

GLOBAL HOSPITALITY & TOURISM

EXPERIENTIAL LEARNING



OVERVIEW

Global industries such as hospitality and tourism make significant contributions to the economies of the world. Understand how multinational and local organizations alike stay competitive, innovate, and become more sustainable in their services. Learn from these multifaceted industries in a market that is evolving constantly.

TRENDING HOSPITALITY & TOURISM DESTINATIONS

› Seville, Spain

- Seville's rich cultural history persists into its modern-day culture. Students can explore the city's modern take on old world culture that has attracted travelers from around the world to be delighted by everything from Flamenco to Andalusian Sherry.
 - › *Suggested City Pairing: Nice, France*

› Reykjavik, Iceland

- Each year, more tourists visit Iceland than the total population of the island. With unparalleled natural beauty comes unique challenges as this island nation seeks to maintain its sustainable values while benefiting from explosive tourism growth.
 - › *Suggested City Pairing: Berlin, Germany*

› Lisbon, Portugal

- Once in Lisbon, it is not difficult to understand why the city is such a top destination. Tourism is the largest sector in the Portuguese economy, and students will examine the strategies that keep it that way, while being charmed by its cobblestone streets and walls covered with beautiful *azulejos*.
 - › *Suggested City Pairing: Barcelona, Spain*



› **Rio De Janeiro, Brazil**

- As the most visited city in Brazil, Rio de Janeiro, has a lot to offer. Learn how this city prepared to be the host of some major events like the 2014 FIFA World Cup and 2016 Olympics and the strategies to maintain the tourism and hospitality industries since.
 - › *Suggested City Pairing: Cartagena, Colombia*

› **Florence, Italy**

- Ancient, elegant, and beautiful, Florence is the arts capital people that comes to mind. As the city evolves to adapt to modern trends, students can explore the strategies, challenges, and opportunities at play in this one of the world's foremost destinations.
 - › *Suggested City Pairing: Zagreb, Croatia*

› **San Francisco, California**

- San Francisco is one of the most visited cities in the United States, attracting both domestic and international travelers. With intrinsic geographical constraints despite explosive growth, students can discover how industry leaders and adapting and innovating to support continued growth.
 - › *Suggested City Pairing: Seattle, Washington*

SAMPLE ENGAGEMENT TOPICS

- › Tourism as a Means of Business Development and Economic Growth
- › The Role of Risk Management in the Hospitality Industry
- › Sustainable Tourism: Challenges of Protecting Natural Areas while Increasing Tourism
- › Trends & Innovation in the Hospitality Industry
- › Challenges Associated with Sourcing and Retaining Talent in the Service Industry
- › Travel Industry: Understanding Consumer Behavior Provide Better Service

TIME FRAME

- › 7-10 days in country
- › 4-6 unique organizational meeting and experiential learning opportunities
- › 2-4 days of cultural engagements

HOW IT WORKS

- › Each program has a dedicated Curriculum Coordinator to customize educational experiences to meet your learning objectives
- › During the months preceding your program, your Curriculum Coordinator works with you and company partners in-country to curate engagements within key destination industries
- › Engagements typically last 1.5 – 2 hours, encompassing a strategic presentation by the host organization, Q&A, discussion, and a tour (where possible)

Our aim is to customize each and every program to your learning objectives, and we encourage you to discuss your specific destination and theme ideas with your Program Development Manager.