

Bachelor's degree

Tourism



Choose between
full or part-time!

Duration of study programme



3 years (full time)
4 years (part-time)



Bachelor of Science FHGR in Tourism

is the degree you will hold after successfully completing the study programme.



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.



The bachelor's degree in tourism of the UAS Grisons is certified by the World Tourism Organization (UNWTO) and was awarded with the highest rating and holds the UNWTO.TedQual certification.



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.



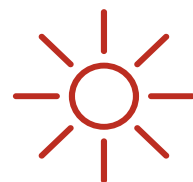
Semester abroad

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

158,092
employees*

work in Switzerland's tourism sector.
(* full-time equivalents, source: Federal Statistical Office, as at 2021)

Place of study



1972
hours of sunshine

are enjoyed on average in Chur each year.
(Source: Swiss Homeowner Association, 2022)

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.

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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.

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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), which is certified by the World Tourism Organization (UNWTO), 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.

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What is the study programme structure from beginning to end?

The bachelor's degree programme begins in September and takes three years to complete. With the part-time model the programme generally takes four years. 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.

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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.

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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.

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How can I apply?

Complete the application form online and send it to UAS Grisons together with the required documents.

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A person is seen from behind, standing on a wooden bridge or path that crosses a calm lake. The person is wearing a backpack and using a trekking pole. In the background, there are large, rugged mountains under a clear sky. The entire scene is overlaid with a semi-transparent blue filter and a repeating pattern of white circles connected by lines, resembling a network or grid.

What is the Tourism study programme about?

Are you adventurous and like travelling? Do you enjoy meeting new people, are sociable and long to discover the world? Or perhaps you find high-end tourism and leisure activities at home far more interesting? Are you open to all opportunities and are not scared of sudden change? We think you are that flexible. But at the same time you are tough enough to make your own decisions. You are willing to travel far so you can learn about yourself. You are open-minded, ready to absorb new knowledge, to face up to challenges and get to know both new people and yourself. This is how you become a tourism specialist with character.

Study concept

The desire to discover the world inspires people around the globe to embark on both long and short voyages. Insofar, tourism is one of the oldest industries of all. 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. The UAS Grisons draws inspiration from Switzerland's visionary thinkers, who were the first to recognise our country's unique resources. They created 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. The focus in the study programme is initially on Switzerland but gradually widens to include other nations and destinations as well – the view beyond Switzerland's borders enables a broader understanding of today's global industry and offers students the opportunity to learn from the best. As a result, we produce experts who are in demand both in Switzerland 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, leisure and services 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.

'Successful tourism enterprises all have one thing in common:

They largely revolve around people – how they are trained, educated and supported through a process of

continuous learning and career development.'



Prof. Dr Patric Arn, Director of Studies

A person wearing a dark winter hat and a patterned scarf is looking down. The image is overlaid with a blue tint and a white grid pattern of circles and lines. The text is overlaid on the left side of the image.

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.

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 or in the four-year part-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.

The third year, or in the part-time model the fourth year of the degree programme, deals with specialist tourism expertise and job-specific competence in your selected area of focus (major). A wide range of free elective modules and mandatory elective 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 who also possess a good knowledge of English can attend the international class, which is taught solely in English. In the German-language classes, teaching also takes place in English, depending on the individual module.

You additionally follow an English language course, as well as deepening your knowledge of a second foreign language, which can be chosen freely from those offered.

Specialist skills	Methodological skills	Social and personal skills
<p>You will acquire knowledge about ...</p> <ul style="list-style-type: none"> - 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 	<p>You will acquire the ability ...</p> <ul style="list-style-type: none"> - to research - to manage projects - to communicate in a recipient-oriented manner - to develop tourism products - to think innovatively 	<p>You will improve your ability ...</p> <ul style="list-style-type: none"> - 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



'Studying tourism was the ideal combination of economics and tourism and offered me a unique education in Switzerland. With the possibility of completing an exchange semester, we also had the chance to get to know new cultures and to grow both professionally and personally.'

Ilenia Vanin, graduate of the bachelor's degree programme in tourism

Majors*

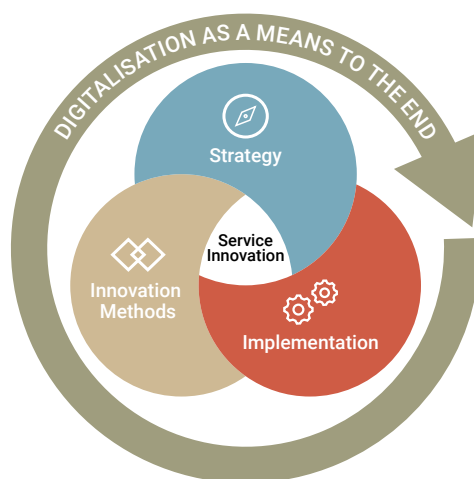
With your major, you choose your desired functional area of specialisation:

Tourism Development and Service Innovation

The world of work places heavy demands on us all, both today and tomorrow. Qualified staff such as innovative businessmen and women, service designers, innovation managers or customer experience managers are needed, particularly in the service sector like tourism. Small and medium-sized enterprises in the service industry are looking for talented people who can adapt to constantly changing conditions and develop new services that will boost the competitiveness of their company.

