



University of  
**Strathclyde**  
Business  
School

# Frontiers in Hospitality and Tourism Management Summer School

22nd July – 8th August 2025  
Glasgow, Scotland

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 20th/ Monday 21st July 2025

**First Day of Class:** Tuesday 22nd July 2025

**Last Day of Class:** Friday 8th August 2025

**\*Departure & Accommodation Check Out:**

Saturday 9th 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 1st 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 1300 - 15:00	EVENING
Sun 20/ Mon 21 Jul	Arrival and airport pick-up. Check-in at accommodation		
Tue 22 July	Welcome and introduction to campus (9am start)	Tourism planning and policy: Drivers of change	Welcome meal
Wed 23 July	Introducing the concept of Niche Tourism	Contested commodities in Tourism	Free time
Thu 24 July	Niche Tourism: Case Studies & Case Histories	Workshop: Flipped classroom method on Niche Tourism	Assignment support (3-4pm)
Fri 25 July	Field trip to Official Hogwarts Clothing Manufacturer		Ceilidh
Sat 26 July	Free time		
Sun 27 July	Free time		
Mon 28 July	Innovation in Hospitality and Tourism	Social entrepreneurship in Tourism	
Tue 29 July	The development of the Hospitality Sector	Service, Experience and Sharing Economy.	Assignment support (3-4pm)
Wed 30 July	Field trip to Oban		
Thu 31 July	Workshop: Emerging models of Hospitality	Tour of the National Piping Museum	Free time
Fri 1 August	Private study		
Sat 2 August	Free time		
Sun 3 August	Free time		
Mon 4 August	Tourism Impacts & Sustainability	What is Overtourism? Case Studies and Case Histories	Assignment Support 3-4pm
Tue 5 August	Ethical Leadership and the Triple bottom line	Sustainable Development Goals (Game)	Free time
Wed 6 August	Industry Visit	Private Study	
Thu 7 August	Principles of Responsible Tourism	Sustainability initiatives in the Hotel Industry	Assignment Support 3-4pm
Fri 8 August	Student Presentations	Closing: Frontiers in Tourism Management	Farewell Party
Sat 9 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

<https://www.sbs.strath.ac.uk/short-term-study-visits/>  
The closing date for applications is **30th April 2025**.

Late applications may be accepted, subject to availability.





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, and celebrated its 80th anniversary in 2024.

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



**AACSB**  
ACCREDITED



**EQUIS**  
ACCREDITED



ASSOCIATION  
OF  
**AMBA**  
S