

Summer School: Managing Tourism Businesses in a Complex World (3 ECTS)

General Information

Module Code	W.ISA_SBS.26
Level of Mode	Intermediate
ECTS Credits/Workload	3 ECTS credits (90 hours)

Modules Dependencies

Pre-Requisites

The Summer School is open to students of all disciplines. Students have to be at least in their 2nd semester. Students need to be competent users of English. Any of the following will be accepted:

- Study in a taught-in-English degree programme or
- Provide a recognized English certificate: IELTS Academic (6.5), TOEFL (79), FCE, CAE or
- Provide a confirmation letter from your university that you have a min. B2 level (Common European Framework of Reference for Languages) in English or
- Mother tongue is English

Learning Outcomes

Description	Importance	Relevant National Qualification Framework Descriptor
Subject knowledge and skills: knowledge about sustainability, destination management (including stakeholder) based on Swiss tourism system	High	Knowledge
Problem-solving: Case studies and discussions	Medium	Application
Methodology: Destination management simulation	Medium	Application, judgement, communication
Communication: Exchange in groups/participation	Medium	Communication, learning autonomy
Social skills: Meet students from Switzerland and other countries online while broadening your professional network	Medium	Communication, learning autonomy
Self-related skills: Preparation, literature review, homework, exam preparation	Medium	Knowledge, learning autonomy

Content Outline

Students will:

- Be introduced to the management and marketing of tourism businesses in Switzerland through academic and applied course content.
- Become familiar with the various forms of tourism management in both destination and tourism businesses.
- Gain knowledge in tourism-destination management, stakeholder management, service management, and in developing new markets.
- Critically discuss additional cross cutting topics like digitalization and sustainability during the online summer business school.

Teaching and Learning Methods

Workload

- Contact hours: 50 lessons / 37.5 hours (41.7 %, participation required)
- Directed study: 40 lessons / 30 hours (33.3 %)
- Private study: 22.5 hours (25 %)

Assignments and Assessments

- Assessment type: oral examination
- Quantity: 15 minutes
- Weight: 100 %
- Time: end of summer school