

Syllabus

Course Description

Course Title	Managing Family Businesses in Tourism
Course Code	31014
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/08
Language	Italian
Degree Course	Master in Tourism Management
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	2
CP	6
Teaching Hours	36 Online, lecturer to be defined
Lab Hours	-
Individual Study Hours	-
Planned Office Hours	18 Online, lecturer to be defined
Contents Summary	<ul style="list-style-type: none"> • 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	

Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	-
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - of models and tools for the management of a) tourism enterprises; b) associations, consortia, non-profit organisations for the management and promotion of the tourism system and related activities <p>Ability to apply knowledge and understanding</p> <ul style="list-style-type: none"> - The student will be able to propose answers to business problems through an interdisciplinary and interpretative vision, adding value to what is a simple transposition of models studied in theory.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	