO 4, ILO 5) Final written exam (80%): The written exam will be composed of 6 open questions (5 on the leadership models and 1 on the book). (ILO 1, ILO 2) NON-ATTENDING STUDENTS: Final written exam (100%). The final written exam consists of 8 open questions, based on required readings. All ILOs are assessed (ILO 1-5) Through open questions, students will be evaluated on their understanding and application of theoretical concepts in HR management and Leadership. Non-attending students should email me at paolo.carta@unibz.it. The final written exam will last 120 minutes.
Bewertungskriterien	Attending students: The final result will be composed of presentation (20%); final written exam (80%). Non-Attending Students: 100% written exam. Clarity, proficiency in technical language, ability to summarize, and establish relationships between topics, and critical thinking skills will be evaluated.
Pflichtliteratur	Attending students: Leadership. The Book Project, edited by Paolo Carta, Vicenza, Ronzani, 2022. Further readings will be made available through the course page on Reserve Collection. Non-attending students: Peter G. Northouse, Theories and Practice, 9th edition, Sage, 2021; Leadership. The Book Project, edited by Paolo Carta, Vicenza, Ronzani, 2022;

Weiterführende Literatur	Further readings will be made available through the course page on Reserve Collection.
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Hochwertige Bildung, Geschlechter-Gleichheit, Menschenwürdige Arbeit und Wirtschaftswachstum, Partnerschaften zur Erreichung der Ziele, Nachhaltige Städte und Gemeinden, Leben unter Wasser, Leben an Land, Weniger Ungleichheiten