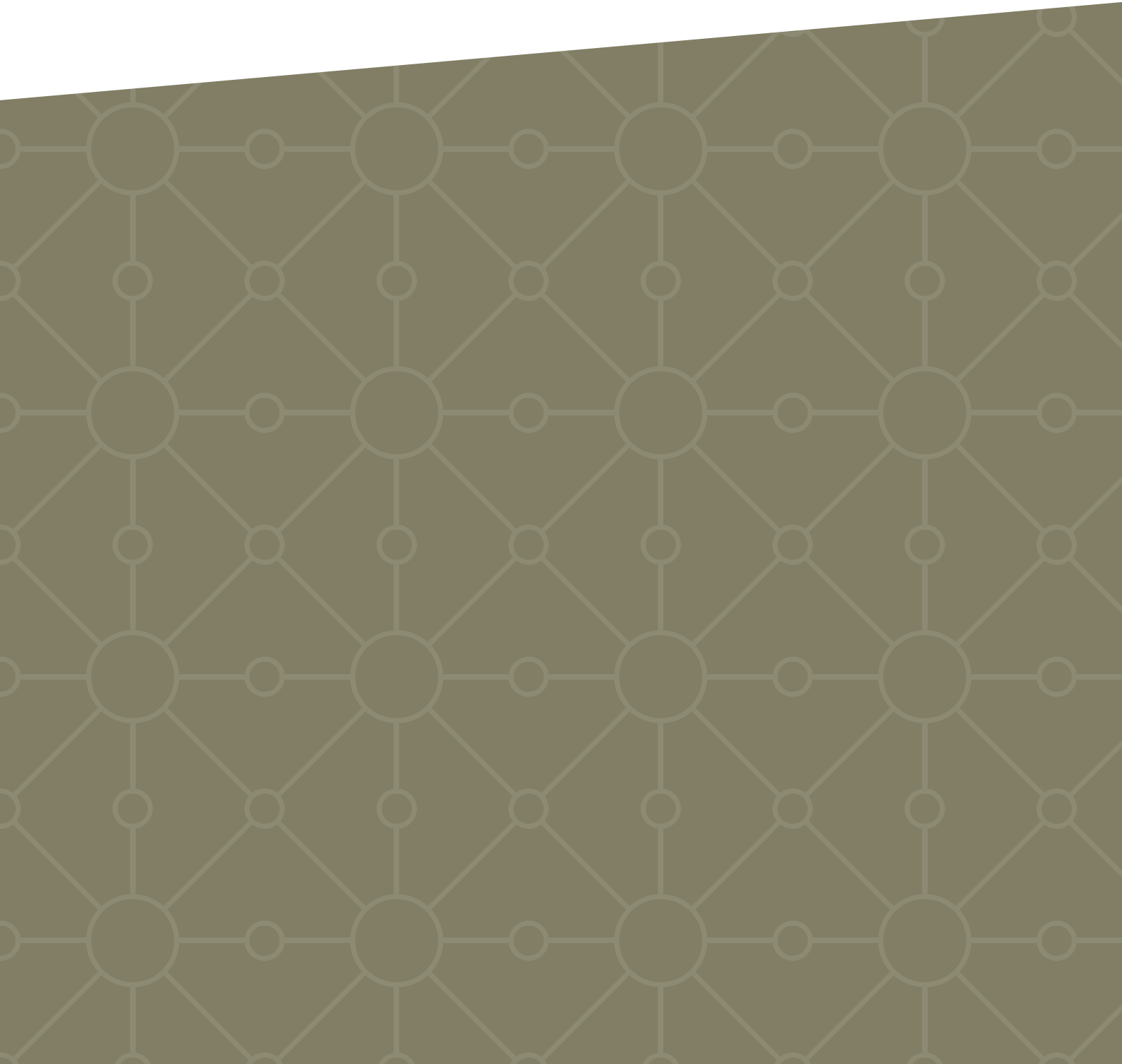


Bachelor's degree Tourism

# Study profile



# Profil of the study programme Bsc Tourism

Author: Bartels Stéphanie  
Issuing authority: Institute for Tourism and Leisure  
Scope: Study course  
Classification: Internal  
Version: 1  
Issuing date:  
Distribution:

## Change Control

Version	Change	Autor	Date
1	First Version	Prof. Dr. Thorsten Merkle	17.06.2020

Approved by	Date
Director of Studies Bsc Tourism	17.06.2020

## 1 Profile of the study programme BSc Tourism

The Bachelor's degree programme in Tourism at the University of Applied Sciences of the Grisons is an international business-oriented programme with a focus on the tourism industry, which comprises 180 ECTS. This corresponds to a completion of the first study cycle with level 6.

## 2 Profile of the study programme

The BSc in Tourism provides students with a broad and sound fundament for a successful professional career in the international tourism industry. Students first acquire basic knowledge of business administration as well as skills in self- and project management and fundamental knowledge of (scientific) problem-solving methods. They also learn to reflect their thoughts and actions against an international background and in areas such as globalisation, digitalisation, demographic development or climate change. The students learn accordingly to act in a goal-oriented and ethical manner. They learn how tourism offers are successfully designed with consistent service and customer orientation. In the final year of the programme, students choose a tourism major, including eCommerce and Sales in Tourism, Marketing and Product Development in Tourism, Leadership, Event Communication and Sustainable Tourism and International Development. In addition to technical competences, all modules also focus on digital transformation and sustainable development. The teaching is research-based and practice-oriented. Language competence is of great importance in the Bachelor's degree in Tourism. Thanks to an international class, it is possible to complete this course of study completely in English. In German-language studies, too, lessons are taught partly in English from the first year on, mainly in English from the second year on and comprehensively from the third year on. Therefore all students achieve a C1 or C2 English level. A second foreign language is also learned.

## 3 Key learning outcomes

Professional, methodological, social and self-competencies were defined for the course of study as follows:

**Professional competence**, knowledge of: the national and international tourism market, economics, management disciplines, project management & organisational theories, service management methods, marketing, digital competencies, research methods, social and cultural theories, communication theories and models, sustainability, ethics and entrepreneurial thinking.

**Methodological competence**, the ability to: research, manage projects, communicate in a recipient-oriented way, develop tourism products and the ability to innovate.

**Social competence**, the ability: to cooperate in an intercultural context and to act ethically and sustainably

**Self-competence**, the ability: to (self- --) reflect and organise oneself, to develop learning strategies, to communicate in other languages in order to continue studies with a high degree of autonomy and to understand studying as a continuous process (life long learning).

## 4 Professional Profile of graduates

Graduates have the necessary skills for a successful entry into the professional world in tourism, the leisure industry and related service industries. They are committed specialists and managers who are in high demand at both national and international level. Graduates are not only sought after in the tourism and leisure industry, but thanks to their broad knowledge of business administration and pronounced social and language skills, they are also in demand in other service industries.

### **Some examples of professional profiles:**

- Positions in marketing or communication as project manager, product manager, key account manager, content manager or social media manager.
- Sales manager or consultant at an agency.
- Event manager or project coordinator in tourism companies, event agencies, congresses or non-profit organisations.
- Management function in Sport Associations and in sponsoring departments.
- Product development for an accommodation or transport company.
- Positions in corporate development as well as management and HR management roles.

After completing their Bachelor's degree, graduates also have the opportunity to pursue a Master's degree in Switzerland or abroad.