

2025 Shanghai Summer School

(International Workshop on Tourism and Hospitality Management)

Name	2025 Shanghai Summer School (International Workshop on Tourism and Hospitality Management)		
Organizer	Shanghai Business School		
Time	July 15 — August 11	Teaching Language	English
Number of Participants	20	1. Exact number required. 2. To ensure smooth accommodation arrangements, an even number of participants for each gender is preferred (e.g., 12 males and 8 females).	
Host City	Shanghai	Local Temperature	Summer: 28℃-38℃
Requirements for the Participants	Major	Undergraduate or graduate students specializing in Tourism or Hospitality Management.	
	Health	In good health with health certificate issued by the local public hospitals; without diseases with which entry to China is disallowed by China's laws and regulations; without severe chronic diseases such as serious high blood pressure, cardiovascular/cerebrovascular diseases and diabetes; without metal diseases or epidemic diseases that are likely to cause serious threat to public health; not in the process of recovering after a major operation or in the process of acute diseases; not seriously disabled or pregnant.	
	Teaching Language	Capable of listening, speaking, reading and writing in English.	
	Others	Spouse and family are not allowed to follow the participant to China for training.	
Fees	Registration Fee	400 RMB/person	
	Free Items	Training fees	
		Insurance within China	
		Accommodation (on-campus double rooms)	
		Daily meals (Only including the basic set meal. Additional dishes will incur extra charges.)	
	Self-funded Items	Visa processing fees	
		Round-trip airfare to China	

		Any other personal expenses not included in the program
Notes	1. To facilitate the learning of courses, it is recommended to bring a laptop or an iPad. 2. Please pay attention to the local weather conditions and carry appropriate clothing. 3. Please bring necessary common medicines.	
Contact of the Organizer	Contact Person	Ms. Zeng Shiyin
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About the Organizer	<p>Shanghai Business School is a comprehensive public institution of higher education with a distinct focus on applied economics and business administration. It was formerly known as East China Branch of the Tax Administration School of the Central Government (founded in 1950). The school has 12 secondary colleges, with 31 undergraduate majors and 6 postgraduate majors (tourism management, international business, finance, business administration, engineering management and social work). The school currently has four campuses in Fengpu, Zhongshan West Road, Caobao Road, and Guoquan Road, as well as one school point on Fuzhou Road, with over 9,000 full-time students and over 700 faculty members.</p> <p>The school fully implements the national educational policy. It has adhered to a “business-rooted and application-centered” education philosophy, and upheld the school motto of “strive for virtue and erudition, devote to economic prosperity and social responsibility”. The school is devoted to developing “applied, innovative, and international” school-running features, cultivating high-quality application-oriented business talents with professional attainment, practical ability, innovative spirit, international view, and a strong sense of social responsibility, and building a high-level application-oriented business school. It has developed a comprehensive and multi-level education structure from undergraduate to graduate education, from full-time to adult education, and including education for international students.</p> <p>The school focuses on strengthening the construction of characteristic business majors. It has been selected as the “Fourth Batch of National Key Specialty Construction Points” by the Ministry of Education, the first batch of comprehensive reform pilot programs for undergraduate majors in local universities under the “Undergraduate Teaching Engineering” of the Ministry of Education, and the “Leading Plan for First-Class Undergraduate Education in Shanghai Higher Education Institutions.” Business administration, e-commerce, hotel management, international economics and trade, and logistics management are designated as national-level first-class undergraduate specialty construction points, while finance, computer science and technology, and eight other majors are designated as Shanghai municipal-level first-class undergraduate</p>	

specialty construction points. Taxation, and nine other majors, are designated as trial applied undergraduate majors in Shanghai municipal universities. Four majors including business administration, hotel management, e-commerce, and marketing have passed international accreditation by ACBSP, and the food quality and safety major has passed IFT professional accreditation. The school has established comprehensive strategic cooperation with Shanghai University of Finance and Economics, accelerating the construction of disciplinary clusters with a focus on applied economics and business administration. It aims to develop a distinctive disciplinary system in business studies characterized by coordinated development across multiple disciplines. Applied economics is classified as a level II key discipline in Shanghai, while business administration is included in Shanghai's top-tier discipline cultivation plan (Class B).

The school focuses on the high-quality development of production, teaching, and research in a coordinated manner. It has implemented nine national and municipal "Four New" projects and achieved full coverage of the Ministry of Education's New Engineering, New Agriculture, and New Arts and Sciences projects. It has been approved as two Shanghai municipal key industrial colleges and has a China training base for the World Skills Competition and a Shanghai innovation and entrepreneurship education practice base. In the past five years, it has undertaken 123 provincial and ministerial-level research projects, including those funded by the National Social Science Fund, the National Natural Science Fund, and the Ministry of Education's Humanities and Social Sciences Fund, and has won more than 10 provincial and ministerial-level research awards, including the Shanghai Decision Consultation Research Achievement Award.

Focusing on national and local strategic demands and major industrial demands, the school has deepened its comprehensive strategic cooperation with Shanghai Municipal Commission of Commerce, and launched a series of commercial (business) application research and consultation services. It has also developed multiple municipal-level scientific research bases and platforms, such as Shanghai Institute of Commercial Development, University Think Tank of Shanghai, Shanghai Social Science Innovative Research Base, Key Research Institute of Humanities and Social Sciences at Universities of Shanghai, and University Knowledge Service Platform of Shanghai. It has also received replies from provincial and ministerial leaders concerning over 90 research achievements for business decision-making consultation in the past five years. The MOFCOM Training Base for International Business Officials (Shanghai), established by the Ministry of Commerce at SBS, has offered training to a cumulative total of 8,666 business officials from 144 countries (regions) worldwide.

	<p>Clinging to the principle of open schooling, the school never ceases to enhance its international reputation and influence. For the purpose of introducing high-quality business education resources, it has jointly set up the College of Shanghai Lausanne Hospitality Management (officially approved by the Ministry of Education in May 2021) with EHL. Currently, there are 290 undergraduate students in hotel management and e-commerce majors. The school has successively launched cooperation and exchanges with 108 research institutions and institutions of higher learning in the US, the UK, Australia, and many other countries and regions, initiated the founding of the “Belt and Road” International Business Education Alliance, led the formation of the International Alliance of High-end Business Think Tanks, and established its Overseas Education Base in Central and Eastern Europe.</p>
<p>Summer School Content</p>	<p>This summer school intends to enable international students to gain a systematic understanding of the development trends, prospects, and relevant policies and regulations of China’s tourism market; to equip international students with new knowledge and skills in tourism and hotel management, and to provide them with a preliminary understanding of the innovative formats, development policies, and practical approaches within China’s tourism industry; to familiarize students with the unique case studies and accumulated experiences of Shanghai, the host city of the program and a world-renowned tourist destination, in the fields of tourism and hospitality; and to strengthen the exchange and cooperation between China and other countries, fostering friendship and mutual trust, and jointly promoting the development and prosperity of the tourism industry in countries along the Belt and Road.</p> <p>The program will arrange a diverse range of activities to enrich international students’ experience. This includes specialized course instruction, on-site visits and inspections within the tourism or hospitality industry, immersive cultural experiences of Chinese traditions, and sightseeing tours around the vibrant city of Shanghai. Our itinerary is designed to provide the participants with a comprehensive understanding of both the professional landscape and the cultural richness that surrounds Shanghai.</p>