

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE LUZERN

Business

FH Zentralschweiz

Summer Business School 2021

Management & Marketing of tourism businesses &
destinations

The HSLU Summer Business School...

... is a **series of lectures and company visits during a 7-day train journey** to some of Switzerland's most successfully developed and marketed destinations. The program addresses bachelor and master students from all over the world as well as students from the Lucerne University of Applied Sciences and Arts. This summer school **combines theoretical knowledge with opportunities to meet and learn from industry experts**. You will improve your management and marketing skills and learn about tourism development in Switzerland while visiting the hotspots.

Places of study



Cost



CHF **1,610.-**
per student

The cost for each participant includes accommodation, breakfast, a networking event and travel costs during the week (based on a half-fare card rate). The tuition fee of CHF 1,800 will be waived for participants from partner universities of the Lucerne School of Business.

Enriching courses



An attractive mix of lectures and presentations by practitioners awaits you, as well as informative company site visits at tourist destinations. Self-study tasks and group work will also be a part of the experience. **ECTS 3 or ECTS 6** are possible depending on your credit requirements and whether you choose to complete the full assignment.



Learning outcomes

Be part of a **unique academic setting** and examine tourism areas from a variety of business perspectives:

- You will be introduced to the management and marketing of tourism businesses in Switzerland through academic and applied course content.
- You will become familiar with the different forms of tourism-destination management, understand the changing values within society, and be able to analyze the positive and negative factors influencing its development.
- You will gain knowledge in tourism-destination management, stakeholder management, service management, and in developing new markets.
- You will improve your skills in international marketing, and in the marketing of authentic experiences.

Preliminary Program

July 12 th	Meet and Greet	Session: Destination Management & Development	Networking Event
Lecture followed by group task during the train journey to Andermatt			
July 13 th	Session: Destination Strategy	Session: Service & Stakeholder Management	
Lecture followed by group task during the train journey to Zermatt			
July 14 th	Session: International Tourism Markets	Session: Positioning & Branding	Session: Gornergrat mountain
July 15 th	Session: Marketing of Mountain Destinations	Session: Digital & Content Marketing	
Lecture followed by group task during the train journey to Interlaken			
July 16 th	Session: Regional Destination Development: Interlaken	Session: Jungfrauoch mountain	
Lecture followed by group task during the train journey to Bern			
July 17 th	Session: Cultural Tourism	Session: Event Management & MICE	
Lecture followed by group task during the train journey to Lucerne			
July 18 th	Review	Presentations	Networking Event

Learning & Teaching Methods

- The course will be delivered in an interactive manner.
- Contact hours include industry experts, lectures, discussions, field trips, company visits, case studies, exercises and group work.
- Group work, individual tasks, lectures, presentations, and the analysis of the practical application of topics in the compulsory reading material will strengthen your learning experience. Pre-course preparation will be required and is part of the course.

Workload and Assignments

- You can register for either the 3 ECTS (90 hours) or the 6 ECTS (180 hours) program. The difference is in the workload of the required assignments.
- Both bachelor and master students are very welcome. The assignments will be set and graded at the level you have registered for.

Registration

- Students from our partner universities will have priority. Places are limited. Please register early.
- Tuition fees (CHF 1,800.-) will be waived for students who have been nominated to the Lucerne School of Business by partner universities. In order to offer this opportunity to students from multiple partner universities, the Lucerne School of Business reserves the right to limit the number of students from individual partner universities.

Contact

Lucerne University of Applied Science and Arts - Business
Zentralstrasse 9
Post Box 2940
CH-6002 Lucerne, Switzerland
andreas.liebrich@hslu.ch
Tel. +41 41 228 41 11
<https://www.hslu.ch/en/lucerne-school-of-business/>