



Frontiers in Hospitality and Tourism Management Summer School

Founded in 1948, the **University of Strathclyde Business School** is a pioneering, internationally renowned academic organisation that shapes and develops the business minds of tomorrow.

It is endorsed by three of the main international accrediting bodies (AACSB, AMBA and EQUIS) and is proud to be among a small number of business schools worldwide to have achieved triple accreditation.

Strathclyde Business School is one of four faculties forming the University of Strathclyde in Glasgow.

The University was established in 1796 as 'the place of useful learning' and this remains at the forefront of its vision today for Strathclyde to be a leading international technological university that makes a positive difference to the lives of its students, to society and to the world.

Originally founded as the Scottish School of Hotel Management in 1944, Hospitality and Tourism Management has a long and illustrious history at the University of Strathclyde, celebrating its 75th anniversary in 2019.

[www.sbs.strath.ac.uk/short-term-study-visits/
sbs-summer-school@strath.ac.uk](http://www.sbs.strath.ac.uk/short-term-study-visits/sbs-summer-school@strath.ac.uk)



THE QUEEN'S
ANNIVERSARY PRIZES
2019, 2021 & 2023
For Higher and Further Education

UNIVERSITY
OF THE YEAR
2012 & 2019
Times Higher Education

UNIVERSITY
OF THE YEAR
2024 RUNNER-UP
Daily Mail University of the Year Awards

SCOTTISH UNIVERSITY
OF THE YEAR
2024
Daily Mail University of the Year Awards

EUROPEAN ENTREPRENEURIAL
UNIVERSITY OF THE YEAR
2023
Triple E Awards

22nd July – 8th August 2024
Glasgow, Scotland





The summer school offers a unique student experience over a three-week period where students will learn about key theories and themes in Hospitality and Tourism Management. Lectures, seminars and field trips will help you to explore the evolution of various niche tourism industries such as sport, film and TV, music, events, food and the outdoors.

This innovative and inspiring programme offers a rewarding international experience. Activities include:

- **Learn How to Play the Bagpipes**
- **Scottish Cooking Workshop**
- **Field Trip to Official Hogwarts Clothing Manufacturer**
- **Field trip to a whisky distillery**
- **Scottish Ceilidh**

You will have free time during the evenings and weekends to explore Glasgow.

IMPORTANT DATES

Arrival & Accommodation - Check In

Sunday 21st July 2024

First Day of Class - Monday 22nd July 2024

Last Day of Class - Thursday 8th August 2024

***Departure & Accommodation Check Out** - Friday 9th/ Saturday 10th August 2024

*After the conclusion of the summer school, international students attending on a visitor visa may wish to take advantage of the opportunity for sightseeing and travel.

LOCATION

Our campus is based right in the very heart of Glasgow. We are in the city centre, the perfect location for sightseeing, shopping and socialising.

It's a brilliant time of year to be visiting Glasgow. There are lots of events going on across the city and the world's biggest arts festival, the Edinburgh Festival Fringe, starts on 2nd August. Edinburgh is less than an hour by train from Glasgow.

ACCOMMODATION

Summer school students will be based in self-catering accommodation in Glasgow city centre within walking distance of the Business School.

CREDIT

Those who successfully complete the summer school will receive 10 Strathclyde credits, which typically equates to 5 ECTS or 4 US credits. Participants should check if their home institution will allow recognition of summer school credits.

ELIGIBILITY

The summer school is open to all university students studying at any institution around the world or those with an offer of a place at the University of Strathclyde. You must be at least 18 years to participate. If English is not your first language, you must provide evidence of language proficiency equivalent to CEFR level B2 or higher.

DAY	AM 10:00 - 12:00	PM 14:00 - 16:00	EVENING
Sunday 21 July	Arrival and airport pick-up. Check-in at accommodation.		
Monday 22 July	Welcome and introduction to campus	Introduction to the course: Evolution of the Tourism Product in Scotland	Welcome dinner
Tuesday 23 July	Tourism Planning and Policy: Drivers of change	Introducing the Concept of Niche Tourism	
Wednesday 24 July	Niche 1: Eco-Tourism	Niche 2: Heritage Tourism and Niche 3: Sports Tourism	
Thursday 25 July	Field trip to Official Hogwarts Clothing Manufacturer	Private study	
Friday 26 July	The significance of Scottish Events to Tourism: Regional, Hallmark and Mega Events	Workshop 1: Developing Tourism Products	Ceilidh
Saturday 27 July	Free Time		
Sunday 28 July	Free time		
Monday 29 July	Niche 4: Food Tourism	Practical Lab: Cooking Traditional Scottish Dishes with a Twist	
Tuesday 30 July	Niche 5: Outdoor Tourism; Mountaineering & Farm Tourism	Workshop 2: Developing Tourism Products	
Wednesday 31 July	Field trip to a Distillery Tour		
Thursday 1 August	Niche 6: Music Tourism	National Piping Museum Tour	
Friday 2 August	Emerging Consumer Expectations and Drivers of Change for Tourism Management Revisited	Private study	
Saturday 3 August	Free time		
Sunday 4 August	Free time		
Monday 5 August	Tourism Impacts: Contemporary Understandings	What is Overtourism?	
Tuesday 6 August	Principles of Responsible Tourism	Visit to Kelvingrove Art Gallery & Museum	
Wednesday 7 August	Workshop 3: Developing Tourism Products	Private study	
Thursday 8 August	Student Presentations	Closing: Frontiers in Tourism Management	Farewell Party
Friday 9/ Saturday 10 August	Departure and accommodation check-out		

Please note this is an indicative schedule and some dates and itineraries may be subject to change

FEE

The fee including tuition, accommodation, and meals on scheduled activities is **£3000**. Airfare, visa costs, (if applicable), food, and spending money are not included in the fee. Group discounts are available.

APPLY NOW

www.sbs.strath.ac.uk/short-term-study-visits/
The closing date for applications is **19 April 2024**.

Late applications may be accepted, subject to availability.