Bachelor’s degree

Tourism
175,489 employees* work in Switzerland's tourism sector. (*full-time equivalents, source: Federal Statistical Office, as at 2017)

CHF 16.6 billion was the amount spent by tourists and day guests in Switzerland in 2018. (Source: Federal Statistical Office, 2019)

Double Degree

You can earn a double degree with the University of the Sunshine Coast, our Australian partner institution, by completing the second year of your studies in Australia.

Duration of study programme

3 years (full time)

Bachelor of Science FHGR in Tourism

(possibly with the designation of a major) is the degree you will hold after successfully completing the study programme.

CHF 960 is the tuition fee per semester for students from Switzerland or the Principality of Liechtenstein. For international students, the tuition fee is CHF 1,550.

Semester abroad

If qualified, you can spend one or two study semesters abroad.

Place of study

1865 hours of sunshine are enjoyed on average in Chur each year. (Source: Swiss Homeowner Association, 2018)

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The study programme at a glance

What is the Tourism study programme about?
You are fascinated by travelling, contact with other people and languages and would like to turn this passion into a career? You can look forward to an international business study programme with state-of-the-art contents and methods.
Page 4

What are the admission requirements for the study programme?
The admission is given if you have a recognised school leaving certificate and at least one year of work experience. Further requirements may be applied if the school leaving certificate deviates considerably from the Swiss school leaving certificate (Matura). A good knowledge of English, accounting and mathematics is recommended.
Page 6

What will I learn as part of the study programme?
The Tourism study programme at the University of Applied Sciences of the Grisons (UAS Grisons) will prepare you for a professional career in service-oriented companies, primarily in the tourism and leisure sector. During the third year of your studies, you can create your individual profile by completing a wide range of free elective modules and mandatory elective modules.
Page 8

What is the study programme structure from beginning to end?
The bachelor's degree programme begins in September and takes three years to complete. Lectures and seminars take place in Chur. However, the study programme also includes company visits and excursions both in Switzerland and abroad. Many students opt to complete one or two semesters abroad.
Page 18

Why study tourism at the UAS Grisons?
UAS Grisons offers you a practice-oriented bachelor's study programme and trains you to become a responsible, skilled professional and manager. Thanks to manageable class sizes, teaching is interactive and efficient.
Page 22

What happens after graduation?
You can look forward to interesting positions in Switzerland and abroad, both in the tourism industry and in the service sector as a whole. Or you could continue your studies and complete a master's study programme either at UAS Grisons or another Swiss or foreign university.
Page 26

How can I apply?
Complete the application form online and send it to UAS Grisons together with the required documents.
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fhgr.ch/tourism
What is the Tourism study programme about?

Travelling can mean embarking on a journey of discovery, enjoying yourself, organising the perfect itinerary, celebrating or taking time out to relax. The work of tourism professionals is just as varied. It involves developing attractive holiday offers, organising cultural and sporting events, planning transport networks, running sales departments and a whole range of other activities. With its international, practice-oriented approach, the programme prepares you for taking on skilled roles in the tourism and service sectors.
Study concept

The desire to discover the world inspires people around the globe to embark on both long and short voyages. However, the tourism industry has far more to offer than classic travel services. Leisure offers in the areas of culture, music, sport, architecture, design and health have now established themselves as integral parts of the tourism sector. The business world is also becoming ever more mobile. This has given rise to an interesting growth market. A comparison reveals the potential: the tourism and leisure industry is now bigger than the oil and automobile sectors and offers a job to around 11% of the world's population. As you can see: professionals will find exciting development opportunities here – in both classic and exotic destinations.

The bachelor’s study programme in tourism prepares you for this business discipline and helps you to successfully put together offerings with a systematic service and customer focus. UAS Grisons draws inspiration from Switzerland’s visionary thinkers, who were the first to recognise our country’s unique resources. They created unique tourism opportunities that appealed to visitors from all over the world. Today, committed, cosmopolitan specialist professionals are in high demand in order to ensure that our wide range of tourism offers remains competitive. That is why UAS Grisons – more than any other Swiss university of applied sciences – focuses on innovation and an international perspective. As a result, we produce experts who are sought-after both at home and abroad.

