Syllabus

Course Description

Course Title	Leadership and Human Resource Management in Tourism
Course Code	31005
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/10
Language	English
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	Prof. Paolo Carta, Paolo.Carta@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/47302
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	36 Online
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 Online
Contents Summary	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.
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	_
Specific Educational Objectives and Learning Outcomes	Knowledge and understanding 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. Ability to apply knowledge and understanding 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. The student/undergraduate acquires the ability to use models for the analysis of the tourism market. The student/undergraduate acquires mastery in the management of human resources and in attributing the right value to the enterprise culture. The student also acquires skills in accounting and project financing for business development. Autonomy of judgement acquire the ability to relate models and empirical evidence in the study of tourism businesses, associations, consortia and destinations

	Communication skills 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. Learning skills to identify thematic connections and to establish relationships between different cases and contexts of analysis to frame a new problem systematically and generate appropriate taxonomies. to develop general models from the phenomena studied.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	