

Institute for Tourism and Leisure (ITF)
Annual Report

2025 edition



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Foreword

Dear reader,

Change is no longer the exception: it has now become our constant companion. Driven by technological, social and environmental developments, the economy and our society are changing at ever-increasing speed. For the Institute for Tourism and Leisure (ITF), 2025 was therefore about consciously taking stock. We have developed a clear vision that sums up how we view ourselves as a research and education institution: we understand, guide and shape change in tourism & leisure. We focus on change so we can actively play a role in shaping and impacting sustainable tourism and leisure development.

This vision is not solely a written mission statement: it guides our day-to-day endeavours. In our teaching, it is consistently incorporated into the curriculum and the refinement of our programmes. Bachelor's and Master's students systematically explore transformation processes and acquire skills to analyse complex systems and develop them responsibly. Pleasingly, we were again able to record a moderate increase in new students in 2025.

The topic of change was also at the centre of our research and services. Several large projects were successfully completed and met with a resounding response in professional circles as well as in practice. They underline the relevance of our work and show that the ITF provides impetus for current debates. With other impactful projects, we have made substantial contributions to issues that are currently of great relevance in the industry. These include the acceptance of tourism in destinations and the understanding of tourism as part of a comprehensive system encompassing diverse interactions between society, the economy and the environment. Our work contributes to a better understanding of interrelationships and to creating a viable basis for decision-making.

Our team remains the core of our success. Staff stability creates continuity and trust during cooperation with students and partners from practice. At the same time, we were able to support junior staff and give them additional responsibility: this combination of experience and development prospects strengthens the institute long-term.

I would like to thank all our staff, lecturers, students, alumni and partners for their commitment, solidarity and trust in the ITF. Together, we are shaping change not only as a subject of research, but as a lived practice. 2026 will be dominated by further raising the profile of our individual service areas. In teaching, research and services, we are sharpening our focus in a targeted manner and strengthening our positioning as a competent partner when it comes to shaping sustainable developments in tourism and leisure.



Dominik Knaus, Director



Figure 1: ITF vision 2025

1 Institute for Tourism and Leisure: organisation and management

Our Bachelor's and Master's programmes in Tourism and Service Design are predominantly international. These programmes are at the front of the pack in terms of content and teaching, giving our students the professional and personal skills they need to be perfectly prepared for a career in tourism, leisure and other service industries. Thanks to the support of a professional 'International Office', we are able to offer our students and staff appealing exchange trips, and many of them make use of these opportunities.

In research and service, we focus on the fields of 'Digital Transformation in Tourism', 'Tourist Lived Environments' and 'Tourism and Leisure Infrastructure'.

Our partners and clients are destinations, service providers and associations, as well as politicians and administrators. We work with them to develop solutions to corporate, social and political issues relating to tourism and leisure, Integrating our students into this whenever possible so we can assist them in building up practical skills. A series of events, such as the Tourism Trend Forum (TTF), sees the ITF support the exchange of knowledge and experience between academics, the economy, society and politicians.

Department of Development in the Alpine Region

The Alpine environment, as exemplified by the Grisons, has seen settlement structures develop in a decentralised manner due to its natural valleys. Tightly networked spaces for business, work, leisure and culture have been created, impacted by key industries such as the tourism, construction and energy sectors. The Department Lived Environment focuses on the development of these spaces and the complex problems associated with them. This calls for holistic approaches and solutions that cannot be dealt with by one sole discipline. To do so, the organisational units within the topic of development in the Alpine region combine their perspectives and core competences in an interdisciplinary way, specialising in the four research areas of Alpine construction, settlement development, tourism development and economic policy. In turn, this contributes to creating a better understanding of the lived environment, so heavily impacted by tourism, and to its further development. At the same time, it integrates approaches from sustainable development, the economic, environmental and socio-cultural environment and its interactions, and requirements relating to digitisation.

1.1 Organisation

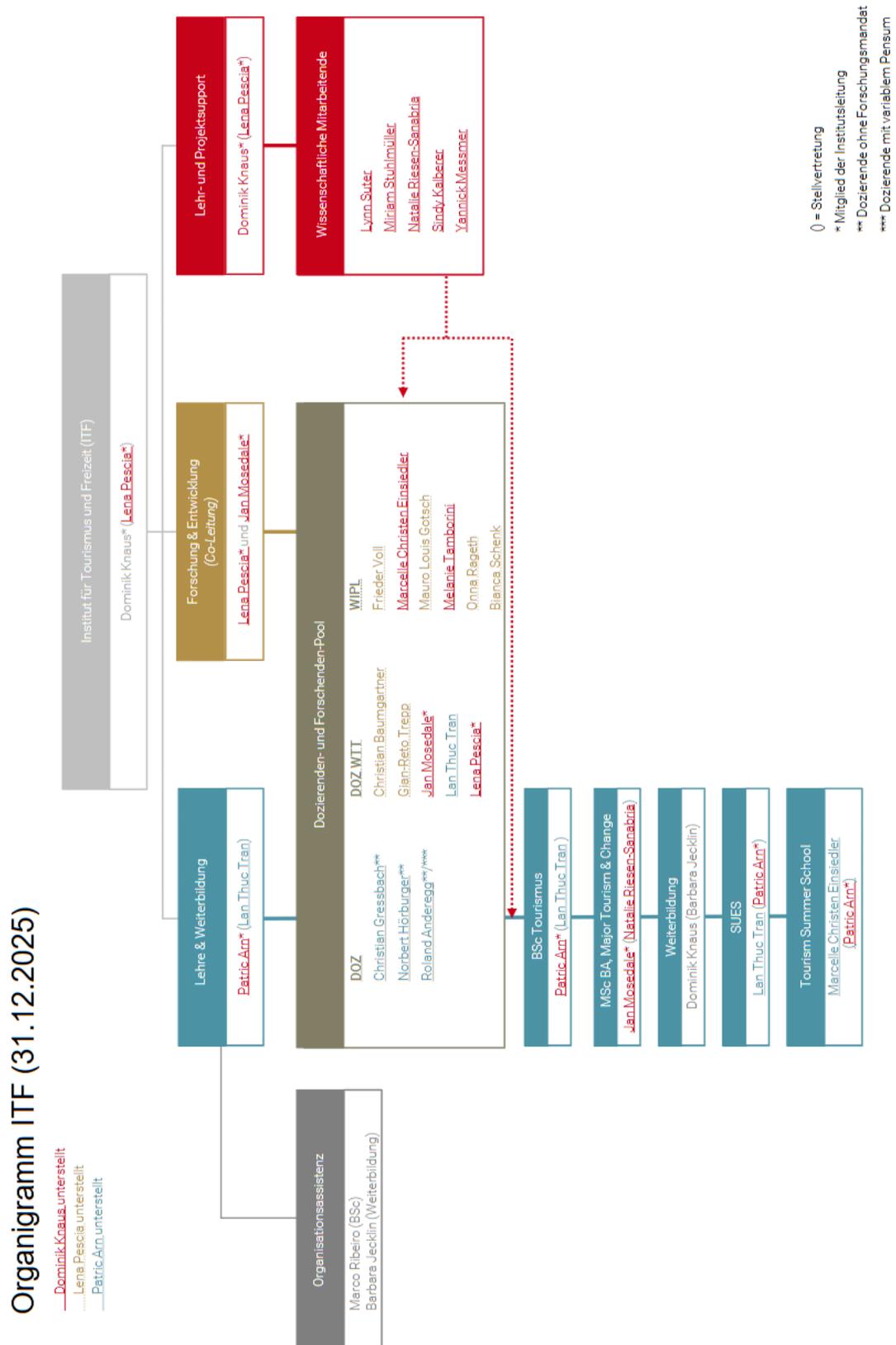


Figure 2: Organisational chart of the ITF (as at 31 December 2025)

1.2 Team

(as at 31 December 2025)

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1.3 Advisory Board

The members of the Advisory Board of the Institute for Tourism and Leisure are:

- Pietro Beritelli, Prof. Dr., Vice Director of IMP-HSG, University of St.Gallen
- Bettina Bülte, Managing Director, G&B Travel Hospitality
- Michael Caflisch, lic.rer.pol, Head of Tourism Development, Office for Economy and Tourism of the Grisons
- Barbara Friedrich, Head of Member and ERFA Groups, HotellerieSuisse
- Richard Kämpf, lic.rer.pol., Head of Tourism Policy at the State Secretariat for Economic Affairs, SECO
- Haempa Maissen, Head of Human Performance Management and Member of Management, Weisse Arena Group
- Philipp Niederberger, Director, Swiss Tourism Association
- Daniel Renggli, EMBA, CEO, REVIER Hospitality Group
- Jürg Schmid, Executive Director, Schmid Pelli & Partner, President, Graubünden Ferien

2 Bachelor of Science in Tourism (full-time and part-time)

As a university of applied sciences, the University of Applied Sciences of the Grisons, and by extension, the ITF, has a four-fold task to undertake in terms of teaching, research, service and further education. The cornerstone of this at the ITF is represented by teaching, with its range of degree programmes:

- BSc in Tourism (full-time and part-time degree)
- MSc in Business Administration with the major in Tourism
- Tourism Summer School as a stepping-stone for graduates of higher education colleges in tourism and hotel management, enabling them to enter directly into the last year of the BSc in Tourism course
- Cooperation programme with Shanghai University of Engineering Science (SUES)

The ITF holds a key position in terms of academic education within Switzerland's tourist sector, and has an international impact. A degree from UAS Grisons stands out compared to tourism teaching institutions in tertiary area B (higher education colleges) thanks to its research-based teaching, highly practical nature and international network. In education, the ITF adheres to the three maxims of practicality, quality and innovation, and consequently provides young people with the perfect preparation to enter the world of work in both a Swiss and an international context. Thanks to UAS Grisons' strategic sustainability initiatives, we support our students and graduates to develop into responsible experts and managers.

Bachelor of Science (BSc) in Tourism

(Prof. Dr. Patric Arn)

The full-time Bachelor's degree in Tourism is one of the central pillars at the ITF, and, by extension, underpins the entirety of the University of Applied Sciences of the Grisons. Students on the course come from our home canton and other parts of Switzerland, generally in German-speaking regions. In addition, there is always a good number of overseas students on the course. Our language concept enables the degree to be provided both in a fully English-language variant and in mixed classes with events held in German and English. Alongside the opportunity to learn a language, this also facilitates international student exchanges, whether incoming or outgoing, which are very popular among students.

2.1 Student numbers

Student numbers for the BSc in Tourism degree course have developed as follows:

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
BSc in Tourism students full-time and part-time	279	266	259	324	338	337	271	230	121	146	178
Course starters	81	93	97	94	87	71	30	27	49	55	62
BSc in Tourism											
Number of classes	2	2	2	2	2	2	1	1	1	1	1
BSc in Tourism first year of study, German											
Number of classes	1	1	1	1	1	1	1	1	1	1	1
BSc in Tourism first year of study, English											

Table 1: Development of the number of Bachelor's students (*matriculated on 1 January)

The following specialisations (majors and minors) are offered within the full-time BSc in Tourism.

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Event Communication major from AS* 2015	19	11	15	18	19	33	23	23	15	12	
Leadership major (ended in 2017)	4	3	3								
Leadership and Change major from AS 2018 **				2	5	2	10	9	0	7	
Marketing and Product Development in Tourism major	14	19	11	16	34	10	19	20	8	15	
eCommerce and Sales in Tourism major from AS 2013	25	30	13	19	13	18	20	20	7	0	
Sports Management major (ended in 2019)	24	19	5	14							
Transportation major (ended in 2017)	11	20									
Sustainable Tourism and International Development major from AS 2017			17	22	22	25	23	15	0	0	
Tourism Development: From Insights to Innovation with Impact major from AS 25											20
Tourism Management: Perspectives, Dynamics and Change major from AS 25											44

Table 2: Student numbers for the majors

(*AS = autumn semester, ** in collaboration with Business Administration)

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Hospitality Management minor	30	24	23	36	22	38	35	21	9	0	16
Media and Public Relations minor	56	66	26	33	40	44	53	35	10	19	0
Niche Tourism minor	26	28	28	33	37	44	43	40	24	0	43
Sustainability Empowerment minor (ended in 2018)	21	19	19								
Leisure Management minor	23	26	16	19	19	27	27	24	18	14	11
Leadership and Organisational Behaviour minor (ended in 2019)	38	44	21	40	40						
Mountain Tourism Management minor from 2013	14	16	13	13	15	19	14	12	13	10	21
Event Management minor (ended in 2018)	45	0	23								
Designing Memorable Experiences minor from 2015	37	29	25	26	21	20	43	41	21	23	28
Health Tourism Management minor from 2018				22	25	28	24	22	19	0	0
Retail Management minor (ended in 2020)	24	29	0	0	0	13	0				
Quality Management minor	12	10	0	17							
Service Quality Management minor (ended in 2021)					18	0	0				
Integrated Mobility Management minor				9	0	0	0				
Aviation Management minor from AS 2017			19	33	38	26	22	32	13	27	37
Academic Research in an International Context minor					4	0	4	4	0	0	0
Sports Tourism minor from 2020						30	25	24	14	18	0
Cruise Tourism minor from 2020*						3	6		0	0	0
Strategic Planning for International Competition minor from 2025											12
Cultural Tourism Management minor from 2025											19
Transforming Tourism, Sustainability and Resilience minor from 2025											10

Table 3: Student numbers for the minors

(* a collaboration with Euro FH Hamburg (D))

2.2 Dissertations

The Bachelor Thesis is the most important dissertation, and, with 12 ECTS credits, the one that carries the most weight, too. With the Bachelor Thesis, students at the end of their degree show that they are able to independently plan out and research a demanding hypothesis of practical relevance within the specialist disciplines of tourism and leisure within a prescribed period of time and in line with academic standards, while also developing, documenting and presenting suggested solutions.

The Thesis tests their professional competence, methodological competence and self-competence. The Bachelor Thesis is the crowning glory of a successful degree and assists with the transition from the degree into the world of work. To ensure practical relevance, students need to independently seek out a client from industry, as before.

The final cohort on the Bachelor's degree programme in 'Service Innovation and Design' completed the course in autumn 2025. The core content of the degree programme will continue to be covered in the new major 'Tourism Development: From Insights to Innovation with Impact' in the Bachelor's programme in Tourism.

Total number of Bachelor Theses in Tourism 2025, full-time		
Divided by language		
	English	15
	German	20
Divided by location		
	Grisons	8
	Rest of Switzerland	24
	International	3

Table 4: Total number of Bachelor Theses in Tourism 2025, full-time

Total number of Bachelor Theses 2025, part-time (Service Innovation & Design course)		
Divided by language		
	English	0
	German	11
Divided by location		
	Grisons	4
	Rest of Switzerland	7
	International	0

Table 5: Total number of Bachelor Theses 2025, part-time (Service Innovation & Design course)

2.3 DSS

The Distinguished Speaker Series (DSS) encompasses a series of guest lectures given by well-known figures from the world of tourism. The events are free and open to all. The DSS format was launched in 2015 and, over the past few years, it has continued to gain a foothold at the ITF. It is attended by large numbers of stakeholders, both from inside the Institute and outside, and this year, we were once again fortunate to welcome top-class speakers.