Your individual profile
Switzerland’s first international Tourism study programme provides you with targeted preparation for management and qualified specialist roles in the global tourism and leisure sector. It succeeds in doing so thanks to its high degree of practical relevance and its strong network comprising partner companies and organisations: tourism firms, universities, associations and many more. It is also important to us that we reflect the diversity of the sector in our study concept. Thanks to our wide range of mandatory modules, mandatory elective modules and free elective modules, our students can individually structure their final study year, and in doing so define and strengthen their unique profile.

Qualified teaching staff
All teaching staff have an academic background and often possess many years of practical experience. Teaching at UAS Grisons is research-based. This means that our lecturers and research associates are involved in many research and consulting projects. Thanks to close cooperation with companies in the tourism and leisure sector, we know the current challenges faced by the industry and work to develop pioneering solutions that are incorporated in our teaching.

Successful graduates
Graduates know the success factors for local and international tourism service providers. They are familiar with the major changes taking place in the tourism market – be these due to globalisation, digitalisation, climate change or demographic developments – and can respond to them. The bachelor’s degree at UAS Grisons is a professional qualification, meaning that most graduates enter the working world after completing their study programme. However, the qualification also paves the way for the completion of a master’s degree at UAS Grisons or at other universities of applied sciences or universities in Switzerland and abroad.

'We provide you with the tools to integrate your fascination with travelling and your interest in people in a successful professional career in the tourism sector.'

Professor Thorsten Merkle, PhD, Director of Studies
What are the admission requirements for the study programme?

The admission is given if you have a recognised school leaving certificate and at least one year of work experience. Further requirements may be applied if the school leaving certificate deviates considerably from the Swiss school leaving certificate (Matura). Find out more about the admission requirements for the bachelor's degree programme in tourism at the UAS Grisons and the conditions you need to fulfil.
Admission requirements

For admission to the bachelor's degree programme in tourism at UAS Grisons, you must meet the following conditions. Please contact us if you have any questions about the admission requirements. We will be happy to help you.

Checklist

**Do you have one of the following certificates?**

- ✓ A Swiss school leaving certificate (Berufs-, Gymnasial- or Fachmaturität)
- ✓ A recognised international school leaving certificate. Further requirements may be applied if the school leaving certificate deviates considerably from the Swiss school leaving certificate.

**Do you have work experience?**

- ✓ You need at least one year of work experience in the economic and/or services sector, either through an apprenticeship, internship or full-time employment.

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**English knowledge**

For the German-English classes, we recommend a B2 English level (Cambridge First Certificate or similar knowledge). For the English class, a level B2 language certificate (Cambridge First Certificate or similar knowledge) or higher is mandatory.

**Mathematical knowledge**

You should have a good understanding of mathematical terms, equations and functions as they form the basis of the mathematics classes provided. The mathematics test on our website shows you whether your level of knowledge is sufficient for the study programme.

**Accounting knowledge**

At the start of the study programme, accounting knowledge at the level of the vocational school-leaving certificate (business and services) is required. If you acquired your vocational school-leaving certificate a long time ago or you do not or no longer possess basic knowledge of double-entry accounting, we recommend that you acquire this knowledge as part of your self-study.

**Work experience**

Work experience of one year in a full-time role is required. The work experience must be completed prior to commencing the study programme. This work experience may comprise several positions performed with different employers. The Director of Studies decides which professional experience is taken into account when determining the amount of completed work experience. Both practical and theoretical professional experience are considered here. You are required to prove your work experience by providing confirmation of employment. This confirmation must state the duration of the work experience as well as the specialist activities that you performed during this time.

