

**Preliminary information, to be  
confirmed**

# **Online Summer Business School 2023**

**Management, Marketing & Sustainability of Tourism  
Businesses and Destinations**

**Meet the Swiss Experts**

**26 – 28 June & 3 – 5 July 2023**

# Online Summer Business School 2023 - Management, Marketing & Sustainability of Tourism Businesses and Destinations

The Lucerne University of Applied Sciences and Arts – School of Business, offers an exciting series of lectures and presentations during a 6-day online programme with partners and experts from Switzerland's most successfully developed destinations.

The programme addresses bachelor and master students from all over the world as well as students from the Lucerne University of Applied Sciences and Arts. Students from other study programmes without previous knowledge of tourism are welcome. This summer school combines theoretical knowledge with opportunities to meet and learn from industry experts. Students have the unique opportunity to interact with the heads and other management members of the leading destinations and companies in Swiss tourism and thereby gain unique insights into the organization, structure and success factors of Swiss tourism. The programme features online lecturing, presentations, discussions and interactive seminars on cutting-edge topics. The working language of the week is English.

## PARTNERS AND EXPERTS

Participants will get the unique opportunity to interact with more than ten managers of tourism companies and leading Swiss destinations such as Zermatt, Zurich, Switzerland Tourism and Cable Cars Switzerland.

## LEARNING OUTCOMES

In this programme, you 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
- Have opportunities to demonstrate intercultural awareness
- Meet students from Switzerland and other countries online while broadening your professional network

## LEARNING & TEACHING METHODS

- The course will provide presentations and other interactive methods.
- Contact hours include lectures, industry experts' presentations, moderated discussions with your participation, case studies, exercises, group work and the Destination Management Simulation.
- 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.
- Your online presence of min. 80% of the sessions 1-5, 7, 11 - 12 is mandatory; the complete participation of the Management Simulation is mandatory (sessions 6, 8 - 10).

## CREDITS

Depending on your credit requirements and your choice to complete the full assignment after the Summer Business School, either 3 or 6 ECTS will be awarded.

6 ECTS course will only be available for international students (not available for HSLU Students). For international students a complementary work (equal to 90 hours) will be required. This complementary work has to be submitted within 4 weeks after the summer school.

## REQUIREMENTS

Bachelor's and master's students who wish to apply for the programme need to be a competent user of English. Any of the following will be accepted:

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

Furthermore, applicants need to have completed a **minimum of two semesters of university-level study** at bachelor's (confirmation of enrolment).

## COSTS

The tuition fee of CHF 1,800 will be waived for students who have been nominated to the Lucerne School of Business by partner universities, as well as for students of the Lucerne University of Applied Science and Arts.

## BENEFITS

When attending the summer school, you strengthen your personal competence profile and learn from successful tourism business cases.

**Professional competence:** Students understand tourism and destinations as key units and the various factors influencing the tourism (resort) market. Students recognize the importance of individual tourism businesses in the context of a tourist destination and are able to analyse the supply side of the businesses as well as the destination.

**Competence of Methods:** Students analyse the performance of tourism businesses and the tourism organisation as well as the destination (of different sizes) as a whole.

**Social competence:** Participants strengthen their social competence by the interdisciplinary and intercultural exchange between the students but also by the interaction with speakers and experts of the business world.

**Self-competence:** Students start or further develop their motivation to engage in professional activities in tourism companies, destination management organisations or tourism related institutions.

## GRADING

The grading will be done according to the European Credit Transfer and Accumulation System. The Lucerne School of Business assesses and grades the performance of the participants in accordance with Chapter V “Module Assessment and ECTS credits” of the “Academic Regulations for the Bachelor Programme in International Business Administration at the Lucerne School of Business”.

For both options (3 ECTS and 6 ECTS) full-time attendance during the Destination Management Simulation (for other sessions an 80 percent attendance is required) is a prerequisite of the Online Summer Business School. Additionally, for:

- 3 ECTS: online test, evaluation of the group work as proof of achievement
- 6 ECTS (for international students only): group work, a transfer work in form of an assignment equivalent to 3 ECTS is required.

## REGISTRATION

Students from our partner universities have priority. Places are limited, so please register early.

Application deadline is June 1, 2023. Please send your signed Application Form together with a Confirmation of Enrolment from your home university (not for students of the Lucerne University of Applied Science and Arts) and your proof of English proficiency to [summerschool-business-lucerne@hslu.ch](mailto:summerschool-business-lucerne@hslu.ch).

Before you apply, please make sure that you fulfil our requirements (see above) and that you agree to our Terms and Conditions.

## TERMS AND CONDITIONS

Participants need to agree to our Terms and Conditions before they apply.