Date	Speaker(s)	Topic
27/02/2025	Brandon Josenhaus	Insights into the Procurement of a Leisure Airline
06/03/2025	Mik Häfliger	Let's manage the future – fail fast, fail cheap!
13/03/2025	Gieri Spescha	'Graubünden' – Leading and Managing a place brand
27/03/2025	Dave Spielmann	The BikeKingdom and its brand-related activities

Table 6: Speakers in the Distinguished Speaker Series 2025

2.4 Student exchange

The topic of 'student exchange' is very important to our students as it enables them to gain international experience and build expand their network. Exchange students (both incoming and outgoing) are supported and coached by the International Office. Free-mover exchange (i.e. dematriculation at the home university and matriculation at the host university) opens up the opportunity for an overseas exchange if official places are already full or if a request is made for a university outside the cooperation network.

Students greatly appreciate the opportunity to gain international experience. Over the past year, several took advantage of this chance.

Spring semester 2025		
Incoming	Outgoing	
HES-SO Wallis	1 Kanagawa University	1
University of Guelph	2 Budapest Metropolitan University	1
Total	3 Total	2

Table 7: Incoming and outgoing students for the spring semester 2025

Autumn semester 2025		
Incoming	Outgoing	
Nanyang Technological University Singapore	21	Universitat de Girona 2

	Universitat Autònoma de Barcelona	2
	Haaga Helia University	1
	University of the Sunshine Coast	2
	Universitat de les Illes Balears	1
	Budapest Metropolitan University	1
Total	2 Total	9

Table 8: Incoming and outgoing students for the autumn semester 2025

2.5 Tourism Summer School (TSS)

In collaboration with Academia Engiadina, the ITF has been offering an English-language Tourism Summer School (TSS) in Samedan since summer 2018, with students at Academia Engiadina, above all, making active use of this. Within the framework of the various teaching events that are to be completed both alongside and after the course at the higher education college, students are prepared for a transfer into the third year of the BSc in Tourism full-time degree or the part-time degree in Tourism Service Design at the University of Applied Sciences of the Grisons, over the course of two summers. After an additional time outlay of at least one year, they obtain a Bachelor's degree, the BSc in Tourism.

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Number of students at course start	9	12	21	20	22	29	17	13	17	13
Transfers to the Bachelor's programme	5	11	18	17	12	12	20	11	11	20
Bachelor's graduates from the year	5	9	17	16	12	12	12	18	10	10

Table 9: Overview of the number of TSS students 2025

2.6 Shanghai University of Engineering Science (SUES)

(Prof. Thuc Lan Tran)

In autumn 2024, our partner university Shanghai University of Engineering Science (SUES) once again enrolled two full classes, meaning that over 170 students studied on the Tourism Joint Program in 2025. In the autumn semester of 2025, the ITF welcomed two Chinese students who are completing the last year of their Bachelor's degree at the ITF in Chur.

Throughout the year, most of the lessons were held on-site in Shanghai, with only individual modules still conducted online. One highlight of the year was the faculty exchange, which took place in Chur for the first time after years in Samedan. At the beginning of October 2025, four lecturers from the Chinese partner university came to Chur. In addition to the professional exchange, further training on Moodle, Q&As and guest lectures for the first semester on the topics of 'Cultural Heritage Tourism', 'City Breaks in Megacities' and 'Ecotourism, As Illustrated by Chongming Island off Shanghai' were also on the agenda. The students were enthusiastic: 'It was fascinating to gain first-hand insights into Chinese tourism and to share ideas with the guest speakers.'

In September 2025, the Joint Management Committee Meeting (JMCM) took place with Patric Arn (on site in Shanghai) and T Lan Tran (online). Here, the SUES side primarily addressed topics relating to the expansion of the cooperation and welcomed our new Rector Prof. Gian Paolo Curcio.



Figure 3: Faculty exchange in Chur



Figure 4: Guest lecture by Laura Su on 'Ecotourism in Shanghai'



Figure 5: Guest lecture (summary by a student)

3 Master’s degree in Tourism & Change

The ITF is a partner of the Master of Science in Business Administration and is responsible for the major in Tourism. During the Master’s degree, students gain a solid foundation in business administration, specialising in change in tourism. As part of this, the curriculum follows a three-stage process: an analysis of change factors, change management and the active designing of change in tourism



Students analyse natural, socio-cultural, political, economic and technological changes, evaluate the consequences of change for the tourism industry and apply strategic foresight tools (such as scenario development) to help tourism companies and organisations with becoming adaptable and future-focused. On the one hand, they learn how to overcome change to develop resilient companies and organisations, and on the other, they learn how to proactively trigger change to introduce the desired shifts. The Tourism & Change Master’s plays a key role in preparing students to master the challenges facing the industry. This is exemplified in the practice-focused projects undertaken by students for commissioning companies.

As part of a field trip to Slovenia, students conducted a 3-horizon workshop on the future of tourism in Bohinj. Using the framework of the same name, they jointly analysed the challenges of the current tourism system (including overtourism, inadequate infrastructure and rising housing costs), drafted a long-term vision for regenerative, community-oriented tourism and derived concrete transition strategies from this. The structured exploration of topics such as mobility reform, environmental protection, local community integration and governance resulted in a vision of the future in which visitors and locals live together – respectfully and equally – in an intact natural landscape. The exercise exemplifies the application-oriented and location-based learning approach of the degree programme, which equips students with practice-relevant tools for thinking about the future.

	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
Course starters	11	13	14	16	15	29	10	10	16	19	17
Total students	26	24	27	30	31	43	39	20	26	35	36

Table 10: Development of the number of students on the Tourism/Tourism & Change master’s

4 Further education

The ITF currently offers one further education course to support the professional development of experts from the tourism and event sector, at the level of the Certificate of Advanced Studies (CAS).

The CAS Event Management (15 ECTS credits), organised jointly by the University of Applied Sciences of the Grisons and HFT Graubünden, includes topics such as sports events, cultural events and corporate events. Participants can expect an exciting mix of well-grounded theoretical fundamentals, which are networked from a practical perspective with various partner events. Topics from business administration, such as financial and project management, ecology and event law are discussed, with a special focus on staging events, press work and sponsorship. Additional content encompasses budgeting, event knowledge, leadership and organisation. Experience-based learning at live events is at the forefront of this course.

Graduates per year	2019	2020	2021	2022	2023	2024	2025
CAS Event Management	23	24	22	16	17	19	22
CAS Event Management, condensed	4	6	6	10	8	15	7

Table 11: Development of the number of CAS Event Management graduates

5 Research projects

The ITF has a broad research portfolio, comprising projects from its research fields. With an eye to implementing the recommendations of the peer reviewers from the 2021 ITF research review, to do justice to the discussion during the on-site visit of the specialist evaluation in 2022 and to pick up the relevant developmental focus areas of UAS Grisons, the Development in Alpine Space department and Swiss and Grisons tourism, the ITF has determined the following fields of research:

- Tourist lived environments
- Digital transformation in tourism
- Tourism and leisure infrastructures

This is a list of major projects that were in progress in 2024, or that had been completed in this year:

'Bike Impact Graubünden' survey

Project head	Melanie Tamborini
Project members	Bianca Schenk, Melanie Tamborini, Mauro Gotsch, Yannick Messmer
Project start date	01/04/2024
Project end date	Ongoing
ITF competence area	Tourist infrastructure
Partner/financing	Graubünden Bike

The Institute for Tourism and Leisure (ITF) at the University of Applied Sciences of the Grisons (UAS Grisons) conducted extensive surveys of current cycle tourists in 2011 and 2015 on behalf of the project graubündenBIKE of the Office for Slow Traffic and in order to gain a better understanding of cycle tourists, and published the results in handbooks. As part of the continuation of the 'graubünden Bike 2023-2026' project, a third quantitative online survey of cycle tourists is to be carried out in order to once again appraise current key figures and needs and thus document how needs have evolved over the last decade.

The third survey of current visiting mountain bikers in 2024-5 is intended build on the surveys of 2011 and 2015 and measure the expectations, satisfaction and influence of cycle tourists in the canton of the Grisons. Current developments and findings are defined along with the needs of defined service providers and also taken into account in the questionnaire. The results are to provide information about the added value generated by cycle tourists in the canton and be broken down regionally depending on the response rate of the survey from the different destinations. In addition, the needs of cycle tourists are identified and possible development directions for the Grisons bike region are defined.

Standardising the recording of digital roadmaps of Grisons DMOs

Project head	Mauro Gotsch
Project member	Mauro Gotsch

Project start date	29/10/2024
Project end date	Ongoing
ITF competence area	Digital transformation
Partners/financing	Engadin Tourism, Viamala Tourism, flagship project Resilient Tourism
<p>The 'Digital Circle' – a meeting of the IT managers of federal destination management organisations (DMOs) – has been meeting to share best practice approaches and experiences since 2022. UAS Grisons has led these meetings since 2024 in order to formalise this dialogue and formulate joint projects in a series of three workshops. This first project aims to lay the groundwork for a common database by standardising the design of the project roadmap across the DMOs using a standardised input mask. In the next step, the standardisation of the roadmaps will be used to develop further work packages, e.g. joint procurement via the Digital Circle.</p>	

Johanna Spyri's 'Heidi' – valuing the story and its author on a tourist and cultural level

Project heads	Onna Rageth and Gian-Reto Trepp
Project members	Prof. Lena Pescia, Miriam Stuhlmüller and Bianca Schenk
Project start date	April 2024
Project end date	June 2026
ITF competence area	Tourist lived environments
Partners/financing	Heidi Foundation, Graubünden Ferien, Zurich Tourism (applicants)/ Rhätische Bahn AG, Heidiland Tourismus AG, Swiss Youth Hostels, Heididorf, Museum Foundation Hirzel Innotour (SECO)

With the inclusion of the Johanna Spyri Archive and the Heidi Archive in Zurich in the UNESCO 'Memory of the World' global register, the question arises as to how a tourist and cultural appreciation of 'Heidi'/'Johanna Spyri' – and thus a connection between documented (intangible) cultural heritage and tangible history – can be created. This project focuses on enabling various stakeholders (locals, tourism stakeholders, tourists, etc.) to identify with the 'Heidi'/'Johanna Spyri' heritage. In addition, the heritage should also generate economic added value. In other words, an 'authentic' experience for all parties involved, as well as the creation of value through the development of experiences geared towards the target group, are at the heart of the present project, as there is little (scientific) basis to be created in this area.

Large predators and tourism

Project head	Christian Baumgartner
Project member	Lynn Suter
Project start date	1/11/2024
Project end date	31/3/2027

ITF competence area	Tourist lived environments, sustainability
Partners/financing	Arosa Tourism, TESSVM, Swiss National Park, Biosfera, Severin Parc Ela Nature Park Innotour

This project does not aim to either be for or against large predators, but rather to face up to the fact of their existence and thus contribute to a common, solution-oriented approach.

Other countries have long been using the presence of large predators as a way to develop and offer tourist products. In Switzerland, as in the entire Alpine region, this has so far only happened to a minimal extent. In the absence of tourist products and awareness-raising programmes, both economic opportunities and possible incomes are wasted, as is the opportunity for a greater understanding to be reached between the positions and opinions of guests and the local population by airing the topic.

The project does not ask 'whether there is a need for large predators', but 'how tourism can and should deal with large predators'.

The goals are:

- Raising awareness and factual knowledge among guests of large predators and the necessary herd protection measures, and achieving appropriate adapted behaviour (e.g. when meeting herd protection dogs)
- Creating understanding of the pros and cons among both locals and visitors and strengthening an appreciation of the importance of tourism for regional development
- Reviewing the need to adapt existing tourist offers and infrastructure (analogous to bear-proof waste bins).
- Creating potential analyses for tourist products on the topic of large predators

Developing and testing potential tourist products that create tangible added value for those affected (e.g. by wolves, such as volunteering for herd protection measures; meeting projects between guests and farmers, etc.)

Climate change and snow-bound mountain tourism

Project head	Christian Baumgartner
Project member	Melanie Tamborini
Project start date	1/11/2025
Project end date	30/9/2026
ITF competence area	Sustainability, winter tourism
Partners/financing	Steering Group of the UN Tourism Europe programme; international group of experts created for this study UN Tourism, SECO

On behalf of UN Tourism, the ITF is preparing an academic report on the impact of climate change on snow mountain tourism in Europe. Within this project, Europe is viewed as the larger European region in the UN sense (i.e. up to and including Central Asia). The report consists of the following parts:

Bringing together the expected climatic changes and their effects on winter tourism.

Structured review and analysis of possible steps for adapting to climate change in this area
Analyses of six case studies (CH, AT, FR, SLO, Turkey, Georgia) on successful adaptation measures in destinations through interviews with managers and authorities
Analysis of the current UN Tourism survey on challenges, priorities and adaptation strategies.
Recommendations for destination managers, the private sector and policy makers
The work will be accompanied by workshops with the steering group and the expert group (Zurich; Andorra).
The interim results will be presented at the 13th World Congress on Snow, Mountain and Wellness Tourism in Andorra in March 2026 and at a working group meeting of the FAO in the Mountain Partnership.

'Aria da cudeschs – Bücherluft': improving the quality of tourists' stays through literature-centred services

Project head	Onna Rageth
Project members	Lena Pescia und Bianca Schenk
Project start date	1/10/2023
Project end date	31/12/2025
ITF competence area	Tourist lived environments
Partners/financing	St. Moritz lending and documentation library / Bregaglia Engadin Turismo / municipality of St. Moritz (tourism department) SECO (Innotour)

The 'Aria da cudeschs – Bücherluft' project aims to tap into literature tourism resources in certain destinations and bridge pre-existing operational gaps. It promotes strategic planning between destination organisations and libraries to improve the quality of experiences on the ground for locals, long-term guests and tourists. This project is intended to identify and advertise library offerings that could improve the experience in the destinations and provides digital information about these offerings to facilitate access to open libraries, even outside their regular opening hours. The overarching goal is to link the pre-existing interest in regional culture to tourist offerings and expand the range offered by destinations and libraries in a user-centric way. In turn, this is intended to enhance the quality of tourists' stays in the destinations. The partners involved in the project were the St. Moritz lending and documentation library, Engadin Tourismus AG, the Kanzlei Gemeinde St. Moritz, Bregaglia Engadin Turismo and the Institute for Tourism and Leisure at the University of Applied Sciences of the Grisons. The project is scheduled to be implemented from October 2023 to December 2025.

Development of sustainable communities within destinations in mountain regions

Project head	Lena Pescia
Project members	Lynn Suter, Onna Rageth, Frieder Voll
Project start date	1/1/2023
Project end date	30/09/2025

ITF competence area	Tourist lived environments
Partners/financing	Bregaglia Engadin Turismo/Andermatt Swiss Alps AG SECO (Innotour)

Swiss destinations in mountain regions are faced with the challenge of invigorating their communities year-round, both in terms of tourism and the lived environment. Shorter stays, lower off-season utilisation of second homes, holiday homes and hotels and emigration by (local) specialist workers are examples of the challenges at play. ‘Community building’ is an approach to encourage vibrancy at destinations year-round and link tourism and the lived environment. Communities are seen as networks composed of locals, second-home-owners, visitors, employers and employees in destinations (within mountain regions). It is only through encounters and interactions between the various members of the community that a destination or community comes to life. This lays the groundwork for an individual, positive impact on the attractiveness of the space for residents and tourists. At present, there are no studies exploring the types of communities that form in mountain regions, how they develop, how they interact, what makes them special, how they are viewed and perceived, how they change, what is needed to maintain them or the positive impact they have on a destination (which can generate a competitive edge due to their USP). The project aims to analyse communities in mountain destinations (seen holistically) in a more precise way and derive a practical handbook from this. This latter point is, in particular, important for destinations in the process of building up communities or that do not yet have any community as such, to ensure targeted (further) development takes place and that added value can be generated for all stakeholder groups.