**Exceptions**

You do not meet the aforementioned admission conditions for the study programme but can demonstrate that you have years of work experience and are in continual professional development? If so, you have the opportunity to apply under given circumstances. The Prorectorate and the Director of Studies decide on admissions on a case-by-case basis.
What will I learn as part of the study programme?

The Tourism study programme at UAS Grisons is practice-oriented with an international focus and can be adapted according to your interests in your final study year. Are you keen to pursue a career in tourism marketing? Or perhaps you would like to get involved in event management? By choosing your own major, mandatory elective modules as well as free elective modules, you can specialise in a tourism career path that appeals to you. Thanks to relatively small class sizes we can support you personally and foster your development in a friendly, informal atmosphere. This allows you to take responsibility for yourself and your fellow students and boost your self-competence and social skills.
Study contents

During the three-year full-time study programme, you will acquire the expertise required for successfully commencing a professional career in the tourism and leisure sector. This expertise, which is taught in all of our modules, comprises specialist skills, methodological skills as well as social and personal skills.

The first year of study primarily serves to provide you with basic business knowledge, self-management training and teaches you the principles of (scientific) problem-solving methods.

During your second study year, you obtain profound basic tourism knowledge and expanded business knowledge. Furthermore, you will learn to think reflectively in an international environment.

In the third study year, you gain specialist tourism expertise and job-specific competence in your selected area of focus (major). A wide range of free elective modules and mandatory electives modules allows you to consolidate your knowledge in line with your personal preferences and thus to create your individual profile. The bachelor’s thesis is compiled over a period of six months. The thesis will cover a practical issue that is looked at on behalf of a company or organisation.

To begin with, you will primarily be taught by lecturers in a lecture setting. For your second year of study, the self-study component increases, providing room for project work, larger case studies, excursions and attractive guest presentations. As part of your guided self-study, you will receive active support and coaching from the lecturers. Manageable class sizes ensure a personal atmosphere with individual supervision. At the end of each semester, written or oral exams are held on the contents of each subject or your acquired knowledge is applied in interesting practical projects that are graded.

Language concept
Great importance is attached to language skills in the bachelor’s degree programme in tourism at UAS Grisons. Students with an international background or an interest in an international career and who also possess a good knowledge of English can attend the international class. English plays an important role in our German-speaking classes, too. During the first two years, some of the modules are taught in English and the third year is mainly held in English.

Furthermore, you will attend an English language course and also deepen your knowledge of a second foreign language that can be chosen freely from our range of offers.

**Study contents**

**Specialist skills**
- you will acquire knowledge about …
  - the national and international tourism market
  - economics
  - management, project management and organisational theories
  - service management methods
  - marketing
  - digital skills in study-programme-relevant functions
  - research methods
  - social and cultural theories
  - communication theories and models
  - sustainability and ethics
  - entrepreneurial thinking

**Methodological skills**
- you will acquire the ability …
  - to research
  - to manage projects
  - to communicate in a recipient-oriented manner
  - to develop tourism products
  - to think innovatively

**Social and personal skills**
- you will improve your ability …
  - to cooperate in an intercultural context
  - to act in an ethical and sustainable manner
  - to undertake (self-)reflection and to organise yourself
  - to develop learning strategies that enable you to continue your studies with a high degree of independence and understand learning as a continual process (lifelong learning)
  - to communicate in other languages
The UAS Grisons offers many different majors as part of the bachelor's degree programme in tourism. This means that you have the opportunity to individually structure the study programme in line with your interests.

Corina Ambühl, student in the bachelor's degree programme in tourism
Majors*

With your major, you choose your desired functional area of specialisation. If you write your thesis in the subject area of your major, the relevant major will also be stated alongside your title of ‘Bachelor of Science in Tourism’.

**eCommerce and Sales in Tourism**
You learn how to actively shape and provide offers as well as how to make it possible for customers to book them digitally. You are taught the principles and strategies for hard selling in theory and practice.

