

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 world-wide 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



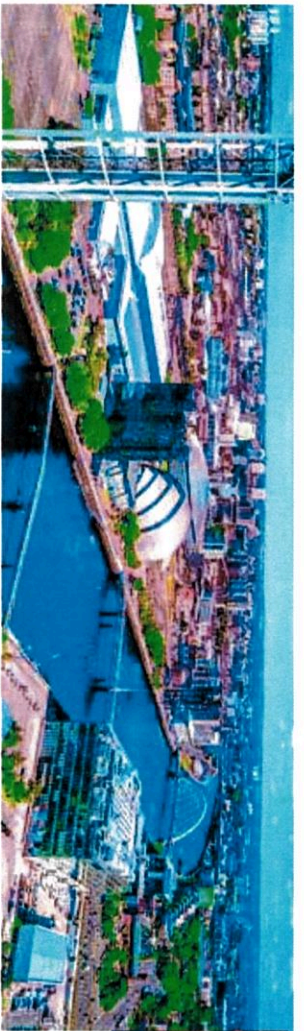
FRONTIERS IN HOSPITALITY AND TOURISM MANAGEMENT SUMMER SCHOOL

28 June -16 July 2020
GLASGOW, SCOTLAND

THE AWARDS 2019

Winner
University of the Year





The summer school offers a unique student experience over a three-week period. Here you will learn about the 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 will create a rewarding international experience:

- Fun 'accents' themed walking tour of Glasgow city centre
- Traditional Scottish cooking workshop
- Field trip to official Hogwartzs clothing manufacturer
- Bagpiping lesson
- Field trip to Oban and whisky distillery
- Highland games & ceilidh

You will have free time during the evenings and weekends and have access to the University of Strathclyde's state of the art sports centre.

IMPORTANT DATES

- Arrival - Sunday 28 June 2020
- First day of class - Monday 29 June 2020
- Last day of class - Thursday 16 July 2020
- Departure - Friday 17/ Saturday 18 July 2020

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, as during the summer school a number of leading cultural and sporting events will be taking place such as the TRNSMT music festival and UEFA Euro 2020. The city will be a hive of activity!

ACCOMMODATION

Summer school students will be based in University campus self-catering accommodation within a short walking distance to the Business School. You will have your own room in shared accommodation.

CREDIT

Your home institution may be able to award credits for participating in the summer school. The summer school is equivalent to Strathclyde credits which typically equates to **3 UoR 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 CEF level B2 or higher.

UGPA - 70%

DAY	MORNING 10.00 - 12.00	AFTERNOON 2.00 - 4.00	EVENING
Monday 29 June	Welcome and Campus Introduction	Introduction of the Course: Evolution of the Tourism Product in Scotland	Welcome Meal
Tuesday 30 June	Tourism Planning and Policy: Drivers of Change	Introducing the Concept of Niche Tourism	Walking Tour
Wednesday 1 July	Niche 1: Eco-Tourism	Niche 2: Heritage Tourism Niche 3: Sports Tourism	
Thursday 2 July	Field Trip to Official Hogwartzs Clothing Manufacturer	Private Study	
Friday 3 July	The Significance of Scottish Events to Tourism: Regional Hallmark and Mega Events	Workshop 1: Developing Tourism Products	
Saturday 4 July	Field Trip to Luss Highland Games		Ceilidh
Sunday 5 July	Free time		
Monday 6 July	Niche 4: Food Tourism	Practical Lab: Cooking Traditional Scottish Dishes with a Twist	
Tuesday 7 July	Niche 5: Outdoor Tourism: Mountaineering & Farm Tourism	Workshop 2: Developing Tourism Products	
Wednesday 8 July	Field Trip to Oban and Distillery Tour		
Thursday 9 July	Niche 6: Music Tourism	National Piping Museum Tour and Bagpiping Lesson	
Friday 10 July	Emerging Consumer Expectations and Drivers of Change for Tourism Management Revised	Private Study	
Saturday 11 July	Free time		
Sunday 12 July	Free time		
Monday 13 July	Tourism Impacts: Contemporary Understandings	What is Overtourism?	
Tuesday 14 July	Principles of Responsible Tourism	Visit to Transport Museum & Glenlee Tall Ship	
Wednesday 15 July	Workshop 3: Developing Tourism Products	Private Study	
Thursday 16 July	Student Presentations	Closing Frontiers in Tourism Management	Farewell Party

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

FEE

The total cost of the summer school is £2,000. The fee includes tuition, accommodation and scheduled activities. Airfare, visa costs, (if applicable) food and spending money are not included in this fee. Discounts for partner organisation cohorts are available.

APPLY NOW

Submit application to:
wendy.tebb@uregina.ca
deadline is Jan 30, 2020
9 AM.