

Online Summer School in Business and Tourism 2025

Management, Marketing & Sustainability of Tourism Businesses
and Destinations

Meet Experts and Option Leaders of the Tourism Industry

30 June – 9 July 2025

Online Summer School in Business and Tourism 2025 - 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 industry partners and experts from Switzerland’s most successfully developed destinations.

The interdisciplinary programme is designed for bachelor and master students from all over the world as well as students from the Lucerne University of Applied Sciences and Arts. Students from 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 management members of the leading destinations and tourism companies 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.

CREDITS

Depending on your credit requirements and your choice to complete the full assignment after the Online Summer School, either 3 or 6 ECTS will be awarded. For students of the Lucerne University of Applied Sciences and Arts or students that do an exchange semester at the Lucerne University of Applied Sciences of Arts, only a 3 ECTS course can be chosen.

Students from partner universities can choose between the 3 ECTS or 6 ECTS course format. For 6 ECTS, a complementary work (equal to 90 hours) will be required. This complementary work has to be submitted within 4 weeks after the end of the contact hours of the summer school course.

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

- 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, 8, 12-13 is mandatory; the complete participation of the Management Simulation is mandatory (sessions 6, 9 - 11).

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 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 8, 2025. 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.

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 8, 2025

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

Monday, June 30

Time	Topic	Inputs
08:00 – 10:40	Session 1: Meet and Greet & Onboarding	Prof. Dr Andreas Liebrich Prof. Martin Barth
	<ul style="list-style-type: none">• Tourism: A World Wide Phenomenon in Figures	Prof. Dr Andreas Liebrich
	Lunch Break	
11:30 – 13:30	Session 2: Introduction and the Case of Engelberg	Peter Schmidli, Engelberg
	<ul style="list-style-type: none">• Tourism– framework, facts & figures• Introduction to Tourism Destination Management• Destination Competitiveness (readings)	

Tuesday, July 1

Time	Topic	Inputs
08:00 – 09:15	Session 3: Destination Planning & Strategies	Prof. Martin Barth
	<ul style="list-style-type: none">• Introduction Destination Planning and Destination Strategies	
09:30 – 11:00	<ul style="list-style-type: none">• Presentations & Forum Discussion <p>Political & Strategic Destination Development, Digitalisation & other current Issues in Destination Management</p>	Ueli Grob, seco Lino Gross, Made in Bern Daniel Luggen, Director Zermatt Tourism
	Lunch Break	
12:00 – 14:05	Session 4: Stakeholder Management	Prof. Dr Andreas Liebrich
	<ul style="list-style-type: none">• Introduction Stakeholder & Cooperation Management	
14:20 – 15:45	<ul style="list-style-type: none">• Stakeholder Management in Practice	Marc Ungerer, Jungfrau Region

Wednesday, July 2

Time	Topic	Inputs
08:00 – 09:15	Session 5: Destination Marketing <ul style="list-style-type: none">• Introduction Destination Branding & Marketing• Destination Marketing: Activities, Tasks, Cooperation, Trends from different (geographical) perspectives	Prof. Dr. A. Liebrich
09:30 – 11:00	<ul style="list-style-type: none">• Product Development in Tourism Marketing Organization	Switzerland Tourism, Anina Sonderegger
Lunch Break		
12:00 - 14:00	Session 6: Destination Management Simulation Part 1	Prof. Dr. Andreas 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 (Session 9 – 11)		

Thursday, July 3

Time	Topic	Inputs
08:00 – 11:00	Session 7: Destination Management & Current Issues <ul style="list-style-type: none">• “Current national and international issues of tourism countries, case Switzerland’s Tourism”• Discussion	Prof. Dr. Andreas Liebrich Simon Bosshard, Switzerland Tourism Lucerne School of Business Switzerland Tourism

Monday, July 7

Time	Topic	Inputs
08:00 - 10:30	Session 8: Importance of MICE in Destination Management <ul style="list-style-type: none">• Meetings, Incentives, Congresses and Events (MICE)• Two best practices MICE cases (presentation & discussion)	Prof. M. Barth, HSLU Thomas Ries, HSLU Ramona Debus, Basel Tourismus Karin Breitenstein, Sales & Marketing Professional

Lunch Break

11.30 – 16.00	Session 9: Destination Management Simulation Part 2	Prof. Dr. A. Liebrich / Prof. M. Barth Participants
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Tuesday, July 8

Time	Topic	Inputs
08:00 – 16.00	Session 10 & 11: Destination Management Simulation Parts 3 & 4 Lunch break integrated	Prof. Dr. A. Liebrich / Prof. M. Barth Participants/Teams

Wednesday, July 9

Time	Topic	Inputs
08:00 - 10:30	Session 12: Sustainable Development of and within Destinations	Prof. M. Barth Bettina Bülte, Board of Directors of Engadin Tourism Sven Berchtold, Tourismus Engadin, Scuol, Samnaun, Val Müstair, TESSVM

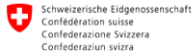
Lunch Break

11.15 – 14.15	Session 13: Reviews & Learnings Closing Remarks. ORAL ONLINE EXAM	Prof. Andreas Liebrich, Prof. M. Barth 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

Partners/experts:

HSLU Lucerne University
of Applied Sciences
and Arts



State Secretariat for Economic Affairs
SECO

swi⁺zerland

Jungfrau Region ⁺

TITLIS

MADE IN BERN



THIS IS BASEL

 Engadin Scuol Zernez

 Engadin



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