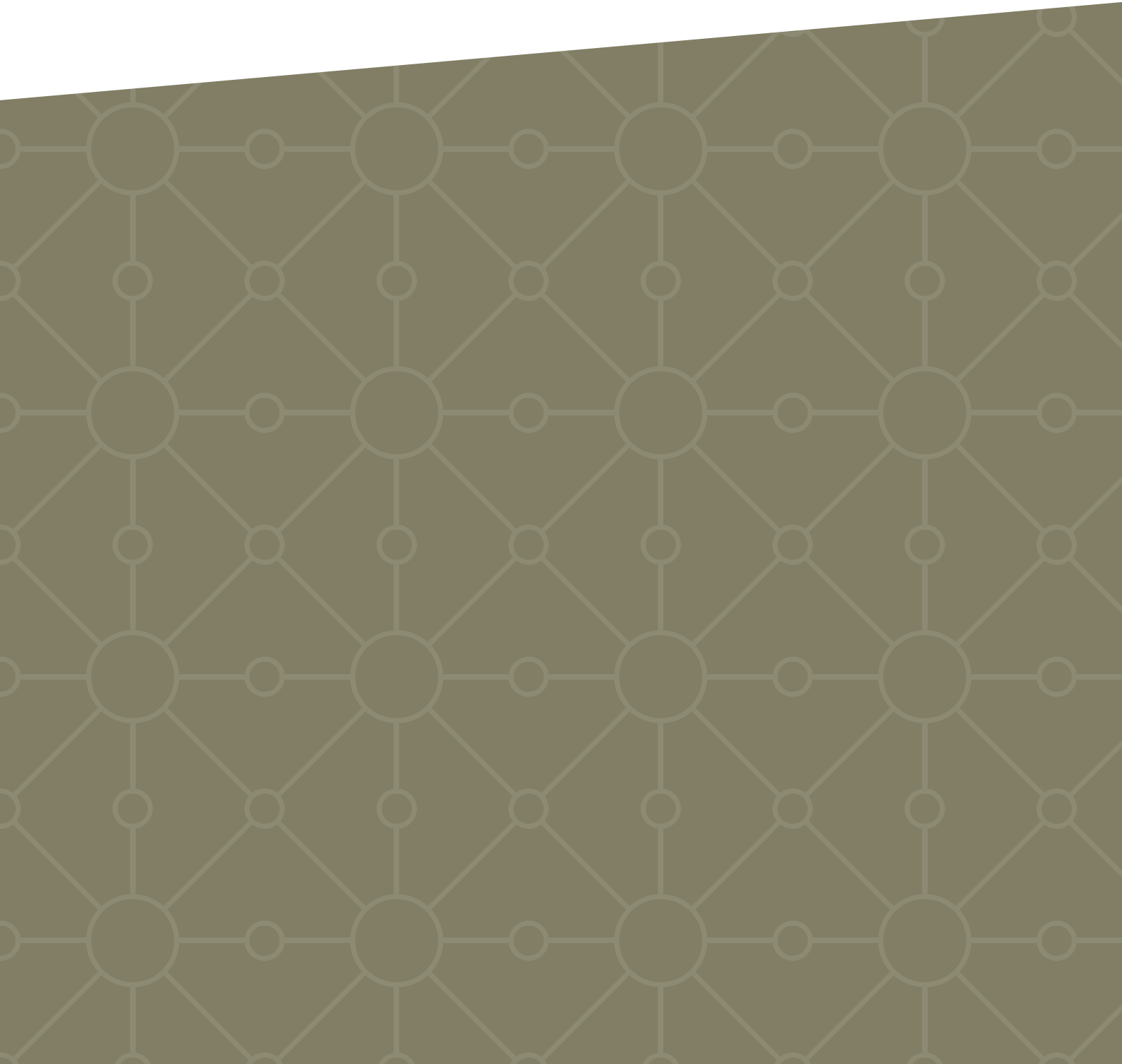


Bachelor's degree Tourism

# Study profile



# BSc in Tourism course profile

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## 1 BSc in Tourism Study Programme Profile

The Bachelor's study programme in Tourism at the University of Applied Sciences of the Grisons is a full-time or part-time course with an international focus which teaches the four overarching universal skills groups through the example of global tourism:

- creative problem-solving, innovative capacity, and analytical and critical thinking
- competency in working with media, technology, information and data
- virtual and in-person communication and collaboration against a backdrop of diversity (e.g. interdisciplinarity, interculturality, age)
- flexibility, tolerance of ambiguity, self-motivation, independent working

The programme comprises 180 ECTS in total, which corresponds to completion of the first study cycle at level 6.

