



# Summer School: Managing Tourism Businesses in a Complex World 2026

Sustainability, Culture, Marketing, Management of Tourism Businesses and Destinations

For Bachelor's and Master's  
Students (3 or 4 ECTS) either  
online or on-site at the Lucerne  
School of Business in  
Switzerland

**Tuition Fees:**

waived for students nominated by partner  
universities (CHF 1,800 for students from  
non-partner schools)

**Application Deadline:**

31 May 2026

[hslu.ch/business-summer-school](https://hslu.ch/business-summer-school)

Participants will get the unique opportunity  
to interact with more than 10 managing  
heads of tourism companies and leading  
Swiss destinations such as Andermatt,  
Basel and Lucerne.

22 June –  
3 July 2026