**Marketing and Product Development in Tourism**
You learn how to develop and market innovative and practical tourism offers by applying creative techniques and communication strategies.

**Leadership and Change**
You learn specific methods that enable you to handle leadership situations in small and medium-size companies, including employee, conflict and stress management.

**Event Communication**
You learn to plan and hold events. You develop concepts for exciting activities. Team management, production planning, spatial design and presentation skills are also taught.

**Sustainable Tourism and International Development**
You learn the role and importance of tourism as an instrument for sustainable economic development within the tourism sector and as part of international development cooperation.

* The majors offered and the teaching language are subject to change

‘Thanks to their expertise in the areas of e-business, marketing and leadership, tourism graduates from the UAS Grisons are also valuable employees for the industry.’

Andreas Züllig, President of hotelleriesuisse and General Manager at the Hotel Schweizerhof Lenzerheide
Mandatory elective modules*

You take at least one of the following mandatory elective modules. These are primarily taught in English. In addition to your major and this mandatory elective modules, you can also select up to 8 ECTS credits from the wide range of free electives modules offered by UAS Grisons.

**Media and Public Relations**
You receive an introduction to how the media works. You acquire knowledge in the area of current developments and learn to actively shape corporate PR.

**Mountain Tourism Management**
You master marketing and management challenges relating to cable cars and Alpine destinations with corresponding solutions from the world of practice.

**Designing Memorable Experiences**
You learn how to develop new tourism service offerings that are extraordinary and emotional and appeal to guests.

**Service Quality Management**
You analyse a wide range of quality management models and learn how you can design and implement quality structures and processes.

**Hospitality Management**
You find out everything about the importance of the hotel industry and the various forms it takes. You can find your bearings with respect to typical hotel processes and are prepared for activities in accommodation businesses.

**Sports Tourism**
You look at the relationships at the interface between sport and tourism. You familiarise yourself with the various stakeholder groups and analyse the influence of sports tourism on society, the economy and the environment.

**Aviation Management**
Through the use of theoretical knowledge, you familiarise yourself with the aviation industry from a practical perspective and develop a better understanding of the special features of this sector. You also learn how companies in the aviation industry are managed.

**Niche Tourism**
You learn to identify interesting niche tourism products, understand the framework conditions and successfully assess the challenges associated with the implementation process.

* The offered mandatory elective modules and the teaching language are subject to change.
Applied Research in an International Context
You deal with research projects and write an academic paper on tourism-relevant subjects. This module also earmarks participation at the International Tourism Students Conference (ITSC).

Health Tourism Management
You acquire knowledge on the importance of health tourism and its drivers. You learn to develop health-tourism strategies and to apply these during the design and implementation of corresponding offers at tourism companies.

Leisure Management
You acquire knowledge on the fundamental drivers of demand in the leisure industry and on how suitable offers are to be developed.

Integrated Mobility Management
You get to know the relevant aspects and obtain background information relating to mobility in the tourism industry. In particular, the module covers land-based transport systems and explores the challenges faced by integrated mobility systems.

Retail Management
You learn the concepts of the retail trade in a theoretical and practical manner. You acquire the ability to position shopping as an important component of the tourism experience.

‘In our bachelor’s study programme, we not only open the ears, eyes and hearts of our students to the tourism industry, but also train them to become the decision-makers of tomorrow.’

Michael Kauer, lecturer
‘The Tourism study programme of our university offers a practice-based and internationally oriented qualification that opens up doors around the world.’

Sandro Joos, student in the bachelor’s degree programme in tourism
The objective of a study programme is to develop expertise. However, we also focus on the development of convincing personalities. Alongside in-depth specialist knowledge, the labour market also expects social and methodological skills from you. The UAS Grisons therefore supports you equally in the areas of social interaction, presentation skills and rhetoric. This allows you to mature into an individual who knows how to assert yourself in everyday working life.