TranStat – Transitions to sustainable ski tourism in the Alps of tomorrow

Project head	Jan Mosedale
Project member	Miriam Stuhlmüller
Project start date	11/2022
Project end date	10/2025
Primary research area	Tourist lived environments
Secondary research area	Digital transformation in tourism Tourism and leisure infrastructure

Tourism is faced with considerable changes that are occurring at striking speed. A new, future-looking approach is required to manage these swift, often complex changes. More than ever before, strategies need to incorporate uncertainties and take disruptive forces into account. TranStat intends to encourage winter destinations to reflect on future (climate) change and its impact. This long-term perspective facilitates:

- an understanding of future changes and their impact on a destination,
- agile, future-proof strategies,
- resilient winter destinations, in terms of climate change,
- the achievement of a competitive edge in the long run.

In the TranStat project, winter destinations are supported on their journey towards a desirable future via participatory change. This involves processes being deployed in living labs (LLs) that see

experiences being shared with other LLs via various feedback loops, while do-it-yourself methods and tools are developed and made available for other destinations.

Service mandate of the Canton of the Grisons on the key topic of second homes

Project head	Gian-Reto Trepp
Project members	Frieder Voll, Sindy Kalberer, Jan Mosedale, Natalie Riesen-Sanabria
Project start date	01/09/2022
Project end date	31/08/2025
ITF competence area	Tourism and leisure infrastructures
Partners/ funding	Various, depending on the focus of the investigation Economic Development and Tourism Agency of the Grisons

The goal of the service mandate from the Canton of the Grisons is to lay the economic and business foundations for developing strategies and implementation concepts for the tourism economy. Its objective is the active exchange of knowledge with the tourist organisations, tourist service providers, associations, official bodies and authorities in question. Interested parties are to be provided with useful findings on tangible questions relating to tourism. In the current service mandate, the focus is on the guiding topic of the 'economic significance of second homes'. This is explored with regard to an evaluation of the Federal Act on Second Homes (ZWG) and digitisation. On the one hand, the guiding topic is investigated through longer-term observation in the form of monitors and, on the other, through sub-topics (focus topics) that change on an annual basis. The work can be divided as follows:

A. Monitors on developments in terms of second homes

Monitor 'Converting old apartments into second homes' (analysis of data from the Federal Statistical Office's register of buildings and homes)

Trends in the prices of second homes (analysis of transaction data on the basis of the Swiss real estate data pool and other data sources)

B. Annual focus topics connected to second homes

The focus topic of 'Living spaces for locals and staff in Alpine tourist municipalities – the situation and solution strategies in selected municipalities in the international Alps' was explored in 2024/5.

C. The development of an annual stimulus topic (as required)

The stimulus topic for 2024/5 entailed a horizon scanning being performed on 'value shifts and tourism'.

The findings of the research from the monitoring and specialist topics are shared with the Agency for Tourism and Economic Affairs in the form of annual reports and made available to the public, with core statements set out in special reports and visualisations. Communicating the results is of particular importance to AWT, and a homepage operated and established by the ITF on the issue of second homes is especially significant in this regard (<https://www.fhgr.ch/fh-graubuenden/ueber-die-fh-graubuenden/was-sind-unsere-beitraege/fuer-graubuenden/zweitwohnungs-kompetenz/>).

It is hoped that the findings connected to the guiding topic will provide concrete benefit for the development of tourism. An additional goal is for the ITF to build up competence in this field and be able to offer tangible services in the market that build on findings from research projects.

360° tourism

Project heads	Dominik Knaus, Bianca Schenk
Project members	Yannick Messmer, Frieder Voll
Project start date	01/09/2025
Project end date	14/02/2026
ITF competence area	Tourist lived environments
Partner/ funding	Economic Development and Tourism Agency (AWT) of the Grisons

The '360° Tourism' project was created against the backdrop of increasingly conflicting goals between tourism development, quality of the lived environments and sustainability requirements in the canton of the Grisons. The aim was to develop a holistic understanding of tourism that does not look at tourism in isolation, but as part of a networked socio-economic and spatial system. Based on theoretical foundations and qualitative expert interviews, key topics, challenges and ongoing initiatives were identified. The results show that holism, habitat orientation and cross-sector cooperation are at the heart of a sustainable understanding of tourism. At the same time, it becomes clear that many challenges can only be solved at interfaces and require coordinated governance across destination and community boundaries.

ATI 2.0

Project head	Mauro Gotsch
Project members	Dominik Knaus, Yannick Messmer, Michael Beier
Project start date	16/12/2025
Project end date	Ongoing
ITF competence area	Digital transformation in tourism
Partners/ funding	Partners: Tourismus Val Surses Savognin Bivio AG; Destination Davos Klosters; Viamala Tourismus; Lenzerheide Marketing & Support AG; discover.swiss cooperative; attorney-at-law Rehana Harasgama Zehnder; ASE AG Funding: GRdigital

The project develops digital business models for smart destinations in the Grisons. The focus is on the question of how destinations can create value and open up new revenue streams through data-driven offerings. Digital measurement systems (e.g. for visitor or traffic flows) serve as a research field to test the value created by data-driven products (e.g. forecasting services, capacity management, dynamic pricing, etc.). Based on this, scalable data governance and monetisation models are created that can be transferred to other destinations. The bottom-up approach selected is essential for taking regional needs into account while ensuring connectivity to national systems such as NADIT or discover.swiss. In turn, the project changes not only operational processes, but also strategic data management and the value-added logic in tourism in the Grisons.

Ancestral tourism in Switzerland

Project head	Onna Rageth
Project member	Mauro Gotsch
Project start date	01/07/2025
Project end date	Ongoing
ITF competence area	Tourist lived environments, digital transformation in tourism
Partners/ funding	Cultural archive Oberengadin Innosuisse

The 'Ancestral Tourism in Switzerland' project aims to explore the market potential and needs of descendants of emigrant families in order to develop tailor-made tourist products and information platforms for Alpine cultural destinations. In this way, it is hoped that destinations will be able to tap into new target groups and market their cultural heritage internationally.

New stakeholder management approaches in tourist destinations

Project head	Gian-Reto Trepp
Project members	Dominik Knaus, Sindy Kalberer, Miriam Stuhlmüller
Project start date	01/04/2025
Project end date	30/06/2026
ITF competence area	Tourist lived environments
Partners/ funding	Heidiland Tourismus, St.Gallen-Bodensee Tourismus, Toggenburg Tourismus, Thurgau Tourismus NRP: Department of Economics of the Canton of St.Gallen, Economic and Labour Department of the Canton of Thurgau

Destination management organisations (DMOs) face a variety of challenges, with the differing interests and expectations of stakeholders and changing demands making cooperation difficult. The DMO itself has limited financial and human resources and must use them in a targeted way accordingly. In addition, due to ongoing changes in the market environment, destinations need to constantly adapt. This can make the system cumbersome.

The project aims to support DMOs in further developing their collaboration with different stakeholders and making them fit for the future. By extension, this is intended to strengthen cooperation between DMOs and various stakeholders and to increase agility, as well as the associated competitiveness. The project contributes to improving cooperation between DMOs and stakeholders and to strengthening the competitiveness of destinations. Consequently, it pursues the following objectives:

Appropriate outreach to stakeholders through the development of communication strategies,
Creation of communication arenas to promote dialogue between the stakeholders,
Strengthening tourism awareness by raising awareness of the importance of cooperation,

Resource optimisation and agility through better stakeholder coordination.

The aim is to generate sustainable success through the development of practice-oriented solutions and the involvement of project partners. A service design approach is pursued in order to implement the project in a practice-oriented manner. This iterative process focuses on stakeholder needs.

Hotel2Care – conversion of hotels to housing for seniors

Project head	Karin Diez (ZHAW)
Project member	Gian-Reto Trepp (UAS Grisons)
Project start date	01/10/2024
Project end date	30/09/2025
ITF competence area	Tourism and leisure infrastructures
Partners/ funding	FELIX PARTNER Architektur Design Innoscheck

Demographic change is leading to an increased need for age-appropriate housing. At the same time, many hotels, especially in rural and alpine regions, are struggling with financial difficulties and require high levels of investment. One solution could be to convert unprofitable hotels into sustainable forms of housing for the elderly. The aim is for such conversions to strengthen tourism, secure jobs, increase the tax base and support communities with attractive, sustainable retirement homes.

The innovative idea is to convert existing hotel infrastructures into senior apartments, leveraging synergies between the interests of communities, hotel owners, and senior citizens. In the preliminary study, requirements were developed as criteria for a guideline based on a literature review and the results of the survey of eight people responsible for retirement and nursing homes. In addition, initial floor plan studies were developed for a pilot project, so that initial requirements-matching could be carried out. The guidelines are intended to assist with deciding which hotel properties are suitable for conversion to care homes and how they could be operated economically and sustainably.

6 Services

The ITF handles service projects on behalf of third parties on an ongoing basis. These projects are completed by Institute staff, with students sometimes providing assistance. This is a list of major projects that clients have agreed may be disclosed.

Complaint analysis for hiking and biking in the canton of Graubünden

Project head Frieder Voll

Project member Lynn Suter

Project start date 1/2/2024

Project end date 1/12/2025

ITF competence area Tourism and leisure infrastructures, tourist lived environments

Partners/
financing Specialist Office for Slow Traffic, Grisons civil engineering office

Every year, the University of Applied Sciences of the Grisons (UAS Grisons) analyses guest complaints relating to summer tourism in the Grisons. Despite additional contact points, the total number of reports in the area of hiking in 2024 remained at the level of previous years – a pleasing sign.

For the first time, a separate analysis of bike complaints was also carried out this year, allowing a more comprehensive picture to be painted of the concerns of hikers and bikers in the canton of the Grisons. This shows that much feedback relates to common topics such as the road network and signalling.

It is also interesting to see that conflicts between hikers and bikers remain an issue, but are almost exclusively reported by hikers. This illustrates how different perceptions can be on shared-use paths.

Regionality goes sustainable: a taste of the Grisons for Grisons events

Project head Christian Baumgartner

Project member ZWF (Ann-Katrin Kienle)

Project start date 20/5/2024

Project end date 28/2/2025

ITF competence area Sustainability

Partner/
financing Graubünden VIVA

The UAS Grisons is supporting graubündenVIVA within an alpine culinary culture mandate to effectively position food from the region (Grisons) that is as sustainable as possible.

The Grisons has above-average potential for high-quality, authentic and healthy food in almost all areas of agricultural production and processing, culinary heritage and regional cuisine. The association graubündenVIVA promotes cooperation between producers, manufacturers and

consumers and acts as an innovative location marketing tool that creates unconventional connections. Additionally, it assists with positioning alpine cultural culture and regional food (from the Grisons) that is as sustainable as possible and motivating event organisers to use this.

The following steps are taken to this end:

- Needs analysis of target groups
- Creation of an appealing information and marketing brochure for caterers and event organisers
- Implementation of content on the website
- Creation of a quick check to assess the regionality of events

Situation analysis of the Pro Flüela association

Project head Lena Pescia

Project member Sindy Kalberer

Project start date 29.11.2024

Project end date 31.07.2025

ITF competence area Tourism and leisure infrastructures, tourist lived environments

Partner/
financing Pro Flüela association

The association Pro Flüela has been working to keep the Flüela Pass open in winter for 25 years. The aim of this project is to carry out a situation analysis in order to create a knowledge base for the association board for the future development of the association's work.

Exhibition management and design at Design Gallery St. Moritz

Project head Onna Rageth

Project member Lena Pescia

Project start date 1/04/2025

Project end date 30/09/2025

ITF competence area Tourism and leisure infrastructures, tourist lived environments

Partners/
financing Lending and documentation library St. Moritz
Municipality of St. Moritz

In 2025, the canton of Grisons celebrated the 100th anniversary of the lifting of the driving ban. Under the motto '100 years of cars in Graubünden', the ITF assisted with the exhibition in the Design Gallery St. Moritz, curated by the St. Moritz lending and documentation library. The focus was on both running exhibition tours and participating in the vernissage in terms of content and design.

Private sector engagement for vocational education and training in hospitality management in Georgia - inception phase

Project head	Christian Baumgartner
Project member	Frieder Voll
Project start date	06/2025
Project end date	03/2026
ITF competence area	Sustainable development, hospitality, mountain tourism
Partners/ financing	SwissContact SwissContact (as a sub-contract in a DEZA project)

During the inception phase of a (subsequently long-standing) project, the ITF is preparing expert reports on the planned training in the hospitality sector in Georgia, and on the planning and development of a decentralised training centre for the further training of rural populations in the hospitality sector. The aim is to make the Inception Report the basis for Swisscontact's commissioning of the main project through a feasibility study and a business plan for the planned steps. The ITF would again be involved on a specialist level in the main project.

Paradies hamlet in Ftan – sustainable and climate-neutral development of a hotel and hamlet concept to reinvigorate the Lower Engadine

Project head	Christian Baumgartner
Project members	Lena Pescia, Frieder Voll
Project start date	30/8/2025
Project end date	31/12/2027
ITF competence area	Sustainable development, lived environment, tourist infrastructure
Partners/ financing	MyClimate Deutsche Seerederei / Weiler Paradies AG

The future hamlet of Paradies in Ftan (Lower Engadine) is more than a hotel. Here, a new – fourth – part of the village is to be built on the site of an old hotel. Cultural barn, trattoria, bakery, apartments, marketplace and small hotel. Above all, the desire is for local population to benefit from a mobility concept, active involvement of local producers and suppliers, etc. Together with MyClimate, the ITF has been commissioned to accompany the project from planning to implementation in terms of sustainability and climate responsibility.

Usage concepts for Glarus areas with heavy tourist usage

Project head	Mauro Gotsch
Project member	Frieder Voll
Project start date	28/02/2025

Project end date 31/08/2025

ITF competence area Sustainable development, lived environment, tourist infrastructure

Partner/
financing Canton of Glarus Department of Economics and Internal Contact Point for location development

The Glarus Cantonal Council has been commissioned to create holistic usage concepts for areas that see heavy tourist usage. The initiative for this came with the 'holistic usage concepts for areas with heavy tourist usage' motion submitted on 15 March 2022 by member of Cantonal Parliament Andrea Bernhard and other co-signatories. On 25 October 2022, the Cantonal Council requested the Cantonal Parliament to transfer the motion as a postulate. The Council is of the opinion that a holistic usage concept can be a suitable way to take advantage of the opportunities in the field of tourism and to exploit its potential, on the one hand, and to prevent negative phenomena on the other. The motion was transferred as a postulate on 9/11/2022 by the Cantonal Parliament.

In the context of the study, the following aspects are to be considered in more detail:

- Highlighting the interfaces between areas that are intensively used for tourism and the neighbouring areas.
- Identifying the investment needs within the framework of a new usage concept.
- Demonstrating the additional value creation potential in tourism.

The individual aspects of the study can be considered as a whole or individually.

