CofC in Iceland
HOSPITALITY AND TOURISM MANAGEMENT
May 14- May 29, 2018

PROGRAM FEE- $4,000*
*(Subject to change & does not include tuition)

Students enroll in the following course:

HTMT 360: Destination Iceland - 3 cr.

This program is designed as an international course to explore, participate, and develop destination specific opportunities with existing organizations such as CVBs, chambers, tourist boards, and tourism suppliers. Students will develop advanced tourism management skills related to identifying, evaluating, and utilizing destination specific research and participant observation to support strategic business decisions and develop new products. Students will propose and suggest modifications to tourism products that mutually benefit the visitors and hosts. Students will also discuss and evaluate the marketing efforts used to attract specific visitor segments to the Icelandic region.
Why Participate in a CofC Summer Study Abroad Program?

- Go abroad with CofC faculty and fellow CofC students for 1 to 5 weeks during the summer term
- Earn CofC credit towards your major, minor, general education, or elective requirements
- Most, if not all, travel logistics arranged by the College (program fee and arrangements vary by program)
- Pay CofC in-state tuition or reduced out-of-state tuition
- Scholarships of up to $1,500 available through the Center for International Education; additional scholarships available through other CofC departments
- You may be eligible for additional financial aid during the summer term
- Come home with a lifetime of memories and the strong desire to go abroad again!

Faculty Information:
CofC in Iceland Program Director:
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To Learn More:
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