

# Summer School: Managing Tourism Businesses in a Complex World (4 ECTS)

## General Information

<b>Module Code</b>	W.ISA_SBS.26
<b>Level of Mode</b>	Intermediate
<b>ECTS Credits/Workload</b>	4 ECTS credits (120 hours)

## Modules Dependencies

### Pre-Requisites

The Summer School is open to students of all disciplines. Students have to be at least in their 2<sup>nd</sup> 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
<b>Subject knowledge and skills:</b> knowledge about sustainability, destination management (including stakeholder) based on Swiss tourism system	High	Knowledge
<b>Problem-solving:</b> Case studies and discussions	Medium	Application
<b>Methodology:</b> Destination management simulation	Medium	Application, judgement, communication
<b>Communication:</b> Exchange in groups/participation	Medium	Communication, learning autonomy
<b>Social skills:</b> Meet students from Switzerland and other countries online while broadening your professional network	Medium	Communication, learning autonomy
<b>Self-related skills:</b> 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 (31.3 %, participation required)
- Directed study: 70 lessons / 52.5 hours (43.8 %)
- Private study: 30 hours (25 %)

### **Assignments and Assessments**

- Assessment type: oral examination
- Quantity: 15 minutes
- Weight: 100 %
- Time: end of summer school
  
- Assessment type: reflective summary of one excursion
- Quantity: 1000 words
- Weight: 100 %
- Time: four weeks after the end of the summer school