MWC Klosters final report, focused on value creation

Project head Mauro Gotsch

Project member Melanie Tamborini

Project start date 01/01/2025

Project end date 31/05/2025

ITF competence area Sustainable development, tourist infrastructure

Partner/
financing Destination Davos Klosters

This mandate is based on the information that is available about the event and that the organiser can provide, as well as the data collected during the event. Where necessary, further data and information is collected from service providers associated with the event. This is compiled before the event (desk research). Desk research is used, among other purposes, to define the key performance indicators (KPIs) that are to be determined by means of surveys and post-processing. The focus of the mandate is therefore on the implementation of a participant survey (see the following figure for the project process).

After completion of the survey, the resulting data is evaluated and processed so that the data provides information about the direct value creation of the event. These include the entire value added by the event as well as individual components such as accommodation, catering and services used during the event (analogous to the defined value-added categories determined in AP1). The final report, with a focus on value creation, is then prepared. This is summarised in a report and presented to the client.

Population survey on the perception and acceptance of tourism in the Prättigau/Davos region

Project head	Gian-Reto Trepp
Project members	Bianca Schenk, Melanie Tamborini, Prof. Dr. Peter Moser (ZWF), Ann-Kathrin Kienle (ZWF)
Project start date	01/01/2025
Project end date	30/06/2025
ITF competence area	Tourist lived environments
Partner/ financing	Prättigau/Davos region

The Prättigau/Davos region is divided into the urban destination of Davos/Klosters and rural Prättigau. Davos/Klosters is internationally known for sports, culture and major events (including the WEF) and is home to a mixture of nature, luxury and events. Prättigau, by contrast, primarily offers low-impact tourism such as hiking, climbing, biking and smaller ski resorts, in addition to other economic pillars such as construction, wood/forestry, industry and agriculture. In order to develop a tourism mission statement, a population survey on the perception and acceptance of tourism is first to be carried out so that future priorities can be coordinated on a municipality-specific basis.

As part of the contract, a population survey will be conducted to show the perception and acceptance of tourism in the Prättigau/Davos region among the local population and what consequences this has on tourism development. The client wants to achieve the following goals with the study:

- The aim is to show tourism perception and acceptance in the Prättigau/Davos region and what differences there are in professional life according to regions (at the level of sub-regions and/or municipalities) and according to tourism-related issues.
- Statements should be made about the possible consequences this has on the tourist development of the regions, sub-regions and/or municipalities.

Second impact analysis of Second Homes Act

Project head	Prof. Dr. Peter Moser (ZWF)
Project members	Gian-Reto Trepp, Bianca Schenk, Dr. Adhurim Haxhimusa (ZWF), Thomas von Stokar (INFRAS), Romina Weber (INFRAS)
Project start date	01/01/2025
Project end date	31/03/2026
ITF competence area	Tourism and leisure infrastructures
Partners/ financing	State Secretariat for Economic Affairs SECO, Federal Office for Spatial Developments ARE

The State Secretariat for Economic Affairs SECO and the Federal Office for Spatial Development ARE regularly examine the effects of the Second Home Act (ZWG); after preliminary study (2019), evaluation (2021) and monitoring with indicators (2023), a second impact analysis will now follow. This is intended to highlight the structural, spatial and socio-economic effects, to examine the status

of the implementation of previous measures and to analyse undesirable developments and current issues (especially housing shortages in mountain regions).

UAS Grisons is performing this impact analysis as a lead partner together with INFRAS, whereby expertise in spatial/regional development, tourism and methods such as data analysis, surveys, case studies and workshops can be combined.

Analysis of the conversion of old (first) homes into second homes in the municipality of Scuol

Project head Gian-Reto Trepp

Project member --

Project start date 01/04/2025

Project end date 30/06/2025

ITF competence area Tourism and leisure infrastructures

Partner/
financing Municipality of Scuol

In Scuol, housing for locals is declining sharply: the vacancy rate fell from 1.32% (2012) to 0.25% (2024), while the second home rate rose from 51.90% (2012) to 60.33% (2023). This indicates that old first homes are increasingly being converted into second homes, reinforced by rising property prices.

The municipality of Scuol wants to quantify the extent of the conversions from old first homes into second homes from 2012 to 2024 and use this information to determine how the situation could develop in the short term in order to plan suitable measures. The type of use of apartments is determined via a data comparison between the register of residents (EEA) and the register of buildings and homes (GWR) on the basis of EGID/EWID.

Requirements and funding scope for tourist accommodation

Project head Gian-Reto Trepp

Project member Sindy Kalberer

Project start date 01/12/2024

Project end date 31/03/2025

ITF competence area Tourism and leisure infrastructures

Partner/
financing Private

The aim is to clarify the tourism industry requirements for a holiday resort with tourist-use residential units, in particular with regard to compliance with Art. 7 para. 2 of the Second Homes Act (ZWG). In addition, suitable funding vessels should be identified and their prerequisites checked, as well as complementary private-sector financing and funding opportunities identified and project ideas derived from them. Finally, various possible project sponsorships are evaluated so that funding-relevant requirements can be met in the best possible way.

Commissioned study on hotel and restaurant on the Arenenberg

Project head	Gian-Reto Trepp
Project members	Dr. Andreas Deuber (Dr. Andreas Deuber Consulting), Norbert Hörburger, Sindy Kalberer
Project start date	01/10/2024
Project end date	30/03/2025
ITF competence area	Tourism and leisure infrastructures
Partner/ financing	Hotel Arenenberg

The Arenenberg (AB) on Lake Constance is a historic site of great cultural and economic importance and combines history, nature and use. One core element is the Napoleon Museum (NAP), which illuminates Bonaparte's history and stretches back to Hortense de Beauharnais's stay on the Arenenberg. In addition, the AB is the agricultural competence centre of the Canton of Thurgau with training and further education, research, consulting as well as several schools and experimental farms (including viticulture).

Although development steps were achieved in the planning periods 2010–2018 and 2019–2024, the forward-looking tourism strategy has so far borne little fruit and the goals for the hospitality industry have once again not been achieved. In addition, serious accounting errors were discovered in the cost allocation, which lead to the expectation of a larger deficit and is why the ITF is to prepare an expert opinion. This is intended to develop a transparent financial control basis (profit centre), performance improvements (especially personnel deployment) as well as strategic alternatives and recommendations for action for the District Council of the Canton of Thurgau.

Profitability calculation for a new hotel/restaurant

Project head	Gian-Reto Trepp
Project members	--
Project start date	01/02/2025
Project end date	31/03/2025
ITF competence area	Tourism and leisure infrastructures
Partner/ financing	Private

Preparation of an initial profitability calculation for a new hotel/restaurant in eastern Switzerland.

7 Publications, conferences and representations

7.1 Publications

Media

Forschungsprojekt Ahnentourismus: Wie Bündner Wurzeln Amerika erobern und Graubünden verändern könnten. Südostschweiz (19/05/2025).

Forschungsprojekt Ahnentourismus: Herkunft erlebbar machen. Engadiner Post (22/05/2025).

Forschungsprojekt Community Building: Gemeinschaften sollen Ferienregionen stärken. Engadiner Post (6/09/2025).

Lehrveranstaltung Niche Tourism: Kreuzfahrt auf Schienen. Bei Luxusreisen trifft Nachhaltigkeit auf Exklusivität. Sonntagsblick (16/2/2025)

Zurück in Shanghai. Wandel, Wiedersehen und der Mehrwert persönlicher Lehre. Blog post FH Graubünden (11/11/2025)

Briten und Amis zahlen bald für Schweiz-Einreise – schadet uns das? Nau (25/07/2025)

Leitfaden für Bergregionen: So funktioniert Community Building. htr (27/08/2025)

Neue Orientierungshilfe für Destinationen. myscience.ch (27/08/2025)

Die FHGR publiziert neuen Leitfaden zum Community building in Bergregionen. esb-online.com (27/08/2025)

Gemeinschaften sollen Ferienregionen stärken. Engadiner Post (06/09/2025)

Gemeinschaft als wichtiger Erfolgsfaktor. Hotellerie Gastronomie Zeitung (24/09/2025)

Boom da coworking-spaces - Ina schanza per l'economia – Però: I na gartegia betg dapertut. RTR (03/04/2025)

Die E-ID könnte bei Tourismusbetrieben ein Umdenken erfordern. HTR (21/02/2025)

Forschungsprojekt SchneeheldInnenMacher: Macht Technologie Skilehrer überflüssig? Südostschweiz (21/03/2025)

"Ideefix" macht gute Ideen greifbar. HTR (23/06/2025)

Airbnb boomt in Graubünden – verschärft das die Wohnungsnot? Südostschweiz (12/05/2025).

Standortgemeinden wollen das Skigebiet Flims-Laax-Falera übernehmen. Tages Anzeiger (12/09/2025).

Kauf von Skigebiet: Chancen und Risiken für Flims-Laax-Falera. SRF (15/09/2025).

Das sagt ein Tourismusexperte zur geplanten Übernahme in Flims, Laax, Falera durch die Gemeinden. Südostschweiz (23/09/2025).

Publications in academic-focused media

Pescia, L., Voll, F., Schenk, B. & Tamborini, M. (2025). Bedürfnisse der Arbeitnehmenden und Arbeitgebenden der touristischen Leitbranchen in Graubünden. In Bieger, T., Beritelli, P., Laesser, C. (Hrsg.). Resilienz im alpinen Tourismus. Schweizer Jahrbuch für Tourismus 2024/2025. Berlin: Erich Schmidt Verlag.

Gotsch, M. L., Knaus, D. L., & Gasser, F. (2025). Trendanalyse im schweizerischen Destinationsmanagement: Gewichtung regionaler Einflüsse und Identifikation von Datenquellen fuer intelligentes Monitoring. In Resilienz im alpinen Tourismus – Schweizer Jahrbuch für Tourismus 2024/2025. Berlin: Erich Schmidt Verlag.

Bleeker, M., & Gotsch, M. (2025). Dynamic Optical Test for Bot Identification (DOT-BI): A simple check to identify bots in surveys and online processes (arXiv:2512.03580) [Preprint]. arXiv. <https://doi.org/10.48550/arXiv.2512.03580>

Gotsch, M. L., & Gasser, F. (2024). The effect of autonomous sensory meridian response (ASMR) messages on consumer brand perceptions and intentions. *Journal of Consumer Behaviour*, 24(1), 5-19. <https://doi.org/10.1002/cb.2370>

Bandi-Tanner, M & Baumgartner, C. (2025). Klimakrise in den Alpen - Anpassung und Vermeidung. In: *Tourismusforschung. Handbuch für Wissenschaft und Praxis*. Nomos Verlagsgesellschaft, Baden-Baden. ISBN: 978-3-8487-8845-3

Balas, M., Lund-Durlacher, D., Laimer, P. & Baumgartner, C. (2025). Messmethoden und Monitoring. In: *Tourismusforschung. Handbuch für Wissenschaft und Praxis*. Nomos Verlagsgesellschaft, Baden-Baden. ISBN: 978-3-8487-8845-3

Baumgartner, C. (2025). Kooperation als Erfolgsmodell – Tourismus jenseits des klassischen Destinationsmanagements. In: Franz, Yvonne und Heintel, Martin (Eds.): *Kooperative Stadt- und Regionalentwicklung*. S. 15–22. Wien: facultas (= UTB 5880), 2. Auflage, ISBN 978-3-8252-6363-8

Publications in practice-focused media

Baumgartner C., Guldenberg S. (2025). Das Leben der Gen Z wird nicht mehr vom Auto bestimmt. In: *Tourismus Wissen quarterly*, Issue 39, January 2025.

Baumgartner C., Größwang F, Lanner R., Stolba P. (2025). Nachhaltigkeitszertifizierungen von Destinationen im Trend. In: *Tourismus Wissen quarterly*, Issue 39, January 2025

Baumgartner C. (2025). Regenerativer Tourismus: Alter Wein, verwässert und in neuen Schläuchen. In: *Tourismuspresse-Blog*, 28.11.2025. <https://tp-blog.at/nachhaltigkeit-destinationen-regionalentwicklung/regenerativer-tourismus-alter-wein-verwaessert-und-in-neuen-schlaeuchen>

Editorial work

World Leisure Journal/Editorial Board Member (Onna Rageth) – since September 2022

7.2 Radio/TV

Regionaljournal Graubünden (22/05/2025): Radio interview with Onna Rageth on the new trend in tourism: ancestral research in the Grisons.

Regionaljournal Graubünden (3/09/2025): Radio interview with Onna Rageth on 'community-buildnig in mountain regions: in its guidelines, the UAS Grisons shows how locals, second-home owners and businesses can grow together'.

Regionaljournal Zentralschweiz (3/09/2025): Radio interview with Onna Rageth on the question of how the coexistence of local populations and visitors can succeed in mountain regions via community building.

SRF4 (31/07/2025 and 03/08/2025): Radio interview with Lena Pescia on 'holidays in Switzerland have become much more expensive'..

RTR (03/04/2025): Radio interview with Lena Pescia on 'Coworking en il Grischun: schanzas e sfidas'

Regionaljournal Graubünden (12/09/2025): Radio interview with Gian-Reto Trepp on 'Expert appraises the purchase of the ski resort in Flims-Laax-Falera'

TSO (17/09/2025): TV interview with Gian-Reto Trepp on 'An exceptional moment: Gian-Reto Trepp on the purchase plans of the municipalities Flims, Laax and Falera'

SRF Schweiz Aktuell (27/10/2025): TV interview with Gian-Reto Trepp on 'Flims, Laax and Falera take over the Weisse Arena cable car

SRF 10 vor 10 (27/10/2025): TV interview with Gian-Reto Trepp on 'Three Grisons municipalities come together to buy a ski resort'

7.3 Conference papers/presentations

Leisure Studies Association Conference 2025, York (England) / Onna Rageth
Topic 1: Inclusion and Community Engagement through the Arts – Lessons from The Valley of Art
Topic 2: Heimweh and the Anthropocene - Reimagining Johanna Spyri's 'Heidi' in a Changing Landscape

Sustainable Tourism Days 2025, Bern (Schweiz) / Onna Rageth & Lynn Suter
Topic: Community building in mountain areas (Roundtable)

Konrad Adenauer Stiftung – specialist seminar, Sylt / Christian Baumgartner
Topic: Tourism in Flux - Sylt caught between profitability and the climate crisis

Österreich Werbung – Sustainable Tourism in Austria Summit, Bregenz / Christian Baumgartner
Topic: Balanced Tourism in Urban Areas

Digital Competence Circle – Zurich / Mauro Gotsch
Topic: Smarter Destinations?

SwissREI Best of Research Day – Zurich / Sindy Kalberer
Topic: Alpine lived environments caught between tourism development and everyday use

Federal Housing Office – Schweizer Wohntage 2025, Interlaken (Switzerland) / Gian-Reto Trepp
Topic: The housing market in mountain areas, in conjunction with the Second Homes Act (specialist conference: 'More space for first homes in tourist-centric municipalities')

7.4 Expert work/reports

Regional Councillor of the Kulturforschung Graubünden association, directly linked to the Grisons Institute for Cultural Research (Onna Rageth) – since Oktober 2023

Member of the Advisory Board for the graubünden Cultura association (Onna Rageth) - since September 2023

Member of the Advisory Board for sustainability project in the accommodation sector, HotellerieSuisse (Lena Pescia), since 2024

Expert opinion for the Zeitschrift für Tourismuswissenschaft: 'Transformationsfähigkeit touristischer Organisationen: Eine Untersuchung der Gelingensbedingungen der grünen Transformation'
[Transformability of tourist organisations: an investigation of the criteria for success of the green transformation] (Christian Baumgartner)

Member of the Advisory Board at Ibex Fairstay (Christian Baumgartner), since 2022

Member of the Advisory Board at KONA (Kompetenzzentrum Nachhaltigkeit) within the STV (Christian Baumgartner), since 2022

Member of the park research accompanying group at FOLAP (Forum Landschaft, Alpen, Pärke) of the Akademie der Naturwissenschaften (Christian Baumgartner), since 2024

Member of the steering group of the DACH chapter of UN PRME (Christian Baumgartner), since 2020

7.5 In-house events for knowledge-sharing with a non-academic specialist audience

Engadin Art Talks, 25 January 2025, presentation of the 'Ajer da cudeschs – Bücherluft' project.