# ONLINE-PROGRAM (preliminary)

## Individual preparation as of JUNE 1<sup>st</sup>, 2023

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

### Monday, June 26<sup>th</sup>

Time	Topic	Inputs
08:00 – 10:30	<b>Session 1: Onboarding Meet and Greet</b>	All lecturers all participants
	Lunch Break	
11:30 – 15:30	<b>Session 2: Destination Management &amp; Current Issues</b> <ul style="list-style-type: none"><li>• Tourism in Switzerland – the framework</li><li>• Introduction in Basics of Destination Management</li><li>• Presentation “Current national and international issues of tourism countries, case Switzerland’s Tourism”</li></ul>	Prof. U. Wagenseil  State Secretariat for Economic Affairs SECO, Lucerne School of Business Switzerland Tourism

### Tuesday, June 27<sup>th</sup>

Time	Topic	Inputs
08:00 – 09:15	<b>Session 3: Destination Strategies</b> <ul style="list-style-type: none"><li>• Introduction Destination Planning and Destination Strategies</li></ul>	Dr S. Müller
09:30 - 11:00	<ul style="list-style-type: none"><li>• Presentations &amp; Forum Discussion “Strategic Destination Development, Digitalisation &amp; other current Issues in Destination Management (Organisations)”</li></ul>	Made in Bern, Davos Tourism,
	Lunch Break	
12:00 – 13:30	<b>Session 4: Stakeholder Management</b> <ul style="list-style-type: none"><li>• Introduction Stakeholder &amp; Cooperation Management</li></ul>	Dr S. Müller
13:45 – 15:45	<ul style="list-style-type: none"><li>• “4times5” Key Messages &amp; Forum Discussion “Relevance and Needs of Stakeholders in Destinations – and how to deal with them”</li></ul>	Outdoor Switzerland AG, Lucerne Tourism, Swiss Cable Car Association

### Wednesday, June 28<sup>th</sup>

Time	Topic	Inputs
08:00 – 09:15	<b>Session 5: Destination Marketing</b> <ul style="list-style-type: none"><li>• Introduction Destination Branding &amp; Marketing</li></ul>	Prof. A. Liebrich
09:30 – 11:00	<ul style="list-style-type: none"><li>• “5times5” - Key messages &amp; Forum Discussion “National &amp; International Destination Marketing: Activities, Tasks, Cooperation, Trends from different (geographical) perspectives”</li><li>• Product Development in a Tourism Marketing Organization</li></ul>	Rigi Bahn, Crans-Montana Schweiz Tourismus, Rahel Ammon

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Lunch Break

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12:00 - 14:00	<b>Session 6: Destination Management Simulation Part 1</b>	Prof. A. Liebrich
14.15 – 15.45	Preparation Destination Management Simulation Phase 1, Self-study and Teamwork	Participants, Teams
	Homework Self-study & Preparation Destination Management Simulation Phase 2	

## Monday, July 3<sup>rd</sup>

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Time	Topic	Inputs
08:00 - 10:30	<b>Session 7: Importance of MICE &amp; Events in Destination Management</b> <ul style="list-style-type: none"><li>• "3times5" Key Messages &amp; Forum Discussions</li></ul>	Dr S. Müller Bern Convention Bureau, WC MTB Lenzerheide St. Moritz

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Lunch Break

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11.30 – 16.00	<b>Session 8: Destination Management Simulation Part 2</b>	Prof. U. Wagenseil / Prof. A. Liebrich Participants
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## Tuesday, July 4<sup>th</sup>

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Time	Topic	Inputs
08:00 – 16.00	<b>Session 9 &amp; 10: Destination Management Simulation Parts 3 &amp; 4</b>  Lunch break integrated	Prof. U. Wagenseil / Prof. A. Liebrich Participants/Teams

## Wednesday, July 5<sup>th</sup>

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Time	Topic	Inputs
08:00 - 10:30	<b>Session 11: Sustainable Development of and within Destinations</b>	Dr S. Müller TESSVM

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Lunch Break

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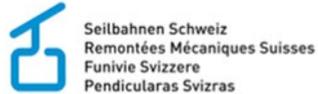
11.30 – 13.00	<b>Session 12: Reviews &amp; Learnings. Closing Remarks. ONLINE EXAM</b>	Dr S. Müller, Prof. Andreas Liebrich Participants
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For international students:  
If you have chosen the full course (6 ECTS), the written assignment is due 4 weeks after the summer school has ended. Send to [summerschool-business-lucerne@hslu.ch](mailto:summerschool-business-lucerne@hslu.ch)

## Foreseen external partners/experts:



**OUTDOOR**  
INTERLAKEN<sup>+</sup>



**BERN**<sup>+</sup>

Engadin  
Samnaun Val Müstair

**HSLU** Hochschule  
Luzern



**CRANS MONTANA** <sup>+</sup>  
*Absolutely*

**Andermatt** <sup>+</sup>



**MATTERHORN**  
ZERMATT BERGBAHNEN



## CONTACT

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