

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

Session 1 **Meet and Greet & Onboarding**

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

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

Tuesday, 23 June

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

Session 5 **Intercultural**

Wednesday, 24 June

Session 6 **Introduction Destination Simulation**

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

Thursday, 25 June

Session 8 **Destination Planning & Strategies**

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

Friday, 26 June

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

Session 11 **Stakeholder Management in Practice**

Monday, 29 June

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

Session 13 **Destination Marketing**

Tuesday, 30 June

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

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

Wednesday, 1 July

Session 16 **Destination Branding & Marketing**

Session 17 **Digitalization in Tourism**

Thursday, 2 July

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

Session 19 **Art in Tourism**


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

Friday, 3 July

Oral Exams

Partners/experts (preliminary)

HSLU Lucerne University
of Applied Sciences
and Arts

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

State Secretariat for Economic Affairs
SECO

swi⁺zerland

Jungfrau Region 

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MADE IN BERN



THIS IS BASEL

 Engadin Scuol Zernez

 Engadin



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