Ideefix Coach training, 25 November 2025

18th Tourism Trend Forum on 'Tourism and leisure in flux'

8 Representations and networks

Name	Name der Organisation	Art	Funktionsbeschreibung
Christian Baumgartner	Ibex Fairstay	Swiss environmental seal for accommodation and campsites	Member of the Advisory Board
Christian Baumgartner	Roundtable on Human Rights in Tourism	International multi-stakeholder working group	Representative of the ITF as a member of the roundtable
Christian Baumgartner	FOLAP - Forum Landschaft, Alpen, Pärke	Specialist forum of the Swiss Academy of Natural Sciences	Representative of the ITF as a member
Christian Baumgartner	FOLAP - park research accompanying group	Swiss park research at the Forum Landschaft, Alpen, Pärke	Member of the accompanying group
Christian Baumgartner	ATLAS	International network of tourism universities	Representative of the ITF as a member
Christian Baumgartner	PRME	UN Principles for Responsible Management Education (parallel network to the UN Global Compact for universities)	Steering group member for PRME DACH Group (for UAS Grisons as PRME Champions member)
Cristian Baumgartner	KONA - Kompetenzzentrum Nachhaltigkeit (beim STV)	Multi-stakeholder working group that assists Swiss tourism with its sustainability efforts	Member of the Advisory Board
Dominik Knaus	STV Destination-Lab (D-Lab)	The D-Lab networks Swiss tourism destinations in terms of innovation, experience-sharing and knowledge management.	Steering committee member
Dominik Knaus	Service Design Network Switzerland	Swiss unit of the international 'Service Design Network'	Representation in the 'Academia' area
Lena Pescia	Academic Tourism Circle	Plattform für den gezielten Dialog zwischen akademischer Tourismusforschung und Schweiz Tourismus	Vertreterin des ITF
Mauro Gotsch	Digital Circle der Bündner Destinationen	Plattform der IT-Verantwortlichen der Bündner DMOs	Administration
Mauro Gotsch	Fachstelle Tourismus	Förderplattform für Digitalisierung im Tourismus Graubündens (GRdigital)	Fachbeirat

Mauro Gotsch	Forschungsgruppe IDDEA	Interne Forschungsgruppe für Data Discovery, Exploration and Analysis	Administration
Onna Rageth	graubünden Cultura	Projekt zur Förderung, Sichtbarmachung und Weiterentwicklung des Kulturtourismus in Graubünden.	Beirätin
Onna Rageth	Institut für Kulturforschung Graubünden (ikg)	Der Regionalrat ist das Konsultativorgan des Vereinsvorstands des ikg.	Regionalrätin

Table 12: Representations and networks 2025

9 Living labs at the University of Applied Sciences of the Grisons

Living labs connect research and practice more closely by taking transdisciplinary and transformative approaches. This is achieved by combining scientific research with contributions to social change. The 'living lab' structure thus functions as an interface between society, business and academia.

The living labs at the University of Applied Sciences of the Grisons gather new ideas by using the infrastructural elements on site and bringing together innovative stakeholders. The living lab concept is viewed as a process. As a result, the outcomes are of a material and immaterial nature, scientifically backed and at the same time implemented through a bottom-up approach in cooperation with locals. Together with regional stakeholders, fundamental questions are to be identified and overarching thematic priorities and development goals (including new additions) are to be defined. In turn, new ideas can be worked on within the framework of concrete projects and new solutions developed and tested.

Two of the four living labs at the University of Applied Sciences of the Grisons are connected to the Institute for Tourism and Leisure (ITF), as their directors are employed by the ITF (Bregaglia Lab and Prättigau/Davos Lab). The Surselva Lab is directly subordinate to the Department of Development in the Alpine Region (DEAR) at the University of Applied Sciences of the Grisons and the San Bernardino Lab is a collaboration between the University of Teacher Education of the Grisons (PHGR), the University of Applied Sciences of the Grisons and the Scuola iniversitaria professionale della Svizzera italiana (SUPSI).

Bregaglia Lab

With the launch of the Bregaglia Lab, the Graubünden University of Applied Sciences anchored itself in the Italian-speaking region of Graubünden from 1 May 2022 to 30 April 2025. During its three-year term, the "Laboratorio vivente Bregaglia" acted as an interface between academia and practice and enabled the implementation of several larger and numerous smaller research projects.

UAS Grisons worked closely with the merged Comune di Bregaglia and established a physical branch in Stampa. As a result, the direct connection between research and practical application was sustainably strengthened. In cooperation with Bregaglia Engadin Turismo, the regional destination marketing organisation, projects were realized in the focus area of "tourism" as well as in adjacent thematic areas such as culture, art, nature and health. The focus was on the continuous exchange of knowledge and experience with local actors, the population, companies and political decision-makers.

At the end of April 2025, the Bregaglia Lab was completed as planned. In addition, the multi-year Innotour project "Development of sustainable communities in destinations in mountain regions" was successfully completed by the end of 2025. The second Innotour project, which could be acquired via Bregaglia Lab ("Ajer da cudeschs: Bücherluft – Increasing the tourist quality of stay in destinations through literature-centred services"), will be completed at the end of April 2026.

Prättigau/Davos Lab

The Prättigau/Davos living lab has been set up and managed as a centre of excellence for mountain areas since July 2023. The Prättigau/Davos Lab works closely with the Prättigau/Davos Regional Development Department. As the first living lab in this exclusively German-speaking cantonal area, the Prättigau/Davos Lab further strengthens the university's physical presence in the canton and is an important partner of the existing innovation network. In doing so, it supports regional stakeholders with

developing the area and implementing strategic fields. Its focus is on strengthening year-round tourism, the residential economy, innovation, research and development and the SME landscape.

The centre of excellence actively supports the region as part of the regional location development strategy and launches and promotes targeted initiatives with these objectives. The living lab benefits from the networked nature of many research initiatives at the Davos site. In addition, the University of Applied Sciences of the Grisons, as a member of the knowledge city of Davos and the Academia Raetica, is able to establish a physical presence there.

In 2025, the funds for the follow-up project of Applied Tourism Intelligence (ATI 2.0) initiated by the lab were successfully acquired. The project aims to further improve the quality of experience in tourism destinations through capacity management through data collection, analysis and visualisation.

Furthermore, the value-added-oriented final report for the World Cup Masters in Klosters presented last year was prepared and a population survey on the subject of tourism perception and acceptance was carried out, in which the ITF was in charge.

In addition to research activities and the provision of services, several events were initiated and implemented in the region that focused on the topic of "Artificial Intelligence in Tourism". A special highlight of the year was the fourth conference "Future of Mountain Areas" with a focus on innovation in SMEs, which took place over two days in Susch and Klosters. Around 50 experts from regional development, tourism and municipalities from the canton of the Grisons took part in the conference.

10 Tourism Trend Forum (TTF)

Tourism Trend Forum 2025: Tourism and leisure in flux

On 21 October 2025, the 18th Tourism Trend Forum (TTF) took place at UAS Grisons. Around 70 participants – including speakers and workshop leaders – accepted the invitation of the Institute for Tourism and Leisure (ITF) to discuss the current changes in tourism and leisure. The annual forum brings together cantonal and national stakeholders from tourism, the leisure industry, research and practice and promotes professional dialogue on tourism-relevant future topics.

The forum was opened by Prof. Jan Mosedale, co-head of research at the ITF, with his keynote speech 'Expedition Tourism: Recognising Changes and Shaping the Future'. He provided a practical toolbox with seven tools to strengthen the future viability of tourism. In a second presentation, Camille Zimmermann from the Gottlieb Duttweiler Institute (GDI) showed the difference between 'strategic forecast' and 'strategic foresight' and clarified why the latter is a central prerequisite for actively shaping the future.

In three break-out sessions, past, ongoing and future projects on tourism acceptance, stakeholder management and target group diversification were presented and discussed. A panel discussion took up the central findings again and deepened them. During the breaks and the concluding soiree, there were numerous opportunities for personal dialogue and networking.

In the afternoon, Roland Anderegg served as moderator and interviewer. Sindy Kalberer was responsible for the overall organisational coordination – from premises to catering to finances and content coordination. The Tourism Trend Forum 2025 impressively demonstrated how research, practice and dialogue can work together to foster a joint understanding and actively shape the change in tourism.

The next Tourism Trend Forum will take place on 20 October 2026, focused on '360° tourism'

Programme component	Speaker/workshop leader
Welcome moderation/guiding concept	Dominik Knaus
Moderation/interviews	Roland Anderegg
Keynote: 'Expedition Tourism: Recognising Changes and Shaping the Future'	Jan Mosedale
Breakout session: 'Understanding change'	Melanie Tamborini and Bianca Schenk
Breakout session: 'Accompanying change'"	Miriam Stuhlmüller and Dominik Knaus
Breakout session: 'Shaping change'	Sindy Kalberer and Frieder Voll
Coffee and networking break	
Keynote: 'Strategic Foresight is (not) a Nice-To-Have'	Camille Zimmermann

Concluding panel

Jan Mosedale
Camille Zimmermann
Roland Anderegg (Moderation)

Wrap-up, look forward to TTF 2026

Roland Anderegg

Soirée and networking

Table 13: Programme and speakers TTF 2025

11 Media

Publication date	Medium	Headline
22.01.2025	zuerich24.ch / Zürich24	«Erfolgreiche Premiere»: Hotel-Immobilienforum
30.01.2025	Montagna	Vorstellung der neuen bergversetzenn Alin Balmer
31.01.2025	fhnews.ch / FH News	Innovation im Tourismus – Mit «Ideefix» zur greifbaren Idee
31.01.2025	fhnews.ch / FH News	Gemeinsam die Digitalisierung von Destinationen voranbringen
12.02.2025	Bündner Tagblatt	Perspektivenwechsel im Jahr der Holz-Schlange und Deep Seek
12.02.2025	rtr.ch / RTR Radiotelevision Svizra Rumantscha	In di da skis per 200 followers
14.02.2025	La Quotidiana	Bleras abitaziuns sin Airbnb
15.02.2025	blick.ch / Blick Online	Kreuzfahrt auf Schienen
16.02.2025	SonntagsBlick	Kreuzfahrt auf Schienen
18.02.2025	FHGR Fachhochschule Graubünden	Melissa Wohler, Master-Studentin in Tourism and Change an der FH Graubünden, wagte das Abenteuer eines Austauschsemesters in Schweden – und wurde ordentlich herausgefordert! Vom legendären Studentenwohnheim Locus mit wilden Partys bis zur theorielastigen Uni war es ein echtes Kontrastprogramm. 📖 Doch die Highlights? 🚀 Internationale Freundschaften, unvergessliche Reisen durch Skandinavien, eine Lappland-Tour mit Nordlichtern & Polarlichtern und atemberaubende Naturerlebnisse. 🌲 ❄️ Mehr da...
19.02.2025	blick.ch/fr / Blick Romandie	Les voyages en train de luxe sont en plein essor
19.02.2025	Bündner Tagblatt	Qualität für alle
20.02.2025	htr Hotel Revue	«Die E-ID könnte bei Tourismusbetrieben ein Umdenken erfordern»
25.02.2025	Engadiner Post / Posta Ladina	«Unterkünfte tragen zur Attraktivität bei»
05.03.2025	Immobilien Business	DER ERFOLG DER UNIFORMITÄT
05.03.2025	Immobilier Romand	LE SUCCÈS DE L'UNIFORMITÉ
06.03.2025	Radio Grischa / RSO Info Abend 16.00 - 17.00	Latinos in der Schweiz: MAKUMAYU
08.03.2025	missmoneypenny.ch / Miss Moneypenny Online	Einblicke in Coworking-Spaces
15.03.2025	Schweiz am Wochenende / Bündner Tagblatt	So funktioniert Tourismus im Winter – Erklärung in Thesen
15.03.2025	Schweiz am Wochenende / Bündner Zeitung	So funktioniert Tourismus im Winter – Erklärung in Thesen
20.03.2025	bazonline.ch / Basler Zeitung Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer

20.03.2025	berneroberlaender.ch / BZ Berner Oberländer Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer
20.03.2025	bernerzeitung.ch / Berner Zeitung Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer
20.03.2025	derbund.ch / Der Bund Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer
20.03.2025	landbote.ch / Der Landbote Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer
20.03.2025	Neue Zürcher Zeitung	Noch schnell in die Wüste, bevor es zu heiss wird
20.03.2025	nzz.ch / Neue Zürcher Zeitung Online	In die Wüste, bevor es zu heiss ist; auf den Gletscher, bevor er schmilzt: Die neusten Tourismus-Trends zwingen Reisebüros zum Umdenken
20.03.2025	tagesanzeiger.ch / Tages-Anzeiger Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer
21.03.2025	Suedostschweiz.ch	Macht Technologie Skilehrer überflüssig?
21.03.2025	thunertagblatt.ch / BZ Thuner Tagblatt Online	In diesen Gemeinden sind die Hotelzimmer am häufigsten leer
24.03.2025	Radio Grischa / Radio Grischa Info kompakt 17.00 - 18.30 / News	Automatisierte Skischule
26.03.2025	TV Südostschweiz / Rondo News	Die automatisierten KI-Skilehrer
27.03.2025	Südostschweiz / Bündner Zeitung+Bündner Tagblatt	ERLEBEN, WAS MAN STUDIERT: PRAXIS HAUTNAH AN DER FIS FREESTYLE WM 2025
27.03.2025	Südostschweiz / Bündner Zeitung+Bündner Tagblatt	HÖHERE BERUFSBILDUNG
28.03.2025	Davoser Zeitung	Umfrage bis Ostern: Was denken die Einheimischen über den Tourismus?
28.03.2025	Klostersoner Zeitung	Umfrage bis Ostern: Was denken die Einheimischen über den Tourismus?
28.03.2025	Klostersoner Zeitung	Tourismus-Umfrage in der Region Prättigau/Davos
28.03.2025	nau.ch / Nau	Klosters: Meinung von Einheimischen zum Tourismus gefragt
28.03.2025	Radio Grischa / Radio Grischa Info 08.00 - 09.00 / News 08.00*	Region Prättigau-Davos startet Onlineumfrage zur Tourismuswahrnehmung und Akzeptanz
28.03.2025	Radio Grischa / Radio Grischa Info kompakt 17.00 - 18.30 / News	Die Region Prättigau-Davos startet heute eine grosse Onlineumfrage zur Tourismuswahrnehmung und Akzeptanz
28.03.2025	Radio Grischa / RSO Morgen 06.00 - 07.00	Was denken die Einheimischen über den Tourismus?
29.03.2025	davoserzeitung.ch / Davoser Zeitung Online	Umfrage bis Ostern: Was denken die Einheimischen über den Tourismus?
29.03.2025	Prättigauer und Herrschäftler	Grosse Umfrage bis Ostern

