Syllabus

Descrizione corso

Titolo insegnamento	Gestione delle Imprese Familiari nel Turismo
Codice insegnamento	31014
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Management del Turismo
Altri Corsi di Studio (mutuati)	
Docenti	prof. Paola Rovelli, Paola.Rovelli@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/38337
Assistente	
Semestre	Secondo semestre
Anno/i di corso	2
CFU	6
Ore didattica frontale	36 Online
Ore di laboratorio	6 Online
Ore di studio individuale	-
Ore di ricevimento previste	18 Online
Sintesi contenuti	- Il corso esplora la diversità, i modelli concettuali e le caratteristiche uniche delle imprese familiari del turismo. - Tra gli argomenti chiave figurano la successione della leadership, l'innovazione, la gestione della tecnologia e la governance nelle imprese familiari del turismo. - Particolare attenzione viene data all'uso strategico della storia, della narrazione e del processo di professionalizzazione nelle imprese familiari del turismo. - Attraverso l'analisi di casi di studio reali, il corso esamina i passaggi generazionali, la leadership femminile e l'uso dei trust per

	la continuità aziendale, fornendo spunti pratici sulle sfide che le imprese familiari del turismo devono affrontare.
Argomenti dell'insegnamento	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
Parole chiave	Family business; Family firm; Governance; Management; Succession.
Prerequisiti	Not foreseen.
Insegnamenti propedeutici	
Modalità di insegnamento	Frontal lectures, group discussions, case study analysis.
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	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
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	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)
Criteri di valutazione	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
Bibliografia obbligatoria	Readings will be provided in the lecture slides and on the TEAMS page of the course.
Bibliografia facoltativa	Supplementary readings will eventually be recommended to the students on the TEAMS page of the course.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Istruzione di qualità