The 'Tourism Development and Service Innovation' major is based on three dimensions: Strategy, Innovation Methods and Implementation. To successfully put innovations into practice, the needs of customers or the market potential first have to be identified. Once the relevant areas of innovation have been pinpointed, the next step is to apply agile innovation methods to develop solutions that cater to the needs of all stakeholders. Lastly, an idea can only be successfully monetised if it is sustainably implemented and anchored in the everyday life of a business. Digitalisation offers numerous ways of supporting these three dimensions.

Modules such as 'Service Design Methods', 'Strategic Innovation Management' or 'Evidence-Based Decision-Making' prepare you in your major for proactively responding to dynamic market situations and new customer needs. You learn to develop people-centred service innovations, allowing you to stay ahead of the curve and make yourself indispensable in the service sector.



Tourism Planning, Management and Controlling

The work of a tourism manager calls for a wide range of skills and abilities to ensure success in both the short and long term. These skills involve the planning, organisation, management and control of resources, tasks and projects. For example, future tourism specialists have to be able to identify and solve problems quickly and effectively, demonstrate above-average conceptual skills and express themselves clearly. Networked and analytical thinking is essential to ensure the success of a company. The Tourism Planning, Management and Controlling major will help you to acquire these skills efficiently on a fascinating course. This guarantees you a smooth transition from university to your chosen career, for example in the field of event management, marketing or tour operating. The study programme is

not just designed so you can work afterwards in Switzerland, but also prepares you for a career anywhere in the world. Our course modules such as 'Tourism Marketing', 'Digitalisation in Tourism' and 'Negotiation Management and Moderation Techniques' open up the multifaceted and challenging aspects of this sector to you, expertly preparing you for your very own career in this branch.

In addition to your major, which consists of predefined, freely selectable, mandatory elective modules, you must acquire at least 12 ECTS points for free elective modules. You can choose these as you wish from the courses we offer, as well as other available subjects, following clarification.

* The majors apply both to the full-time and the part-time programme. Please note that the Tourism Development and Service Innovation major is taught solely in English, while the Tourism Planning, Management and Controlling major includes modules in German.

Mandatory elective modules*

You attend predefined modules according to the major you have selected. Depending on this, you can also freely select a predefined number of modules.

Major Tourism Development and Service Innovation

Predefined modules

- Service Design Methods
- Strategic Innovation Management
- Applied Service Design
- Evidence-Based Decision-Making
- Market and Business Implementation

Freely selectable modules

- Customer Insights
- Behavioral Economics and Marketing
- Business Planning and Entrepreneurship
- Customer Experience Management
- Applied Market Research
- Stakeholder Management

Major Tourism Planning, Management and Controlling

Predefined modules

- Tourism Marketing Management in Practice
- Digitalisation in Tourism
- E-Commerce and Sales
- Event Management
- Human Resource Management in Tourism
- Applied Project Management

Freely selectable modules

- Strategic Management in Tourism
- Performance Management
- Negotiation and Facilitation Techniques
- Regional Development
- Entrepreneurship and Business Planning
- Hospitality Management
- Knowledge Management

* The mandatory elective modules apply to both the full-time and the part-time programme.



'The close connection between practice, research and teaching at the UAS Grisons allows students to solve the challenges in their chosen professional field in both a practice-oriented and an academically sound manner.'

Dr Lena Pescia, lecturer



'The Tourism study programme at the UAS Grisons offers a practice-based and internationally oriented qualification that opens up doors around the world.'