29.03.2025	Prättigauer und Herrschäftler	Heidi-Filme sorgen weltweit für beste Werbung
31.03.2025	M+W / Mieten+Wohnen	Im Paradies regt sich Widerstand
31.03.2025	watson.ch / Watson	Schweizer sind Weltklasse in der KI-Anwendung
01.04.2025	fhnews.ch / FH News	Schweizer sind Weltklasse in der KI-Anwendung
02.04.2025	Gipfel Zytig	Umfrage: Was denken Einheimische über den Tourismus?
02.04.2025	vilan24.ch / Vilan 24	Heidi-Filme sorgen weltweit für beste Werbung
03.04.2025	Radio Grischa / Radio Grischa Info kompakt 17.00 - 18.30 / News	Zweitwohnungen in Graubünden
03.04.2025	rtr.ch / RTR Radiotelevision Svizzera Rumantscha	Ina schanza per l'economia – Però: I na gartegia betg dapertut
07.04.2025	TV Südostschweiz / Rondo News	Tourismusumfrage Region Davos/Prättigau
11.04.2025	myscience.ch/de / myScience Schweiz	28 Event Managerinnen und Manager diplomiert
11.04.2025	presseportal-schweiz.ch / Presseportal-Schweiz	FHGR: 28 Event Managerinnen und Manager diplomiert
11.04.2025	Medienmitteilungen Schweiz	FHGR: 28 Event Managerinnen und Manager diplomiert
11.04.2025	@nachrichten_ch / PPS Pressedienst	FHGR: 28 Event Managerinnen und Manager diplomiert https://t.co/kaHSsR2k2K
14.04.2025	htr.ch/de / Hotel u. Tourismus Revue	28 neue Event-Profis erhalten ihr Diplom in Zermatt
16.04.2025	Gipfel Zytig	28 Event-Managerinnen und -Manager diplomiert
22.04.2025	FHGR Fachhochschule Graubünden	Kastanienbäume und ihre Früchte sind im Bergell tief verwurzelt. 🌰 🌲 Die Selven zwischen Soglio und Castasegna zählen zu den Wahrzeichen des Tals. 🍂 Die besondere Art, wie im Val Bregaglia die Nussfrüchte verarbeitet und gepflegt werden, wurde sogar in die Liste des immateriellen Kulturerbes der Schweiz aufgenommen 🏆. Es gibt zahlreiche Traditionen rund um diese vielseitige Frucht – doch wie lässt sich in diesem Kontext der Fortschritt integrieren? Erfahre es im Wissensplatz der FH Graub...
24.04.2025	Bündner Wald	Die Valposchiavo als Modellregion für nachhaltigen Tourismus
26.04.2025	St.Gallen-Bodensee	📱 Wie stark beeinflussen Influencerinnen und Influencer unser Reiseverhalten? Diese spannende Frage stellt sich Lynn Bischof, Studentin an der FHGR Fachhochschule Graubünden – mit unserer Unterstützung. 🎓 🤝 Hast du unsere Region in den letzten 12 Monaten besucht? Dann nimm jetzt an der kurzen, anonymen Online-Umfrage teil. Sie

		dauert nur 2 bis 3 Minuten und läuft noch bis 16. Mai 2025. Zur Umfrage: https://bit.ly/42ITBi6 ✨ Mit deiner Teilnahme hilfst du, unser touristisches Angebot wei...
12.05.2025	Bündner Tagblatt	Erhöht Airbnb Wohnungsnot?
12.05.2025	Bündner Tagblatt	Airbnb boomt in Graubünden – verschärft das die Wohnungsnot?
12.05.2025	Südostschweiz / Bündner Zeitung	Erhöht Airbnb Wohnungsnot?
12.05.2025	Südostschweiz / Bündner Zeitung	Airbnb boomt in Graubünden – verschärft das die Wohnungsnot?
13.05.2025	Hotelière	«Einmal mit Walhaien schwimmen»
16.05.2025	myscience.ch/de / myScience Schweiz	Ein Papst mit Bündner Wurzeln?
17.05.2025	Engadiner Post / Posta Ladina	Trend Ahnentourismus: Ein Papst mit Bündner Wurzeln?
17.05.2025	fhnews.ch / FH News	Ein Papst mit Bündner Wurzeln?
21.05.2025	bote.ch / Bote der Urschweiz Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
21.05.2025	Gipfel Zytig	Ein Papst mit Bündner Wurzeln? Ein Forschungsprojekt beleuchtet Herkunftsreisen in die Alpen
22.05.2025	aargauerzeitung.ch / Aargauer Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	badenertagblatt.ch / Badener Tagblatt Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	Bote der Urschweiz	Kritiker fordern «sanfteren Tourismus»
22.05.2025	Bündner Tagblatt	Bündner Wurzeln erobern Amerika und verändern den Tourismus
22.05.2025	bzbasel.ch / BZ Basel	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	Engadiner Post / Posta Ladina	Ahnentourismus: Herkunft erlebbar machen
22.05.2025	Engadiner Post / Posta Ladina	«Kultur braucht Gedächtnisarbeit»
22.05.2025	Engadiner Post / Posta Ladina	Zurück zu den Wurzeln
22.05.2025	engadinerpost.ch / Engadiner Post/Posta Ladina	Ahnentourismus: Herkunft erlebbar machen
22.05.2025	grenchnertagblatt.ch / Grenchner Tagblatt Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	limmattalerzeitung.ch / Limmattaler Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	luzernerzeitung.ch / Luzerner Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»

22.05.2025	nidwaldnerzeitung.ch / Nidwaldner Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	obwaldnerzeitung.ch / Obwaldner Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	oltnertagblatt.ch / Oltner Tagblatt Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	Radio SRF 1 / Regionaljournal Graubünden / Regjournal GR 17.30	Neuer Trend im Tourismus: Das Forschen nach den Ahnen in Graubünden
22.05.2025	Sarganserländer	Airbnb boomt immer mehr: Verschärft es die Wohnungsnot?
22.05.2025	solothurnerzeitung.ch / Solothurner Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	Südosstschweiz / Bündner Zeitung	Bündner Wurzeln erobern Amerika und verändern den Tourismus
22.05.2025	tagblatt.ch / St. Galler Tagblatt Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	urnerzeitung.ch / Urner Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
22.05.2025	zugerzeitung.ch / Zuger Zeitung Online	Nach Nein zu Wetterprojekt: Kritiker fordern einen «sanfteren Tourismus»
27.05.2025	Engadiner Post / Posta Ladina	Gemeinde Pontresina engagiert sich weiterhin für mehr Wohnraum für Einheimische
02.06.2025	awp Finanznachrichten	Klöntal könnte bald kostenpflichtige werden
02.06.2025	blick.ch / Blick Online	Klöntal könnte bald kostenpflichtig werden
02.06.2025	gl.ch / Kanton Glarus	Touristischer Hotspot Klöntal: Kanton erarbeitet Lösungen
02.06.2025	htr.ch/de / Hotel u. Tourismus Revue	Surselva setzt konsequent auf Nachhaltigkeit
02.06.2025	imticker.ch / imTicker staht's	Touristischer Hotspot Klöntal: Kanton Glarus erarbeitet nachhaltige Lösungen
02.06.2025	nau.ch / Nau	Klöntal könnte bald kostenpflichtig werden
02.06.2025	radiocentral.ch / Radio Central	Klöntal könnte bald kostenpflichtige werden
02.06.2025	swissinfo.ch/ger / swissinfo DE	Klöntal könnte bald kostenpflichtige werden
02.06.2025	watson.ch / Watson	Klöntal könnte bald kostenpflichtig werden
03.06.2025	htr.ch/de / Hotel u. Tourismus Revue	Glarner Klöntal könnte bald kostenpflichtig werden
03.06.2025	linth24.ch / Linth 24	Klöntal will weniger Besucher
03.06.2025	vilan24.ch / Vilan 24	Klöntal könnte bald kostenpflichtige werden
04.06.2025	hoefe24.ch / Höfe24	Klöntal will weniger Besucher
04.06.2025	march24.ch / March24	Klöntal will weniger Besucher
05.06.2025	Fridolin	Aus dem Regierungsrat

05.06.2025	glarus24.ch / Glarus 24	Touristischer Hotspot Klöntal: Kanton erarbeitet Lösungen
06.06.2025	Ruinaulta	BEKENNTNIS ZUM SANFTEN TOURISMUS
09.06.2025	rtr.ch / RTR Radiotelevision Svizra Rumantscha	Viagiar sin ils fastizs dals perdavants
09.06.2025	rtr.ch / RTR Radiotelevision Svizra Rumantscha	Il turissem da perdavants daventa adina pli popular
11.06.2025	aargauerzeitung.ch / Aargauer Zeitung Online	Lagert der Kanton seinen defizitären Hotelbetrieb aus? Der Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	appenzellerzeitung.ch / Appenzeller Zeitung Online	«Es wird zu Kündigungen kommen»: Arenenberg-Geschäftsleiter Jack Rietiker nimmt zu Sparplänen Stellung und kämpft für sein Hotel
11.06.2025	appenzellerzeitung.ch / Appenzeller Zeitung Online	Es droht eine saisonale Hotelschliessung: Der defizitäre Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	appenzellerzeitung.ch / Appenzeller Zeitung Online	Lagert der Kanton seinen defizitären Hotelbetrieb aus? Der Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	badenertagblatt.ch / Badener Tagblatt Online	«Es wird zu Kündigungen kommen»: Arenenberg-Geschäftsleiter Jack Rietiker nimmt zu Sparplänen Stellung und kämpft für sein Hotel
11.06.2025	bzbasel.ch / BZ Basel	Lagert der Kanton seinen defizitären Hotelbetrieb aus? Der Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	leaderdigital.ch / LEADER digital	So soll der «Arenenberg» überleben
11.06.2025	luzernerzeitung.ch / Luzerner Zeitung Online	Lagert der Kanton seinen defizitären Hotelbetrieb aus? Der Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	Radio SRF 1 / Regionaljournal Ostschweiz / Regjournal Ostschweiz 17.30	Arenenberg: Wie der Tourismus wieder rentabel werden soll
11.06.2025	tagblatt.ch / St. Galler Tagblatt Online	«Es wird zu Kündigungen kommen»: Arenenberg-Geschäftsleiter Jack Rietiker nimmt zu Sparplänen Stellung und kämpft für sein Hotel
11.06.2025	tagblatt.ch / St. Galler Tagblatt Online	Es droht eine saisonale Hotelschliessung: Der defizitäre Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	tagblatt.ch / St. Galler Tagblatt Online	Lagert der Kanton seinen defizitären Hotelbetrieb aus? Der Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	tg.ch / Kanton Thurgau	Sofortmassnahmen und Variantenprüfung für das Gastgewerbe am Arenenberg

11.06.2025	thurgauerzeitung.ch / Thurgauer Zeitung	«Es wird zu Kündigungen kommen»: Arenenberg-Geschäftsleiter Jack Rietiker nimmt zu Sparplänen Stellung und kämpft für sein Hotel
11.06.2025	thurgauerzeitung.ch / Thurgauer Zeitung	Es droht eine saisonale Hotelschliessung: Der defizitäre Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
11.06.2025	thurgauerzeitung.ch / Thurgauer Zeitung	Lagert der Kanton seinen defizitären Hotelbetrieb aus? Der Arenenberg muss eine Million Franken pro Jahr sparen – so soll es gelingen
12.06.2025	kreuzlingen24.ch / Kreuzlingen24	Kanton prüft Sofortmassnahmen und Varianten für das Gastgewerbe am Arenenberg
12.06.2025	Thurgauer Zeitung	Arenenberg: Kanton holt Hilfe, um defizitäres Hotel zu retten
12.06.2025	Thurgauer Zeitung	Es droht die Schliessung im Winter
12.06.2025	Thurgauer Zeitung	«Es wird zu Kündigungen kommen»
12.06.2025	tvo / Das Ostschweizer Fernsehen / 60 Minuten News	Arenenberg kämpft mit Finanzen - FHGR soll helfen
12.06.2025	tvo-online.ch / tvo / Das Ostschweizer Fernsehen Online	Arenenberg kämpft mit Finanzen
13.06.2025	Bote vom Untersee und Rhein	Unter finanziellem Druck
13.06.2025	tvo-online.ch / tvo / Das Ostschweizer Fernsehen Online	Arenenberg kämpft mit Finanzen
19.06.2025	Kreuzlinger Nachrichten	Gastgewerbe am Arenenberg: Sofortmassnahmen sollen helfen
23.06.2025	arcinfo.ch / Arcinfo Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	awp Finanznachrichten	Umfrage rund um Davos zeigt Verbesserungspotenzial beim Tourismus
23.06.2025	blick.ch/fr / Blick Romandie	A Davos, le tourisme ne fait pas l'unanimité
23.06.2025	bluewin.ch/fr / Bluewin FR - blue News	Deux habitants sur cinq veulent moins de tourisme
23.06.2025	bluewin.ch/it / Bluewin IT - blue News	Davos, turismo sotto la lente. In diversi vorrebbero meno visitatori
23.06.2025	FM1 / News 18.00	Wie zufrieden sind Davoserinnen und Davoser mit dem Tourismus?
23.06.2025	htr Hotel Revue	«Ideefix» macht gute Ideen greifbar
23.06.2025	htr.ch/de / Hotel u. Tourismus Revue	Umfrage rund um Davos zeigt Verbesserungspotenzial
23.06.2025	Keystone ATS / AgenziaTelegrafica Svizzera	GR: sondaggio sul turismo a Davos, ci sono margini di miglioramento
23.06.2025	lacote.ch / La Côte Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme

23.06.2025	lemanbleu.ch / Léman Bleu Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	lenouvelliste.ch / Le Nouvelliste Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	lqj.ch / Le Quotidien Jurassien Online	Deux habitants sur cinq veulent moins de tourisme
23.06.2025	lqj.ch / Le Quotidien Jurassien Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	myscience.ch/de / myScience Schweiz	Positive Haltung zum Tourismus in Prättigau/Davos
23.06.2025	nau.ch / Nau	Umfrage zeigt: Bevölkerung sieht Tourismus positiv
23.06.2025	pme.ch / PME Magazine Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	Radio SRF 1 / Regional-Diagonal	Jede dritte Arbeitsstelle in GR hängt direkt oder indirekt vom Tourismus
23.06.2025	Radio SRF 1 / Regionaljournal Graubünden / Regjournal GR 17.30	Neues Leitbild für Prättigau/Davos: «Im Tourismus ist eine Grenze erreicht»
23.06.2025	Radio SRF 1 / Regionaljournal Ostschweiz / Regjournal Ostschweiz 12.03	Im Kanton Graubünden hängt jede dritte Arbeitsstelle direkt oder indirekt vom Tourismus ab
23.06.2025	rfj.ch / Radio Fréquence Jura Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	rhonefm.ch / Rhône FM Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	RSI Rete Uno / Grigioni sera	SUP Grigioni: sondaggio sul turismo Prettigovia/Davos
23.06.2025	rtn.ch / Radio Neuchâteloise Online	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	rtr.ch / RTR Radiotelevision Svizra Rumantscha	Tgi che lavura u profita dal turissem è pli cuntent cun el
23.06.2025	rtr.ch / RTR Radiotelevision Svizra Rumantscha	Tgi che lavura u profita dal turissem, è era pli cuntent cun el
23.06.2025	srf.ch / SRF Schweizer Radio und Fernsehen Online	Anklage nach homophoben Angriffen auf Thurgauer Rastplatz
23.06.2025	swissinfo.ch/fre / swissinfo FR	Région de Davos: deux habitants sur cinq veulent moins de tourisme
23.06.2025	swissinfo.ch/ger / swissinfo DE	Umfrage rund um Davos zeigt Verbesserungspotenzial beim Tourismus
23.06.2025	swissinfo.ch/ita / swissinfo IT	GR: sondaggio sul turismo a Davos, ci sono margini di miglioramento
23.06.2025	swissinfo.ch/ita / swissinfo IT	GR: sondaggio sul turismo a Davos, ci sono margini di miglioramento