### Study plan

The objective of a study programme is to develop expertise. However, we also focus on the development of convincing personalities. Alongside in-depth specialist knowledge, the labour market also expects social and methodological skills from you. The UAS Grisons therefore supports you equally in the areas of social interaction, presentation skills and rhetoric. This allows you to mature into an individual who knows how to assert yourself in everyday working life.

#### Full-time study programme

(six semesters / three years)*

<table>
<thead>
<tr>
<th>1st semester</th>
<th>2nd semester</th>
<th>3rd semester</th>
<th>4th semester</th>
<th>5th semester</th>
<th>6th semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance and Accounting</td>
<td>General Management Business Studies</td>
<td>Consumers and Cultures</td>
<td>Transportation and Mobility</td>
<td>Advanced Management</td>
<td>Mandatory elective modules</td>
</tr>
<tr>
<td>Mathematics</td>
<td>Soft Skills 1</td>
<td>Management Concepts 1</td>
<td>Destination Management</td>
<td>Management Concepts 2</td>
<td>Major</td>
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<td>Language</td>
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* Subject to change
Practical orientation

The bachelor’s degree programme in tourism at the UAS Grisons is research-based and practice-oriented, as is typical for universities of applied sciences. The UAS Grisons has internalised this concept and uses various instruments, including case studies and applied research projects, to implement it.

During their course, students undertake numerous excursions not only locally in Grisons, but also to other regions of Switzerland and abroad. This object teaching focuses on the practical applicability of the acquired theoretical knowledge.

Distinguished Speaker Series (DSS)
The DSS module was created in 2015 as a platform for tourism personalities who have achieved extraordinary feats through their thinking and actions and have contributed to the development of tourism. The first event in the series was dedicated to the NZZ journalist Christoph Zürcher and the internationally renowned photographer James Robertson who brought hope and joy to a war-torn area in the north of Afghanistan with the Afghan Ski Challenge.

Study Week Abroad
In the Project Management module, you not only have the opportunity to obtain the internationally recognised IPMA Project Management Certificate, but also to put what you have learnt into practice during the organisation of a study trip for which you will provide media reporting. Focus is placed on a research question that is clarified by means of analyses, company visits and expert interviews.

Knowledge transfer
Our students directly apply the knowledge they have acquired in practice with consulting projects and the completion of a bachelor’s thesis for companies. During their training, those interested in research not only have the opportunity to learn a great deal as student assistants in the ProFit. team, but also to earn some extra cash.
‘The Tourism study programme optimally links the worlds of business and tourism and provides me with training that is found nowhere else in Switzerland. With the opportunity to complete a semester abroad, we also have the chance to get to know new cultures and to develop ourselves both as specialists and as people.’

Ilenia Vanin, student in the bachelor’s degree programme in tourism
What is the study programme structure from beginning to end?

How much does it cost to undertake a study programme at UAS Grisons? Where is the study programme held? How many ECTS credits will I receive? On how many days will I have lectures and seminars? What degree will I be awarded after completing the programme? Where can I complete a semester abroad?
Tuition fees
There is a one-off enrolment fee of CHF 300, which is deducted from the tuition fee for the first semester. If you do not take up the offer of a place on the study programme, the enrolment fee will be forfeited.

The tuition fee per semester is CHF 960 for students who are citizens of Switzerland or the Principality of Liechtenstein. The tuition fee per semester for all other students is CHF 1,550.

Foreign students who have been resident in Switzerland for at least two years prior to commencing their study programme and who are financially independent and have not been in training during this period have the opportunity to benefit from the reduced tuition fee of CHF 960. The reduced tuition fee must be checked and reviewed in advance by UAS Grisons upon the submission of the relevant documents.

For students from outside Switzerland, the Principality of Liechtenstein and EU/EFTA states, UAS Grisons charges a deposit of CHF 3,000.

The tuition fees do not include, among other things, textbooks, travel, food or accommodation in connection with excursions, block weeks or the bachelor’s thesis.

You require your own, high-performance laptop (Windows recommended).

