

*THE AURA OF POWER. LEADERSHIP.  
AUTHORITY AND PARTECIPATION*

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Professionalising project management**

*Naples is my original home*

# *Leadership*

- Ability to move forward
- Not all chiefs are leaders
- Power is a relational process
- Leadership and beauty of the proposals
- Affective and cognitive factors

# *Power: bad and good practices (W. R. Bion)*

- *Bad form*  
monopoly  
exclusion  
domination

*Good form*  
participation  
hearing  
difference

# *Relevant issues in leadership*

- Generativity (who plays here?)  
Breeding (who is a student here?)  
Beauty (what extend?)  
Seduction (what leads to self?)  
Harmony (who concertation here?)  
Containment (who has who?)  
Vulnerability (who will replace me?)

# *Leadership: beyond.....toward.....*

- **Beyond individualism**  
**Beyond fixity**  
**Beyond mentalism**

**Toward the relational power**

**Towards the situated action**

**Towards the affective and cognitive processes**

**Cfr.: The New Psychology of Leadership, Identity, Influence and Power**

**S. Alexander Haslam, Stephen D. Reicher, Michael J. Platow**

**Taylor and Francis(Psychology Press) , 2010**

## *What forms of management in the Italian tourism enterprises?*

- More tradition – Less innovation
- Prevails folk management
- Lack of supply systems
- Non-integration with art and culture
- Absence of knowledge management
- Marketing centered on advertising
- Low investment in skills

## *What prevalent forms of leadership in the Italian tourism enterprises?*

- Paternalism
- Imitation
- Throwaway
- Sacrificial heroism
- Improvisation



# *Evolutionary possibilities*

- Maternal code in the origins and development of Italian tourism
- Situated action in specific contexts
- Network and participation
- Substitutability
- Investment in knowledge

*Thanks for your attention.....*

- *Mimmo Jodice*

