

SUCCESSFUL DEVELOPMENT IN TOURISM WITH THE UNIVERSITY OF APPLIED SCIENCES OF THE GRISONS

Vision for Swiss tourism

Internationally, Swiss tourism is competitive, attractive and efficient. Thanks to the industry's efforts to improve its framework conditions, to promote entrepreneurship, to use the opportunities presented by digitalisation and to strengthen the appeal of its offering and market presence.

The canton of Grisons is the leading Alpine holiday region and boasts high-quality tourism products.

Sources: Graubünden Economic Development and Tourism Agency, Tourism Strategy of the Swiss Confederation



DIGITALISATION

Digitalisation is a fact but also a challenge for many sectors. As a higher education establishment, we ensure that our students are fit for digitalisation. As a research institution, we develop solutions for the relevant social and economic challenges of our time. With its strategic 'Digitalisation' initiative, the UAS Grisons is pursuing exactly this approach. To make sure that this challenge is turned into an opportunity.

LABS

- Service Innovation Lab (SIL)
- Usability Lab
- Model Workshop

Specialists and managers

Degree programmes

Bachelor's degrees

- Architecture
- Digital Business Management
- Management
- Service Design
- Sport Management
- Tourism

Master's degrees

- Business Administration Major Information and Data Management
- Business Administration Major New Business
- Business Administration Major Tourism and Change

Further education

Certificate of Advanced Studies

- Event Management
- Tourism 4.0

Executive MBA

- Digital Transformation
- New Business Development
- Smart and Digital Marketing

Private Entrepreneurship

- Innovation
- Internationalisation
- Digital Strategies
- Corporate Responsibility

Lead: Swiss Institute for Entrepreneurship

Media Convergence and Multimediaility

- Media Use in the Convergent Media Landscape
- Innovative Storytelling Formats and Work Processes
- Multimedia Systems for Content Visualisation

Lead: Institut für Multimedia Production (IMP)

Productivity

Innovation

Quality of experience

Big Data and Analytics

- Data Analytics
- User Research
- Digital Business and Usability Engineering

Lead: Swiss Institute for Information Research

Entrepreneurship

Development of Tourism

- Service Innovation in the Tourism Sector
- Tourism 4.0
- Management of Tourism Real Estate and Infrastructure
- Sustainable Development

Lead: Institute for Tourism and Leisure

Sustainable development

Infrastructure

Economic Policy

- Regional Development
- Labour Market and Social Policy
- Energy Economics

Lead: Research Unit for Economic Policy

Construction in Alpine Regions

- Settlement Planning and Townscape Development
- Alpine Infrastructure Constructions

Lead: Institute for Building in Alpine Regions

Public Entrepreneurship

- Public Management and Local Government
- Strategy, Organisation and Evaluation
- Voluntary Activities

Lead: Centre for Public Management