Grants
The universities of applied sciences are recognised by the Swiss Confederation and the cantons, which means students may be entitled to grants. For information on this, please contact the grants department of the Department of Education for your canton.

Students from Germany and Austria can contact the relevant public funding institutions in their home country.

Organisational issues

Place of study
The study programme takes place in Chur. Individual events may take place in other locations and will be communicated in good time.

Duration of study programme
The bachelor’s degree programme lasts three years when completed on a full-time basis. The programme begins in September (CW 38). An introductory week will take place prior to the official commencement of studies. One study year comprises two semesters, generally made up of 14 weeks each. There are also examination weeks and individual block weeks.

The exact dates and details can be found in the university calendar.

fhgr.ch/academic-calendar

Lessons and teaching times
Teaching events take place between Monday and Friday. In some cases, lessons may also be held as blocks or on Saturdays.

Lessons take place between 8.15 a.m. and 6.30 p.m. Exceptions are possible.

ECTS credits
The bachelor’s degree programme comprises 180 ECTS points. One ECTS credit corresponds to an average student workload of around 30 hours.

Qualification
Successful graduates of the bachelor’s degree programme in tourism receive the title ‘Bachelor of Science FHGR in Tourism’ (possibly with the denotation of the relevant major).
A semester abroad can open new horizons for you. In the tourism and leisure sector, in particular, international exchanges are of great value. The UAS Grisons cultivates a global network with universities and other educational institutions and would be happy to help you complete one or two semesters abroad should you meet the required criteria.

You will usually receive full or partial credits for a semester abroad, enabling you to complete your degree within the planned time frame.

The list below provides an overview of the partner universities of the bachelor’s degree programme in tourism at which you can complete a semester abroad.

As at 2019 – valid at the time of printing
Tourism finds itself in the midst of a fundamental digital transformation process that is far from reaching its conclusion. The tourism professionals of the future need to find their bearings in this new world and help to shape it. The bachelor's degree programme at the UAS Grisons provides excellent conditions for doing just this.

Philipp Ries, Industry Leader at Google Switzerland, member of the Advisory Council of the Institute for Tourism and Leisure (ITF)
Why study tourism at the UAS Grisons?

Switzerland is the land of the Alps, Heidi and yodelling, right? If this is your perception, you’re in for a big surprise. Sure, St. Moritz might have been one of the world’s first destinations to develop tourism. But Switzerland is still playing a leading role in defining global tourism as it is today. The UAS Grisons is an innovative and entrepreneurial higher education institution with more than 2000 students and places great emphasis on individuality.
Did you know? Tourism is Switzerland’s pride. Destinations like St. Moritz, Zermatt and Gstaad already intrigued international visitors in the 19th century. However, the locals learnt fast that the natural beauty alone would not do it in the end. Long before the term ‘location marketing’ was created, they got James Bond to promote skiing in major movies. Later they created events like the Montreux Jazz Festival or the World Economic Forum (WEF) in Davos, which attract visitors, business people and celebrities from all over the world.

Today, Switzerland is a dynamic tourism destination that has learnt how to reinvent tourism in its urban centres and alpine playgrounds. Convertible gondolas and wellness youth hostels featuring contemporary architecture are just the cherry on the top. When studying at the UAS Grisons, you will analyse innovative strategies and get to meet and learn from some of the leading minds behind these developments.

With a population of 37,000, Chur might sound like a small city, but historically the capital of the region has played a major role in linking northern with southern Europe. This has resulted in an open-minded, charming atmosphere in Switzerland’s oldest town. Surrounded by the spectacular Swiss Alps, Chur boasts its own ski resort. You can take the gondola directly from the city to the ski slopes of Brambrüesch.

The student unions of the UAS Grisons organise a wide range of social and sporting events. You can enjoy great parties and opportunities to meet new people and share your thoughts and experiences from your studies.