23.06.2025	TV Südostschweiz / Rondo News	Umfrage zeigt: Bevölkerung von Prättigau/Davos sieht Tourismus positiv
23.06.2025	vilan24.ch / Vilan 24	Umfrage rund um Davos zeigt Verbesserungspotenzial beim Tourismus
24.06.2025	Davoser Zeitung	Die Bevölkerung steht mit «Ja, aber» hinter dem Tourismus
24.06.2025	La Quotidiana	Populaziun sustegna turissem, però cun resalvas e critica
24.06.2025	mlemedia.ch / Mlemedia	Région de Davos: deux habitants sur cinq veulent moins de tourisme
24.06.2025	Rhône FM / Rhône FM Info 07.00 / Journal des sports 07.15	Davos: 40% des habitants veulent moins de tourisme
24.06.2025	RSI Rete Uno / Radiogiornale 12.30 / Rete Uno Sport	FHGR: sondaggio attorno al tema dell'iperturismo
25.06.2025	travelnews.ch / TRAVELNEWS	24 neue Tourismusprofis feiern Diplom in St. Moritz
26.06.2025	Appenzeller Volksfreund	Davos: Umfrage zeigt Verbesserungspotenzial beim Tourismus
26.06.2025	davoserzeitung.ch / Davoser Zeitung Online	Die Bevölkerung steht mit «Ja, aber» hinter dem Tourismus
26.06.2025	La Pagina da Surmeir	Populaziun sustegna turissem, però cun resalvas e critica
26.06.2025	linthzeitung.ch / Linth-Zeitung Online	Die Bevölkerung steht mit «Ja, aber» hinter dem Tourismus
27.06.2025	bluewin.ch/it / Bluewin IT - blue News	Il nuovo Papa potrebbe avere origini grigionesi. Ecco perché
27.06.2025	La Quotidiana	Il cumün da Scuol sto tgnair chüra da las finanzas
28.06.2025	Prättigauer und Herrschäftler	Region mit «Ja, aber» zum Tourismus
28.06.2025	Radio SRF 1 / HeuteMorgen 06.00 / Regjournal 06.32 (exkl. SA)	Umfrage zum Tourismus Prättigau/Davos
28.06.2025	Schweiz am Wochenende / Bündner Tagblatt	Wie schwierig es heute isit, als Beizer Geld zuverdienen
28.06.2025	Schweiz am Wochenende / Bündner Zeitung	Wie schwierig es heute isit, als Beizer Geld zuverdienen
30.06.2025	GastroONLINE	RoRo2000 Fritteusen sind führend in Energieeffizienz
30.06.2025	vaterland.li / Liechtensteiner Vaterland	Zukunftsworkshop der Gemeinde Balzers mit Jugendlichen
01.07.2025	Liechtensteiner Vaterland	Zukunftsworkshop der Gemeinde Balzers mit Jugendlichen
01.07.2025	thephilanthropist.ch/de / thephilanthropist Online DE	Verein Kloster-Leben erhält Unterstützung von Innosuisse

01.07.2025	FHGR Fachhochschule Graubünden	👂 Wie inklusiv sind unsere Kultur- und Freizeitangebote wirklich? 🗳️ Jetzt an der Online-Umfrage teilnehmen und mithelfen, Barrieren abzubauen! 🗳️ Wie inklusiv sind unsere Kultur- und Freizeitangebote wirklich? 🗳️ Jetzt an der Online-Umfrage teilnehmen und mithelfen, Barrieren abzubauen! Die Fachhochschule Graubünden führt gemeinsam mit dem Schweizerischer Zentralverein für das Blindenwesen, dem Schweizerischer Blinden- und Sehbehindertenverband sbv und der Stadt Chur eine Umfrage durch. ...
02.07.2025	Immobilien Business	WACHSTUMSREKORDE
03.07.2025	Pöschkli	WISSENSCHAFTSCAFÉ «ZWISCHEN QUALITÄT UND KITSCH»
03.07.2025	Solothurner Zeitung	Besser, dafür eher teurer
03.07.2025	srf.ch / SRF Schweizer Radio und Fernsehen Online	Autonomes Wasserfahrzeug soll helfen, bedrohte Pflanzen zu retten
04.07.2025	Radio SRF 4 NEWS / SRF 4 News 09.00	Das Geschäft und der Ärger mit Airbnb
04.07.2025	Radio SRF 4 NEWS / SRF 4 News 14.00	Das Geschäft und der Ärger mit Airbnb
04.07.2025	Radio SRF 4 NEWS / SRF 4 News 21.00	Das Geschäft und der Ärger mit Airbnb
05.07.2025	Radio SRF 4 NEWS / SRF 4 News 05.00	Das Geschäft und der Ärger mit Airbnb
05.07.2025	Radio SRF 4 NEWS / SRF 4 News 15.00	Das Geschäft und der Ärger mit Airbnb
05.07.2025	Radio SRF 4 NEWS / SRF 4 News 20.00 WE	Das Geschäft und der Ärger mit Airbnb
05.07.2025	Schweiz am Wochenende / Bündner Tagblatt	Das sagt ein Grüscher Unternehmer zur Tourismus-Umfrage Prättigau/Davos
05.07.2025	Schweiz am Wochenende / Bündner Zeitung	Das sagt ein Grüscher Unternehmer zur Tourismus-Umfrage Prättigau/Davos
06.07.2025	Radio SRF 4 NEWS / SRF 4 News 11.00	Das Geschäft und der Ärger mit Airbnb
08.07.2025	ilmoesano.ch / il Moesano	San Bernardino – Due lingue, una regione – un programma che unisce
08.07.2025	kleinreport.ch / Klein Report Online	Gemeindepolitiker zeigen Medienprofis die kalte Schulter
09.07.2025	Bündner Tagblatt	Abstrakte Realitäten
11.07.2025	Arosler Zeitung	«NICHT NUR REDEN, SONDERN MACHEN»
14.07.2025	Radio SRF 4 NEWS / SRF 4 News 17.00	Gefragtes Reiseziel: Warum wollen alle nach Japan?
14.07.2025	Radio SRF 4 NEWS / SRF 4 News 18.00	Gefragtes Reiseziel: Warum wollen alle nach Japan?

14.07.2025	Radio SRF 4 NEWS / SRF 4 News 19.00	Gefragtes Reiseziel: Warum wollen alle nach Japan?
14.07.2025	YouTube / Schweizer Radio und Fernsehen	Gefragtes Reiseziel: Warum wollen alle nach Japan?
15.07.2025	Radio SRF 4 NEWS / SRF 4 News 11.00	Gefragtes Reiseziel: Warum wollen alle nach Japan?
15.07.2025	Radio SRF 4 NEWS / SRF 4 News 11.00	Gefragtes Reiseziel: Warum wollen alle nach Japan?
16.07.2025	Hotellerie et Gastronomie Zeitung	Ein neues Küchengerät kaufen und Strom sparen
17.07.2025	htr Hotel Revue	Tourismus im Balanceakt
19.07.2025	nau.ch / Nau	Influencerin erzählt: «Mein Körper war plötzlich auf Pornoseiten!»
23.07.2025	La Quotidiana	«La finala decida mintga singula vischnanca»
25.07.2025	Churer Magazin	Hautnah am ESC in Basel dabei: Studierende der Fachhochschule Graubünden
25.07.2025	nau.ch / Nau	Briten und Amis zahlen bald für Schweiz-Einreise – schadet uns das?
27.07.2025	nau.ch / Nau	Künstliche Intelligenz: «News»-Videos gehen viral – Experten warnen
27.07.2025	Radio SRF 1 / Der Morgen 09.00-10.00	Ferienschnäppchen: Augen auf beim Buchen
28.07.2025	Bündner Tagblatt	Verschlungene Täler, grosse Entdeckungen
28.07.2025	engadinerpost.ch / Engadiner Post/Posta Ladina	«Wir sind im Herzen des Tourismus, aber auch peripher»
28.07.2025	Radio SRF 1 / HeuteMorgen 06.00 / Regjournal 06.32 (exkl. SA)	Ferienschnäppchen in der Hochsaison: Wie ist das möglich?
28.07.2025	Radio SRF 1 / Nachrichten 08.30 / Regjournal 08.32	Ferienschnäppchen in der Hochsaison: Was steckt dahinter?
28.07.2025	Radio SRF 4 NEWS / SRF 4 News 06.00	Billigferien: Was bekommt man für das Geld? Wer profitiert?
28.07.2025	Radio SRF 4 NEWS / SRF 4 News 08.00	Billigferien: Was bekommt man fürs Geld? Wer profitiert?
28.07.2025	Radio SRF 4 NEWS / SRF 4 News 09.00	Billigferien: Was bekommt man fürs Geld? Wer verdient noch an solch günstigen Angeboten?
29.07.2025	Engadiner Post / Posta Ladina	«Wir sind im Herzen des Tourismus, aber auch peripher»
29.07.2025	Radio SRF 4 NEWS / SRF 4 News 16.00	Ferien in der Schweiz sind deutlich teurer geworden
29.07.2025	Radio SRF 4 NEWS / SRF 4 News 17.00	Ferien in der Schweiz sind deutlich teurer geworden
29.07.2025	Radio SRF 4 NEWS / SRF 4 News 18.00	Ferien in der Schweiz sind deutlich teurer geworden

29.07.2025	Radio SRF 4 NEWS / SRF 4 News 19.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	20min.ch / 20 minuten Online	South Park legt nach und trotz Trumps «Krieg gegen die Medien»
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 06.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 08.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 10.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 11.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 13.00 / Kultur-Stammtisch 13.30	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 15.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 20.00 / 4x4 Podcast	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 21.00	Ferien in der Schweiz sind deutlich teurer geworden
30.07.2025	Radio SRF 4 NEWS / SRF 4 News 23.00	Ferien in der Schweiz sind deutlich teurer geworden
31.07.2025	GastroONLINE	RoRo2000 Fritteusen sind führend in Energieeffizienz
31.07.2025	Radio SRF 4 NEWS / SRF 4 News 10.00	Ferien in der Schweiz sind deutlich teurer geworden
31.07.2025	Terra Grischuna	GLETSCHERSCHWUND IM KAMERAFOKUS
01.08.2025	Radio SRF 4 NEWS / SRF 4 News 12.00	Ferien in der Schweiz sind deutlich teurer geworden
01.08.2025	Radio SRF 4 NEWS / SRF 4 News 18.00	Ferien in der Schweiz sind deutlich teurer geworden
01.08.2025	Ticino Business	Novità dalla rete internazionale S-GE
02.08.2025	Radio SRF 4 NEWS / SRF 4 News 12.00	Ferien in der Schweiz sind deutlich teurer geworden
03.08.2025	Radio SRF 4 NEWS / SRF 4 News 12.00	Ferien in der Schweiz sind deutlich teurer geworden
03.08.2025	Radio SRF 4 NEWS / SRF 4 News 18.00	Ferien in der Schweiz sind deutlich teurer geworden
14.08.2025	blick.ch / Blick Online	«Self-Check-in ist kein Widerspruch zu Gastfreundschaft»
22.08.2025	Schweizer Illustrierte	Sie sammelt den Sommer ein
27.08.2025	esb-online.com / ESB Europäische Sponsoring-Börse	Die FHGR publiziert neuen Leitfaden zum Community building in Bergregionen
27.08.2025	htr.ch/de / Hotel u. Tourismus Revue	Leitfaden für Bergregionen: So funktioniert Community Building

27.08.2025	htr.ch/de / Hotel u. Tourismus Revue	Leitfaden für Bergregionen: So funktioniert Community Building
27.08.2025	htr.ch/de / Hotel u. Tourismus Revue	Leitfaden für Bergregionen: So funktioniert Community Building
27.08.2025	myscience.ch/de / myScience Schweiz	Neue Orientierungshilfe für Destinationen
28.08.2025	Schlussgang	Vorfriede pur nach 15 Jahren intensiver Arbeit
28.08.2025	Swiss Travel & Tourism Data-Driven Transformation	Flagship Resilient Tourism Highlights from the 3rd Annual Conference in Chur, Switzerland
30.08.2025	Urner Wochenblatt	So bildet sich gute Gemeinschaft zwischen Gästen und Einheimischen
03.09.2025	Radio SRF 1 / Regionaljournal Graubünden / Regjournal GR 17.30	Hilfestellung für «Community Building» in den Bergregionen*
03.09.2025	Radio SRF 1 / Regionaljournal Zentralschweiz / Regjournal Zentralschweiz 06.32	So sollen sich Einheimische und Touristen besser verstehen
03.09.2025	Radio SRF 1 / Regionaljournal Zentralschweiz / Regjournal Zentralschweiz 07.32	So sollen sich Einheimische und Touristen besser verstehen
03.09.2025	Radio SRF 1 / Regionaljournal Zentralschweiz / Regjournal Zentralschweiz 08.32	So sollen sich Einheimische und Touristen besser verstehen
03.09.2025	srf.ch / SRF Schweizer Radio und Fernsehen Online	Königlicher Empfang für Armon Orlik
03.09.2025	srf.ch / SRF Schweizer Radio und Fernsehen Online	So sollen sich Einheimische und Touristen besser verstehen
04.09.2025	Pöschli	KUNST UND DIE DIGITALE TRANSFORMATION
06.09.2025	Engadiner Post / Posta Ladina	Gemeinschaften sollen Ferienregionen stärken
06.09.2025	engadinerpost.ch / Engadiner Post/Posta Ladina	Gemeinschaften sollen Ferienregionen stärken
09.09.2025	FHGR Fachhochschule Graubünden	Die FHGR-Studentin Nadine Cotti hat im Rahmen eines Studienprojekts den Podcast „engagiert.“ ins Leben gerufen. 🎧 Sie spricht mit Menschen, die sich sozial oder politisch engagieren und so die Gesellschaft verändern. Lass dich von ihnen

