

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Business School



International Winter School on Event and Destination Management

For Bachelor's and Master's Students, 29.01. – 09.02.2018 at the University of Economics,
Prague (VSE), Czech Republic and the Lucerne School of Business, Lucerne, Switzerland



Programme of the International Winter School on Event and Destination Management

29 January – 9 February 2018 at the University of Economics, Prague (VSE), Czech Republic and the Lucerne School of Business, Lucerne, Switzerland

The University of Economics, Prague (VSE) and the Lucerne School of Business (LSoB) offer a two-week Winter School programme which takes the participants from one internationally recognised tourist location to another.

Both Prague and Lucerne are beautiful, historic, and romantic locations and attract millions of tourists every year. Both universities are recognised for the quality of their Tourism and Marketing departments and offer participants valuable insights into the fields of event and destination management.

The first week in Prague is dedicated to Event Management. It aims to provide students with the theoretical and practical knowledge and skills necessary to organize various congresses, conferences, sports and other events. The second week in Lucerne features Destination Management. It introduces participants to the complexity of tourism destinations, the mutual dependence of various service providers involved and the development of tourism destinations.

The programme is complemented with company visits, excursions to tourist attractions and social activities. The whole programme is worth 7 ECTS-credits (4 ECTS-credits for a week in Prague and 3 ECTS-credits for a week in Lucerne). Participants can either sign up for both weeks or just one of the two. The distance from Prague to Lucerne is approximately 750 km. The suggested means of transportation are train, bus or plane. Participants are responsible for their own travel arrangements.

Welcome to the University of Economics, Prague (VSE)

The University of Economics, Prague (VSE) is the biggest public university specialising in Economics in the Czech Republic, with a tradition spanning more than 60 years. Ranked in the top 3 «business schools» in CEE, it offers EPAS-accredited programmes and is a proud member of CEMS and PIM. VSE has six faculties offering applicants a broad spectrum of study programmes in the fields of Business, Economics, Finance, ICT, International Relations and Management.

The university campus is located in the centre of Prague, the capital city of the Czech Republic, a UNESCO-designated site and one of the most historical cities in the world.

Provisional programme

DATES

29 January – 2 February 2018

PROGRAMME

Day 1: Events Industry, Site Inspection of Prague Congress Center

Day 2: Purpose of Convention Associations, Convention Bureaus, Corporate Event Management

Day 3: Mega and Sports Event Management, Marketing of Sports Events

Day 4: Financing of Sports Events, Site Inspection of International Ice Hockey Federation

Day 5: Management of Conference Facilities, Site Inspection of Hotel Conference Facilities



Welcome to the Lucerne School of Business

Lucerne is not only a world-famous centre of culture and tourism, but also a centre of education. What began in 1971 has grown to become one of Switzerland's most important business schools: the Lucerne School of Business.

With the passage of time, the School has set the pace in Central Switzerland's business education landscape and built up close ties with industry, government and third-sector partners. Today the School operates in such forward-looking areas as Tourism, Banking and Finance, Communication and Marketing, as well as in Intercultural Management.

Provisional programme

DATES

5 – 9 February 2018

PROGRAMME

Day 1: Destination Management I, Destination Management II

Day 2: Destination Management Simulation I, Destination Management Simulation II

Day 3: Destination Management Simulation III, Destination Management Simulation IV

Day 4: Sustainability – National and International Business Cases I, Sustainable Tourism Destination Case Study

Day 5: Sustainability – National and International Business Cases II, Excursion to the Bürgenstock





Organizational Matters

DATES

Prague: 29.01. – 02.02.2018

Lucerne: 05.02. – 09.02.2018

TUITION FEES¹

Students of partner institutions of VSE or LSoB for one week:
CZK 33 000

Students of partner institutions of VSE or LSoB for both weeks:
CZK 66 000

Students of non-partner institutions for one week: CZK 37 000

Students of non-partner institutions for both weeks: CZK 74 000

APPLICATION

Deadline: 31 October 2017

Application Form: www.hslu.ch/international-winter-school

CREDITS

Prague: 4 ECTS-credits

Lucerne: 3 ECTS-credits

HOUSING

Suggestions from the University of Economics, Prague (VSE):

VSE Dormitory (<http://kolejjarov1.vse.cz/english/hotel/rooms/>):
CZK 400/person/night, booking via studytours@vse.cz

Hotel Ariston: www.hotelaristonpatioprague.cz

Ibis Old Town: www.ibis.com/gb/hotel-5477-ibis-praha-old-town

Hotel Central: www.central-prague.com

**Rates for accommodation reserved through the
Lucerne School of Business:**

Single room without shower: CHF 69/person/night

Double room without shower: CHF 54/person/night

Double room with shower: CHF 64/person/night

WHAT YOU HAVE TO ORGANIZE YOURSELF

Visa (if required), travel arrangements and health insurance

¹ Tuition fees include: tuition, course and learning materials, transportation for excursions

Contact Information

Any questions? Please don't hesitate to ask:

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