Moving around in Chur and Switzerland is particularly easy as you can rely on the world’s leading transportations system. If you want to visit one of Europe’s main cities, they are never far away. There are regular train and bus connections to Zurich (1.15 h), Milan (3 h), Munich (4 h) and Paris (5.30 h).
‘Chur is a beautiful city with a mix of both old and new. The canton of Grisons is an outdoor-lover’s dream, with limitless mountains, lakes and valleys which provide for some of the best skiing, snowboarding, mountain biking, hiking and wind surfing anywhere in Europe. Chur should be on everyone’s map!’

Marc Sorrie, exchange student, Canada
A place that was made for learning

Switzerland is part of the European Education System, making your Swiss bachelor’s or master’s degree internationally recognised. The educational standards in Switzerland are high, and tuition fees are comparatively low. Swiss higher education is divided into doctoral/research universities, universities of applied sciences and arts, and universities of teacher education. In 2006, all Swiss universities adopted the European Credit Transfer System (ECTS), which aims to foster student mobility by ensuring the recognition of credits obtained elsewhere.

The UAS Grisons provides the training you need to become a skilled professional and manager. Its staff are actively involved in applied research and development and provide consultancy and other services.

In 2009, the UAS Grisons became the first public university in Switzerland to sign up to the UN Principles for Responsible Management Education (PRME). The Institute of Tourism and Leisure and the master’s degree programme in Tourism and Change have been awarded the Swiss Tourism Federation’s QIII quality label.

Internationalisation is something of a tradition not just at the UAS Grisons, but throughout the canton of Grisons. The multilingual local population (with speakers of German, Italian and Romansh) shares borders with Italy, Austria and the Principality of Liechtenstein and – last but not least – a large number of visitors from abroad have helped to shape the canton’s open-minded culture. The UAS Grisons is keen to promote an international approach and considers it its duty to do so.

We are happy to help you

For many years now, the UAS Grisons has been offering services for students that are designed to help and encourage them in their personal development and support them throughout their studies. The university’s counselling service provides internal and external support for personal problems and issues, while the Career Centre offers assistance with regard to professional development. The sports programme features a wide range of courses and sporting activities, and those who are more musically inclined can join the choir. You can also take advantage of the university’s jobs and accommodation portal, where you will find new offers almost every day.

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<tr>
<th>Semester abroad</th>
<th>Counselling</th>
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<tr>
<td>Library</td>
<td>Career Centre</td>
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<td>Equal opportunities</td>
<td>University sport</td>
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<tr>
<td>International office</td>
<td>Crèche</td>
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<tr>
<td>Mentoring</td>
<td>Jobs portal</td>
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<tr>
<td>Benefits</td>
<td>Accommodation portal</td>
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</tbody>
</table>
What happens after graduation?

The world of work in the tourism sector offers a broad range of different professions. You can embark on a career in various fields, depending on what area you have chosen to specialise in. You could become a marketing specialist or a product manager, for example, and develop and market tourism offers in an innovative way, or you could plan events as an event manager. Your future prospects are as varied as the tourism industry itself.
Future prospects

Starting your new career is easy following your study programme at the UAS Grisons. This is because you get to know the success factors for service providers in the tourism sector and can respond to major challenges such as globalisation, digitalisation, demographic developments and climate change from a tourism perspective. This makes graduates of the UAS Grisons sought-after specialists and management figures. More than 90% of all students are already assimilated in working life just six months after completing their study programme – either in the form of a subsequent internship or a permanent position.

Graduates of the Tourism study programme at the UAS Grisons are, however, not only in demand in the tourism and leisure sector, but rather also across the entire service sector thanks to their broad business knowledge and outstanding social and language skills. A degree in Tourism will open up many doors for you: you could take on roles in marketing such as managing projects, products, content or social media. You could work for an agency as a sales manager or a consultant. You could become an event manager or a project coordinator at a tourism company or at an event agency. Or you could go into management at a sports association or in a sponsorship department. Your degree will also make you eligible for positions in corporate development, or for managerial roles and jobs in HR management.

