Syllabus

Course Description

Course Title	Managing Family Businesses in Tourism
Course Code	31014
Course Title Additional	
Scientific-Disciplinary Sector	ECON-07/A
Language	English
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Paola Rovelli, Paola.Rovelli@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36 Online
Lab Hours	6 Online
Individual Study Hours	-
Planned Office Hours	18 Online
Contents Summary	• 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.
Course Topics	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
Keywords	Family business; Family firm; Governance; Management; Succession.
Recommended Prerequisites	Not foreseen.
Propaedeutic Courses	
Teaching Format	Frontal lectures, group discussions, case study analysis.
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	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
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	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)
Evaluation Criteria	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
Required Readings	Readings will be provided in the lecture slides and on the TEAMS page of the course.
Supplementary Readings	Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.
Further Information	
Sustainable Development Goals (SDGs)	Quality education