		Geschichten inspirieren und lies den neuen Blog der FH Graubünden: blog.fhgr.ch/blog/engagiert-podcast/ #fhgr #fhgrblog #podcast #betriebsökonomie
12.09.2025	bazonline.ch / Basler Zeitung Online	Standortgemeinden wollen das Skigebiet Flims-Laax-Falera übernehmen
12.09.2025	bernerzeitung.ch / Berner Zeitung Online	Standortgemeinden wollen das Skigebiet Flims-Laax-Falera übernehmen
12.09.2025	Der Bund	Skigebiet Flims-Laax-Falera soll an Gemeinden gehen
12.09.2025	derbund.ch / Der Bund Online	Standortgemeinden wollen das Skigebiet Flims-Laax-Falera übernehmen
12.09.2025	nau.ch / Nau	Flims, Laax und Falera wollen ihr Skigebiet retten
12.09.2025	Radio SRF 1 / Regionaljournal Graubünden / Regjournal GR 17.30	Weisse Arena: Gemeinden wollen touristische Infrastruktur übernehmen
12.09.2025	srf.ch / SRF Schweizer Radio und Fernsehen Online	Millionenprojekt gegen Naturgewalt: Bondo weiht Schutzbauten ein
12.09.2025	Tages-Anzeiger	Skigebiet Flims-Laax-Falera soll an Gemeinden gehen
12.09.2025	tagesanzeiger.ch / Tages-Anzeiger Online	Standortgemeinden wollen das Skigebiet Flims-Laax-Falera übernehmen
14.09.2025	bauernzeitung.ch / BauernZeitung Online	Zurück auf den Hof? Sina Rellstab schnuppert Heimatluft
14.09.2025	rtr.ch / RTR Radiotelevision Svizra Rumantscha	Nua ch'ils highlights èn uschè divers sco la purschida
15.09.2025	srf.ch / SRF Schweizer Radio und Fernsehen Online	Kauf von Skigebiet: Chancen und Risiken für Flims-Laax-Falera
17.09.2025	TV Südostschweiz / Rondo News	Gian-Reto Trepp kommentiert Kaufpläne der Weissen Arena Gruppe
18.09.2025	htr Hotel Revue	Wie stellen Sie sich das Hotel vor, in dem Sie gerne arbeiten würden?
19.09.2025	BauernZeitung / Nordwestschweiz, Bern+Freiburg	Sie kehrt zu ihren Wurzeln zurück
19.09.2025	BauernZeitung / Ostschweiz-Zürich	Sie kehrt zu ihren Wurzeln zurück
19.09.2025	BauernZeitung / Zentralschweiz und Aargau	Sie kehrt zu ihren Wurzeln zurück
19.09.2025	TV Südostschweiz / Rondo Südostschweiz diskutiert	Aus Angst vor ausländischer Übernahme: Flims, Laax und Falera wollen Weisse-Arena-Anlagen kaufen

20.09.2025	TV Südostschweiz / News Reprise	Flims, Laax und Falera wollen Weisse-Arena-Anlagen kaufen
23.09.2025	hotellerie-gastronomie.ch/de / Hotellerie Gastronomie Zeitung Online DE	Gemeinschaft als wichtiger Erfolgsfaktor
23.09.2025	suedostschweiz.ch / Südostschweiz Online	Das sagt ein Tourismusexperte zur geplanten Übernahme in Flims, Laax, Falera durch die Gemeinden
24.09.2025	Hotellerie et Gastronomie Zeitung	Gemeinschaft als wichtiger Erfolgsfaktor
24.09.2025	SRF 1 / Schweiz aktuell	Drei Bündler Gemeinden wollen Verkauf des Skigebiets verhindern
24.09.2025	Südostschweiz / Bündner Zeitung	Das sagt ein Tourismusexperte zur Weissen Arena
24.09.2025	Südostschweiz / Bündner Zeitung	Übernahme birgt Risiken
25.09.2025	appenzellerzeitung.ch / Appenzeller Zeitung Online	«Sonst fällt das Gebäude irgendwann zusammen»: Am Arenenberg verlottert das Gästehaus, der Kanton will es für fast fünf Millionen Franken sanieren
25.09.2025	tagblatt.ch / St. Galler Tagblatt Online	«Sonst fällt das Gebäude irgendwann zusammen»: Am Arenenberg verlottert das Gästehaus, der Kanton will es für fast fünf Millionen Franken sanieren
25.09.2025	thurgauerzeitung.ch / Thurgauer Zeitung	«Sonst fällt das Gebäude irgendwann zusammen»: Am Arenenberg verlottert das Gästehaus, der Kanton will es für fast fünf Millionen Franken sanieren
27.09.2025	Engadiner Post / Posta Ladina	Vom Passdorf zum innovativen Standort
27.09.2025	Schweiz am Wochenende / Thurgauer Zeitung	Das Gästehaus verlottert
28.09.2025	nau.ch / Nau	Teure Ski-Abos – Experte: «Nationalsport droht zum Luxus zu werden»
29.09.2025	htr.ch/de / Hotel u. Tourismus Revue	Tourismus Trendforum 2025: Veränderung in Tourismus und Freizeit
01.10.2025	appenzellerzeitung.ch / Appenzeller Zeitung Online	Es tut sich was am Arenenberg: Der Kanton hat das defizitäre Gastgewerbe zur Verpachtung ausgeschrieben
01.10.2025	tagblatt.ch / St. Galler Tagblatt Online	Es tut sich was am Arenenberg: Der Kanton hat das defizitäre Gastgewerbe zur Verpachtung ausgeschrieben
01.10.2025	thurgauerzeitung.ch / Thurgauer Zeitung	Es tut sich was am Arenenberg: Der Kanton hat das defizitäre Gastgewerbe zur Verpachtung ausgeschrieben
02.10.2025	Thurgauer Zeitung	Gastgewerbe zu verpachten

09.10.2025	Engadiner Post / Posta Ladina	Analisa la conversiun da prumas in seguondas abitaziuns
09.10.2025	Engadiner Post / Posta Ladina	Analyse von Zweitwohnungen
09.10.2025	engadinerpost.ch / Engadiner Post/Posta Ladina	Analisa la conversiun da prumas in seguondas abitaziuns
10.10.2025	La Quotidiana	Analisa la conversiun da prumas in seguondas abitaziuns
15.10.2025	htr.ch/de / Hotel u. Tourismus Revue	Lukas Gerig wird neuer Geschäftsführer von Nidwalden Tourismus
15.10.2025	nau.ch / Nau	Nidwalden Tourismus wählt Lukas Gerig zum neuen Geschäftsführer
16.10.2025	Bündner Tagblatt	INNOVATION IM GEPÄCK: TERTIÄRBILDUNG AN DER FIUTSCHER
16.10.2025	Südostschweiz / Bündner Zeitung	INNOVATION IM GEPÄCK: TERTIÄRBILDUNG AN DER FIUTSCHER
16.10.2025	Südostschweiz / Bündner Zeitung	Ihre Fachhochschule in Graubünden für persönliches Studieren und Forschen
16.10.2025	Südostschweiz / Glarner Nachrichten	INNOVATION IM GEPÄCK: TERTIÄRBILDUNG AN DER FIUTSCHER
16.10.2025	Südostschweiz / Glarner Nachrichten	Ihre Fachhochschule in Graubünden für persönliches Studieren und Forschen
16.10.2025	Südostschweiz / Glarner Nachrichten	FACHHOCHSCHULE GRAUBÜNDEN, CHUR
20.10.2025	htr.ch/de / Hotel u. Tourismus Revue	Mit gestärkten Partnerschaften in eine nachhaltige Zukunft
20.10.2025	FHGR Fachhochschule Graubünden	Welche Trends verändern den Tourismus und wie können Destinationen rechtzeitig darauf reagieren? 🤖 Ein Projekt des Instituts für Tourismus und Freizeit setzt genau hier an. Ein auf KI basierendes Trendradar soll praxisnahe Antworten liefern, damit Destinationen Veränderungen schneller erkennen und handeln können. ✨ Mehr dazu gibt es im Wissensplatz der FH Graubünden zu lesen. 📖 #fhgr #wissensplatz #tourismus #ki
21.10.2025	abouttravel.ch/de / about Travel - DE	Sustainable Tourism Days setzen Zeichen für Kooperation und Klimaschutz
27.10.2025	Appenzeller Zeitung	Zweifel an der Tourismusförderung
27.10.2025	appenzellerzeitung.ch / Appenzeller Zeitung Online	Wie viel kantonale Fördergelder in den Ausserrhoder Tourismus fließen und warum es Kritik an der Vorlage gibt
27.10.2025	Radio SRF 1 / Regionaljournal Graubünden / Regjournal GR 17.30	Kauf der Bergbahnen: kein Modell für alle Gemeinden

27.10.2025	Radio SRF 1 / Regionaljournal Ostschweiz / Regjournal Ostschweiz 17.30	Kauf der Bergbahnen: kein Modell für alle Gemeinden
27.10.2025	SRF 1 / 10 vor 10	Drei Bündner Gemeinden kaufen sich zusammen "ihr" Skigebiet
27.10.2025	SRF 1 / Schweiz aktuell	Schweizweites Novum: drei Gemeinden übernehmen gemeinsam ein Skigebiet
27.10.2025	tagblatt.ch / St. Galler Tagblatt Online	Wie viel kantonale Fördergelder in den Ausserrhoder Tourismus fliessen und warum es Kritik an der Vorlage gibt
27.10.2025	thurgauerzeitung.ch / Thurgauer Zeitung	Wie viel kantonale Fördergelder in den Ausserrhoder Tourismus fliessen und warum es Kritik an der Vorlage gibt
27.10.2025	TV Südostschweiz / Rondo News	Der Weisse-Arena-Deal ist unter Dach und Fach
01.11.2025	Immobilien Business	MINIMALISMUS GEFRAGT
05.11.2025	Radio Grischa / RSO Morgen 06.00 - 07.00	App zur Erleichterung der Jobsuche
05.11.2025	Radio Grischa / RSO Morgen 07.00 - 08.00	App zur Erleichterung der Jobsuche
05.11.2025	TV Südostschweiz / Rondo News	App zur Erleichterung der Jobsuche
06.11.2025	Gastro Journal	Wie Gäste morgen ihr Restaurant finden
06.11.2025	GastroONLINE	Sustainable Tourism Days: Mit gestärkten Partnerschaften in die Zukunft
06.11.2025	RSI Rete Uno / Grigioni sera	Grigioni, il personale turistico ora si offre con un'App
06.11.2025	rsi.ch / RSI Radiotelevisione svizzera italiana	Grigioni, il personale turistico ora si offre con un'App
07.11.2025	Bote vom Untersee und Rhein	Ende der Ungewissheiten auf dem Arenenberg in Sicht
07.11.2025	engadinerpost.ch / Engadiner Post/Posta Ladina	Das «neue» Hotel Scaletta wird Realität
08.11.2025	Engadiner Post / Posta Ladina	«Die Reka war ein Gamechanger»
10.11.2025	htr.ch/de / Hotel u. Tourismus Revue	Digital Competence Circle für Kooperation im Tourismus
10.11.2025	travelnews.ch / TRAVELNEWS	Wenn Daten verbinden – Wie der Schweizer Tourismus digital zusammenwächst
13.11.2025	Pöschtli	Zum Bachelor auch ohne Berufsmatura
13.11.2025	Pöschtli	SPLÜGEN: WIE DEN WERT DES WAKKERPREISES NACHHALTIG VERMITTELN
14.11.2025	Aroser Zeitung	DIE HF TOURISMUS & MANAGEMENT INFORMIERT Zum Bachelor auch ohne Berufsmatura
14.11.2025	Novitats	Zum Bachelor auch ohne Berufsmatura

14.11.2025	Ruinaulta	Zum Bachelor auch ohne Berufsmatura
15.11.2025	Schweiz am Wochenende / Bündner Tagblatt	Touristische Arbeitsmarktszenarien: Zwischen Automatisierung und Sinnsuche
15.11.2025	Schweiz am Wochenende / Bündner Zeitung	Touristische Arbeitsmarktszenarien: Zwischen Automatisierung und Sinnsuche
15.11.2025	Schweiz am Wochenende / Glarner Nachrichten	Touristische Arbeitsmarktszenarien: Zwischen Automatisierung und Sinnsuche
15.11.2025	Schweiz am Wochenende / Linth Zeitung	Touristische Arbeitsmarktszenarien: Zwischen Automatisierung und Sinnsuche
15.11.2025	FHGR Fachhochschule Graubünden	Passend zum Start der Skisaison: Skifahren lernen, aber smarter. 🏂 Dank moderner Technologien wie Bilderkennung und KI könnte der Unterricht auf der Piste bald digital unterstützt werden. Ein interdisziplinäres Forschungsteam hat sich dieser Thematik angenommen und einen Testtag auf der Skipiste durchgeführt. Mehr dazu gibt es im Wissensplatz der FH Graubünden! 📱 #fhgr #wissensplatz #skisaison #ki
17.11.2025	nzz.ch / Neue Zürcher Zeitung Online	Strategien für eine Welt ohne Schnee: So wollen Schweizer Skigebiete den Klimawandel überleben
18.11.2025	Erfolg / Online-Magazin	Professionalisierung im Eventmanagement
18.11.2025	Neue Zürcher Zeitung	Strategien für Berge ohne Schnee
26.11.2025	aargauerzeitung.ch / Aargauer Zeitung Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	badenertagblatt.ch / Badener Tagblatt Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	bote.ch / Bote der Urschweiz Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	bzbasel.ch / BZ Basel	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	grenchnertagblatt.ch / Grenchner Tagblatt Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	limmattalerzeitung.ch / Limmattaler Zeitung Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	luzernerzeitung.ch / Luzerner Zeitung Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	obwaldnerzeitung.ch / Obwaldner Zeitung Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	oltnertagblatt.ch / Oltner Tagblatt Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	solothurnerzeitung.ch / Solothurner Zeitung Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	tagblatt.ch / St. Galler Tagblatt Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»

26.11.2025	Urner Wochenblatt	Erstmals verwalten Frauen die Korporation Ursern
26.11.2025	Urner Zeitung	«Wir schauen, dass Platz für alle bleibt»
26.11.2025	urnerzeitung.ch / Urner Zeitung Online	«Wir schauen, dass im Urserntal Platz für alle bleibt»
26.11.2025	zugerzeitung.ch / Zuger Zeitung Online	Nach 700 Jahren die erste Talschreiberin: «Wir schauen, dass im Urserntal Platz für alle bleibt»
07.12.2025	reiseziele.ch / Reiseziele	Sustainable Tourism Days 2025 in Bern: Kooperation als Schlüssel zur Zukunft
08.12.2025	Swiss Travel & Tourism Data-Driven Transformation	What's Next for Swiss Tourism ? Voices from the 3rd Flagship Annual Conference
10.12.2025	htr.ch/de / Hotel u. Tourismus Revue	«Zukunft beginnt jetzt»: Neue Webinarreihe von HotellerieSuisse
13.12.2025	toggenburg24.ch / Toggenburg 24	Christian Gressbach verlässt die Organisation
14.12.2025	wundo.ch / Werdenberger & Obertoggenburger Online	Christian Gressbach verlässt Toggenburg Tourismus
15.12.2025	Toggenburger Tagblatt	Christian Gressbach verlässt Toggenburg Tourismus
15.12.2025	Werdenberger & Obertoggenburger	Christian Gressbach verlässt Toggenburg Tourismus
16.12.2025	htr.ch/de / Hotel u. Tourismus Revue	Christian Gressbach verlässt Toggenburg Tourismus
19.12.2025	Wohnen Schweiz	Mehr Erstwohnraum in Tourismusgemeinden
22.12.2025	Bündner Tagblatt	Kultur zum Mitnehmen
23.12.2025	FHGR Fachhochschule Graubünden	St. Moritz ist als Tourismusort bekannt – besonders im Winter, wenn die meisten Gäste ins Bündner Bergdorf reisen und eine, von Bergwelt und Schnee geprägte Stimmung entsteht. Diese besondere Atmosphäre hat die Forscherinnen Prof. Dr. Lena Pescia, Bianca Schenk und Onna Rageth des Instituts für Tourismus und Freizeit inspiriert.  Mehr dazu gibt es im neuen Blog der FH Graubünden zu lesen  : blog.fhgr.ch #fhgr #blog #tourismus #stmoritz

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