Examples of the first phase of our graduates’ professional careers:

- Marketing and Public Relations Employee at Location Hunter, Beijing
- Project Manager at Pointbreak Events GmbH, Zurich
- Sales and Marketing Coordinator at Hotel Einstein, St. Gallen
- MICE and Special Groups Employee at MICExperts, Zurich
- Marketing Assistant at BEET Language Centre, Bournemouth
- Key Account Manager at Six Payment Services, Zurich

Master’s degree programme

Following the bachelor’s degree programme in tourism, you also have the option to complete a master’s degree programme in either Switzerland or abroad. The master’s degree programme in tourism and change of UAS Grisons is aimed at highly motivated bachelor’s graduates with a very good degree.

‘During the programme, we explored tourism in all its aspects. Along with the practice-oriented project work, this was the ideal preparation for commencing my career and it continues to serve me well in my current job with Switzerland Tourism. What I benefited from the most was my area of specialisation in the third year. This set me up perfectly for my past and current roles in terms of teaching me how to develop and implement all kinds of marketing activities.’

Livio Goetz, graduate of the bachelor’s degree programme in tourism, Market Head for Australia and New Zealand at Switzerland Tourism in Sydney
How can I apply?

You have made your decision and would like to start a bachelor’s degree programme at the UAS Grisons? That’s great! You can complete and submit the online application form on our website. Your application will be checked thoroughly. If there are still places available on the course, you will receive a confirmation or information on what to do next. If you have any questions about the content of the programme or about studies in general, please do not hesitate to contact us. We will be happy to help and advise you.
Application

Application documents
If you would like to apply for the study programme, please complete the online application form and upload the required documents.

fhgr.ch/apply

Application deadline
The deadline for applications is 30 April in the year you wish to commence your study programme. Study places will be awarded according to the date on which the application documents are received.

Applications received after the application deadline may also be considered if there are still places available on the programme. Information will be provided by the Administration team.

Advisory service

Do you have any questions regarding content or administrative matters? Would you like course guidance? We will be happy to help you.

Director of Studies
Professor Thorsten Merkle, PhD

Information and Counseling
Jesica Castro

Administration
Flavia Wasescha

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‘During my studies at the UAS Grisons, I was able to gain in-depth knowledge of the tourism industry, which I can now apply in practice. I had the opportunity to choose my own major and different elective modules during my final year of studies in accordance with my own preferences. This helped me to kick-start my career. A further highlight of my studies was my exchange semester in Seville, where I learned a lot about the Spanish culture and language. Our Study Week Abroad to Sylt (Germany), the study trip to Dubai as well as numerous regional and interregional field trips were also unforgettable.’

Regula Kunz, graduate of the bachelor’s degree programme in tourism, Star Alliance Coordinator Switzerland at Swiss International Air Lines
Degree and further education programmes

The UAS Grisons offers a range of bachelor’s, master’s and further education programmes. For more information, please contact us or come along to one of our information events.

**Bachelor’s degrees**
- Architecture
- Civil Engineering
- Digital Business Management
- Information Science
- Management
- Mobile Robotics
- Multimedia Production
- Photonics
- Service Design
- Sport Management
- Tourism

**Master’s degrees**
- Engineering (MSE)
- Information and Data Management
- New Business
- Tourism and Change

**Further education**

**Executive MBA**
- Digital Transformation
- General Management
- New Business Development
- Smart Marketing

**Master of Advanced Studies (MAS)**
- Business Administration
- Energy Management
- Information Science
- Sustainable Construction

**Diploma of Advanced Studies (DAS)**
- Business Administration

**Certificate of Advanced Studies (CAS)**
- Continued Construction on Existing Buildings
- Digital Communication Excellence
- Event Management
- Image Processing
- Management of Public Administration and Non-profit Organisations
- Museum Work
- Optoelectronics
- Tourism 4.0