## 2 Study programme profile

You will complete the programme as part of an international, but small learning community. Here, learning is generally defined as an active, social process. Students, lecturers and industry experts work together on current issues within the sector, with a general focus on sustainable tourism development. Think, for instance, of the responsible expansion of an international airport or the development of a new tourism product in the Biosfera Val Müstair nature park. Regular company visits and guest lectures show you how processes and solutions work in practice. As you progress through your studies, this will improve your ability to reflect on your own way of thinking and your own actions against an international backdrop in areas such as globalisation, digitalisation, demographic development or climate change and will teach you how, for example, tourism offers can be successfully designed with a consistent focus on service and customers.

You also have the opportunity to specialise in a subject area of your own choosing as part of the programme. If you are a creative type, always full of ideas and would rather dedicate yourself to product development and direct customer needs, the "Tourism Development and Service Innovation" major could be just the thing for you. If, on the other hand, you feel that a management role in a marketing or event agency appeals to you more, the "Tourism Planning, Management and Controlling" major might be more suitable for you. The choice is yours, and in addition to the prescribed compulsory subjects, you can put together your own subject portfolio made up of courses and modules of your own choosing to ensure that you are prepared as best you can be for whichever professional career you wish to pursue.

Nowadays, more and more companies are operating on a global scale, have business partners abroad, have branches there or have interactions with international customers. This shows just how important it is these days to have knowledge of foreign languages – whether in a professional setting or for communicating outside of one's work. Foreign language skills are also a requirement in many cases, particularly in qualified professions such as in industrial and commercial enterprises, but also in service-based professions and especially in the tourism industry. English is generally a must-have, but Spanish and French are also much in demand. This is why a great deal of importance is placed on language skills in the Bachelor's degree course in Tourism. Thanks to our international class streams, our programme can be completed entirely in English. In the German-language classes, teaching is also, in some cases, provided in English in the first year of study, with this being the case in most instances in the second and third years of study. This means that all students will achieve a C1 or C2 English level during their studies. Students also learn a second foreign language of their choosing.

During your studies you will gradually become increasingly independent. This means that as part of our learning community, you will receive the greatest amount of academic support in your first year. This will then gradually decrease in subsequent years.

### 3 Key learning results

We consider global thinking to be the ability to understand both ourselves and people living in other contexts with the same, similar or possibly different needs to our own; to understand the global challenges of our time and to take action to ensure our well-being as a society and sustainability; and to do so in an effective and ethical way in today's digital landscapes.

The specialist, methodological, social and personal skills for the study programme are defined as follows:

**Specialist skills**, knowledge of: the national and international tourism market, management, project management and organisational theories, service management methods, marketing, digital skills, research methods, social and cultural theories, communication theories and models, sustainability and ethics, and entrepreneurial thinking.

**Methodological skills**, the ability to: conduct research, manage projects, communicate in a recipient-oriented manner, develop tourism products and develop innovations

**Social skills**, the ability to: cooperate in an intercultural context, act in an ethical and sustainable manner.

**Personal skills**, the ability to: self-reflect and organise yourself, develop learning strategies, communicate in other languages, pursue your studies with a high degree of independence and view learning as a continual process (lifelong learning).

### 4 Professional profiles of graduates

Graduates of this study programme have the skills needed to successfully secure a job in tourism, the leisure industry or related service industries. They are dedicated specialists and managers, who are in demand both within Switzerland and abroad. However, graduates are not only in demand in the tourism and leisure sector, but are also readily employed in many other industries thanks to their broad business knowledge and outstanding social and language skills.

**Some examples of professional profiles:**

- Roles in marketing or communications as a project manager, product manager, key account manager, content manager or social media manager.
- Sales manager or advisor at an agency.
- Event manager or project coordinator for tourism companies, event agencies, conference organisations or non-profit organisations.
- Management roles within sports associations and sponsoring departments.
- Product development roles for accommodation providers or transport companies.
- Roles in corporate development as well as management roles and HR management roles.

Following the bachelor's degree programme, graduates also have the option to complete a master's degree programme in either Switzerland or abroad.