

Lucerne University of
Applied Sciences and Arts

HOCHSCHULE LUZERN

Business

FH Zentralschweiz

Online Summer Business School 2021

**Management, Marketing & Sustainability of
tourism businesses and destinations**

Meet the Swiss Experts

5 – 7 July & 12 – 14 July 2021

ONLINE-PROGRAM (subjects to change)

MONDAY, JULY 5th

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

TUESDAY, JULY 6th

Time	Topic	Inputs
08:00 – 09.15	Session 3: Destination Strategies <ul style="list-style-type: none">• Introduction Destination Planning and Destination Strategies	Lucerne School of Business
09:30 – 11:00	<ul style="list-style-type: none">• Presentations & Forum Discussion “Strategic Destination Development, Digitalisation & other current Issues in Destination Management (Organisations)”	Zurich Tourism, Davos Tourism, Discover.swiss
	Lunch Break	
12:00 – 13:30	Session 4: Destination Marketing <ul style="list-style-type: none">• Introduction Destination Branding & Marketing	Lucerne School of Business
13.45 – 15.45	<ul style="list-style-type: none">• “4times5” - Key messages & Forum Discussion “National & International Destination Marketing: Activities, Tasks, Cooperation, Trends from different (geographical) perspectives”	Switzerland Tourism, Graubünden Ferien, Lucerne Tourism, Andermatt Tourism, Hotel Platzhirsch Zurich

WEDNESDAY, JULY 7th

Time	Topic	Inputs
08:00 – 09.15	Session 5: Stakeholder Management <ul style="list-style-type: none">• Introduction Stakeholder & Cooperation Management	Lucerne School of Business

09:30 - 11:00	<ul style="list-style-type: none"> “4times5” Key Messages & Forum Discussion “Relevance and Needs of Stakeholders in Destinations – and how to deal with them” 	Zermatt Cable Cars, Outdoor Interlaken, Lucerne Tourism, Swiss Cable Car Association & Matterhorn Gotthard Bahn
	Lunch Break	
12:00 - 14:00	Session 6: Destination Management Simulation (Introduction)	Lucerne School of Business
14.15 - 15.45	Preparation Destination Management Simulation Phase 1, Self-study and Team-work	Participants, Teams
	Homework Self-study & Preparation Destination Management Simulation Phase 2	

MONDAY, JULY 12th

Time	Topic	Inputs
08:00 - 10:30	Session 7: Importance of MICE & Events in Destination Management <ul style="list-style-type: none"> “3times5” Key Messages & Forum Discussions 	Lucerne School of Business, Bern Convention Bureau, Interlaken Tourism & EKZ Cross Tour
	Lunch Break	
11.30 - 16.00	Session 8: Destination Management Simulation Part 1	Lucerne School of Business, Participants

TUESDAY, JULY 13th

Time	Topic	Inputs
08:00 - 16:00	Session 9 & 10: Destination Management Simulation Parts 2 & 3	Lucerne School of Business, Participants/Teams
	Lunch break integrated	

WEDNESDAY, JULY 14th

Time	Topic	Inputs
08:00 - 10:30	Session 11: Sustainable Development of and within Destinations	Lucerne School of Business, TESSVM
	Lunch Break	
11.30 - 13.00	Session 12: Reviews & Learnings Closing Remarks, Final Tasks/ Assignments & Farewell	Lucerne School of Business, Participants

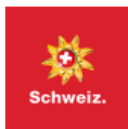
Foreseen external partners/experts/organisations:



Edgändisches Departament für
Wirtschaft, Bildung und Forschung WBF
Staatssekretariat für Wirtschaft SECO



Seilbahnen Schweiz
Remontées Mécaniques Suisses
Funivie Svizzera
Pendicularas Svizras



Welcome to
Zürich,
Switzerland.

