Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Trends and Issues in Tourism Management (6 CP) Trend e Problematiche nella Gestione del Turismo (6 CFU) Aktuelle Trends und Themen im Tourismusmanagement
Code der Lehrveranstaltung	31014
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Master in Tourismusmanagement
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Paola Rovelli, Paola.Rovelli@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Zweites Semester
Studienjahr/e	2
KP	6
Vorlesungsstunden	36 Online
Laboratoriumsstunden	6 Online
Stunden für individuelles Studium	-
Vorgesehene Sprechzeiten	18 Online
Inhaltsangabe	• The course explores the diversity, conceptual models, and unique characteristics of family firms in tourism. • Key topics include leadership succession, innovation, technology management, and governance within family businesses in tourism.

	• Special focus is given to the strategic use of history, storytelling, and the process of professionalization in family firms in tourism. • Through the analysis of real-world case studies, the course examines generational transitions, female leadership, and the use of trusts for business continuity, providing practical insights into the challenges faced by family enterprises in tourism.
Themen der Lehrveranstaltung	The course is divided into 5 modules: - TM1. Introduction to family business Course Topics - TM2. Dynamics of family business - TM3. Governance in family business - TM4. Management in family business - TM5. Succession in family business
Stichwörter	Family business; Family firm; Governance; Management; Succession.
Empfohlene Voraussetzungen	Not foreseen.
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Frontal lectures, group discussions, case study analysis.
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 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 tourist 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 content 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 ILO 5.1 To identify thematic connections and to establish relationships between different cases and contexts of analysis
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	Attending students - 60% Individual written exam: it consists of open and closed questions based on the theory. (ILOs 1, 2, 5) - In-class active participation: during the theoretical lectures, students are invited to participate in group activities (e.g., discussions, role play, brief case study analyses). (ILOs 1, 2, 3, 4, 5) - 40% Group case study analysis:

	Group case study analysis: students participate in the Ulysses Contest (https://www.ulysses-contest.eu/); during dedicated lectures, groups of students analyze a family business case study based on assigned questions and by applying the theoretical concepts previously illustrated during the theoretical lectures. (ILOs 1, 2, 3, 4, 5) Non-attending students - 100% Individual written exam: Non-attending students have to write to the lecturer at the beginning of the course. These students are evaluated based on an individual written exam. The written exam consists of open and closed questions, as in the case of attending students, but goes deeper in testing non-attending students' knowledge. (ILOs 1, 2, 3, 4, 5)
Bewertungskriterien	Attending students - 60% Individual written exam It is relevant: quality and clarity of answers based on the knowledge provided during lectures, ability to summarize, evaluate, and establish relationships between topics, and ability to critically analyze family business management. - 40% Group case study analysis It is relevant: quality and clarity of answers, ability to apply theoretical concepts to analyze case studies, participation in group work, and quality and clarity of presentations. - 0-3 extra points In-class active participation It is relevant: participation in in-class discussions, proactiveness during discussions, and quality and clarity of answers. Non-attending students - 100% Individual written exam
Pflichtliteratur	Readings will be provided in the lecture slides and on the TEAMS page of the course.
Weiterführende Literatur	Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.
Weitere Informationen	
Ziele für nachhaltige	Hochwertige Bildung

Entwicklung (SDGs)	