



University of
Strathclyde
Business
School

Frontiers in Hospitality and Tourism Management Summer School

19th July to 7th August 2026
Glasgow, Scotland

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, and celebrated its 80th anniversary in 2024.

www.sbs.strath.ac.uk/short-term-study-visits/

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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





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**
- **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 19th July 2026

First Day of Class: Tuesday 21st July 2026

Last Day of Class: Friday 7th August 2026

***Departure & Accommodation Check Out:**
Saturday 8th August 2025

*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 7th 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 13:00 - 15:00	EVENING
Sunday 19th July	Arrival and airport pick-up. Check-in at accommodation		
Monday 20th July			
Tuesday 21th July	Welcome and introduction to campus (9am start)	Tourism planning and policy: Drivers of change	Welcome meal
Wednesday 22th July	Introducing the concept of a Destination	Motivations and Understanding Demand	
Thursday 23th July	Field trip to Official Hogwarts Clothing Manufacturer		
Friday 24th July	Niche Tourism: Case Studies & Case Histories	Assignment support and introduction	
Saturday 25st July	FREE TIME		
Sunday 26th July	FREE TIME		
Monday 27th July	Innovation in Hospitality and Tourism	Social entrepreneurship in Tourism	
Tuesday 28th July	The development of the Hospitality Sector	Service, Experience and Sharing Economy.	Assignment support (3-4pm)
Wednesday 29th July	Field trip to Oban		
Thursday 30th July	Workshop: Emerging models of Hospitality	National Piping Museum Tour	
Friday 1st August	Private study		
Saturday 2nd August	FREE TIME		
Sunday3rd August	FREE TIME		
Monday 9th August	Tourism Impacts & Sustainability	What is Overtourism? Case Studies & Case Histories	Assignment support (3-4pm)
Tuesday 4th August	Ethical Leadership and the Triple bottom the line	Sustainable Development Goals (Game)	
Wednesday 5th August	Industry Visit	Private Study	
Thursday 6th August	Principles of Responsible Tourism	Sustainability initiatives in the Hotel Industry	Assignment support (3-4pm)
Friday 7th August	Student Presentations	Closing: Frontiers in Tourism Management	Ceilidh
Saturday 8th August	Departure and accommodation check-out		

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 **30th April 2026**.

Late applications may be accepted, subject to availability.