

# Summer School: Managing Tourism Businesses in a Complex World

Sustainability, Culture, Marketing, Management of  
Tourism Businesses and Destinations

Meet Experts and Leaders of the Tourism Industry

22 June – 3 July 2026, 3 or 4 ECTS

# PROGRAMME (preliminary)

## Individual preparation as of JUNE 2, 2026

Written preparation task will be sent to the students in advance.

### Monday, June 22

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Session 1    **Meet and Greet & Onboarding**

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Session 2    **What is Tourism and Why do We Travel?**

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Session 3    **Tourism - a Worldwide Phenomenon: Facts and Figures**

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### Tuesday, 23 June

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Session 4    **Tourism culturally embedded - Past - Present – Future**

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Session 5    **Intercultural Aspects of Tourism**

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### Wednesday, 24 June

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Session 6    **Introduction Destination Simulation**

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Session 7    **Destination Simulation Game: Year 1 (hybrid)**

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## **Thursday, 25 June**

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Session 8 **Destination Planning & Strategies**

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Session 9 **Political Aspects and its Implications on Tourism**

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## **Friday, 26 June**

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Session 10 **Sustainability in Tourism and the role of Stakeholders**

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Session 11 **Stakeholder Management in Practice**

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## **Monday, 29 June**

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Session 12 **Destination Simulation Game: Year 2 (hybrid)**

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Session 13 **Destination Marketing**

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## **Tuesday, 30 June**

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Session 14 **Destination Simulation Game: Year 3 (hybrid)**

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Session 15 **Destination Simulation Game: Year 4 (hybrid)**

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## **Wednesday, 1 July**

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Session 16 **Destination Branding & Marketing**

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Session 17 **Digitalization in Tourism**

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## **Thursday, 2 July**

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Session 18 **Meetings, Incentives, Congresses, Events**

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Session 19 **Art in Tourism**

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Session 20 **Wrap up Destination Simulation Game, Feedback**

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## **Friday, 3 July**

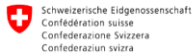
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**Oral Exams**

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## Partners/experts (preliminary)

**HSLU** Lucerne University  
of Applied Sciences  
and Arts



State Secretariat for Economic Affairs  
SECO

**swi<sup>+</sup>zerland**

**Jungfrau Region** 

**TITLIS**



**THIS IS BASEL**

 Engadin Scuol Zernez

 Engadin



## CONTACT

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