Sandro Joos, graduate in the bachelor's degree programme in tourism

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 (6 semesters / 3 years)*

- Mandatory modules
- Free elective modules
- Mandatory elective modules
- Bachelor's Thesis

Semester	Module	Module	Module	Module	Module	Module	Module	Module
6th semester	Bachelor's Thesis	Major						Free elective modules
5th semester		Major						Free elective modules
4th semester	Foreign Language Part III	Scientific Field Research	Leadership and Communication	Ethical and Responsible Tourism	Statistics	Market and Social Research	Macro-economics	Free elective modules
3rd semester	Foreign Language	Tourism, Culture and Society		Tourism and Innovation		Digital Transformation and Financial Competence in Tourism		Law: Principles
2nd semester	English	Foreign Language Part II	Marketing Principles and Financial Decision Making	Transport, Mobility and Management of Tourism Flows	Sustainable Destination Planning and Development	Business Informatics	Tourism Marketing	Micro-economics
1st semester		Foreign Language Part I	Basic Concepts of Tourism	Academic Writing, Research and Presentation		Tourist Behaviour	Managing Tourism Products	Mathematics

* Subject to change

Part-time study programme (8 semesters / 4 years)*

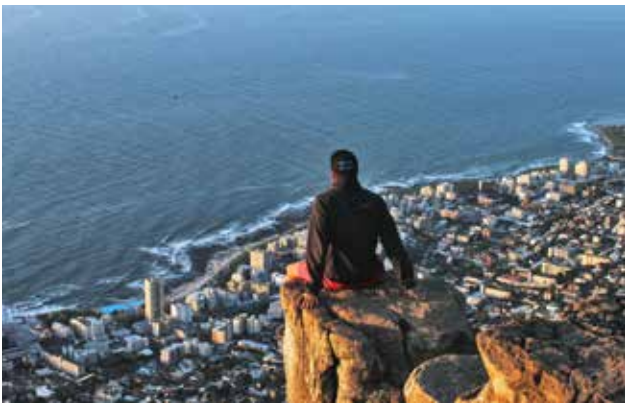
- Mandatory modules
- Mandatory elective modules
- Free elective modules
- Bachelor's Thesis

8th semester	Bachelor's Thesis		Major			
7th semester	Bachelor's Thesis		Major		Culture and Foreign Language Field Experience	
6th semester	Major	Transport, Mobility and Management of Tourism Flows	Sustainable Destination Planning and Development	Business Informatics	Statistics	Market and Social Research
5th semester	Major		Tourist Behaviour	Law: Principles	Free elective modules	Free elective modules
4th semester	Foreign Language Part III	Macro-economics	Scientific Field Research	Leadership and Communication	Ethical and Responsible Tourism	Free elective modules
3rd semester	Foreign Language	GM: Business Studies	International Tourism and Multimedia	Innovation and Design Thinking	Digital Transformation and Financial Competence in Tourism	
2nd semester	English	Foreign Language Part II	Marketing Principles and Financial Decision Making	Tourism Marketing	Micro-economics	
1st semester	English	Foreign Language Part I	Basic Concepts of Tourism and Tourism Products	Academic Writing, Research and Presentation	Mathematics	

* 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.

Culture and Foreign Language Field Experience

During their study programme students complete the Culture and Foreign Language Field Experience course. This course generally includes a self-managed individual stay at a destination with an unfamiliar culture lasting at least seven weeks, where possible involving the foreign language they have selected. Students are assisted with selecting a destination of their choosing, where they can either undertake work experience lasting several weeks, attend a language school or follow a study programme. Part-time students can split this course into a maximum of three time windows over the entire study programme.

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.




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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.

A young woman with long dark hair, wearing glasses and a white short-sleeved button-down shirt with a colorful ice cream pattern, stands with her arms crossed against a grey wall. She is smiling and looking towards the camera. She is also wearing dark blue jeans. The background is a plain, light-colored wall.

'Through the mentoring programme offered by the University of Applied Sciences of the Grisons, I have the opportunity to get a look at the practice. This allows me to make a clearer decision about my career path.'

Haladen Hassan, graduate of 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?

Organisational issues

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.

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 for full-time study and four years for part-time study. 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

With the full-time study programme, face-to-face teaching generally takes place on five days a week and with the part-time programme, on three consecutive days. The block weeks obligatory for all students are normally held from Monday to Friday. 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'.

Semester abroad

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.


Double degree with the University of the Sunshine Coast in Australia (USC)

Those wanting to gain more international experience can apply to complete a study year at our partner university in Australia, the UniSC. Around five study places are available each year. You complete your second year of studies at special conditions at the USC and, dependent on a successful examination performance, receive both a bachelor's degree in Tourism from the UAS Grisons and a Bachelor in Business Administration from the UniSC following your final year at UAS Grisons.



University of the
Sunshine Coast
Australia



A portrait of Philipp Ries, a man with short brown hair and blue eyes, wearing a dark blue suit jacket over a white shirt with a green patterned pocket square. He is standing with his arms crossed, looking directly at the camera with a slight smile. The background is a blurred indoor setting with modern architecture. A semi-transparent digital network pattern of circles and lines is overlaid on the entire image.

'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)

A blue-tinted photograph of students in a classroom or lecture hall, looking towards the right. The image is overlaid with a white grid pattern of circles and lines. The text is centered over the image.

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.

Studying and living in a Swiss tourism destination

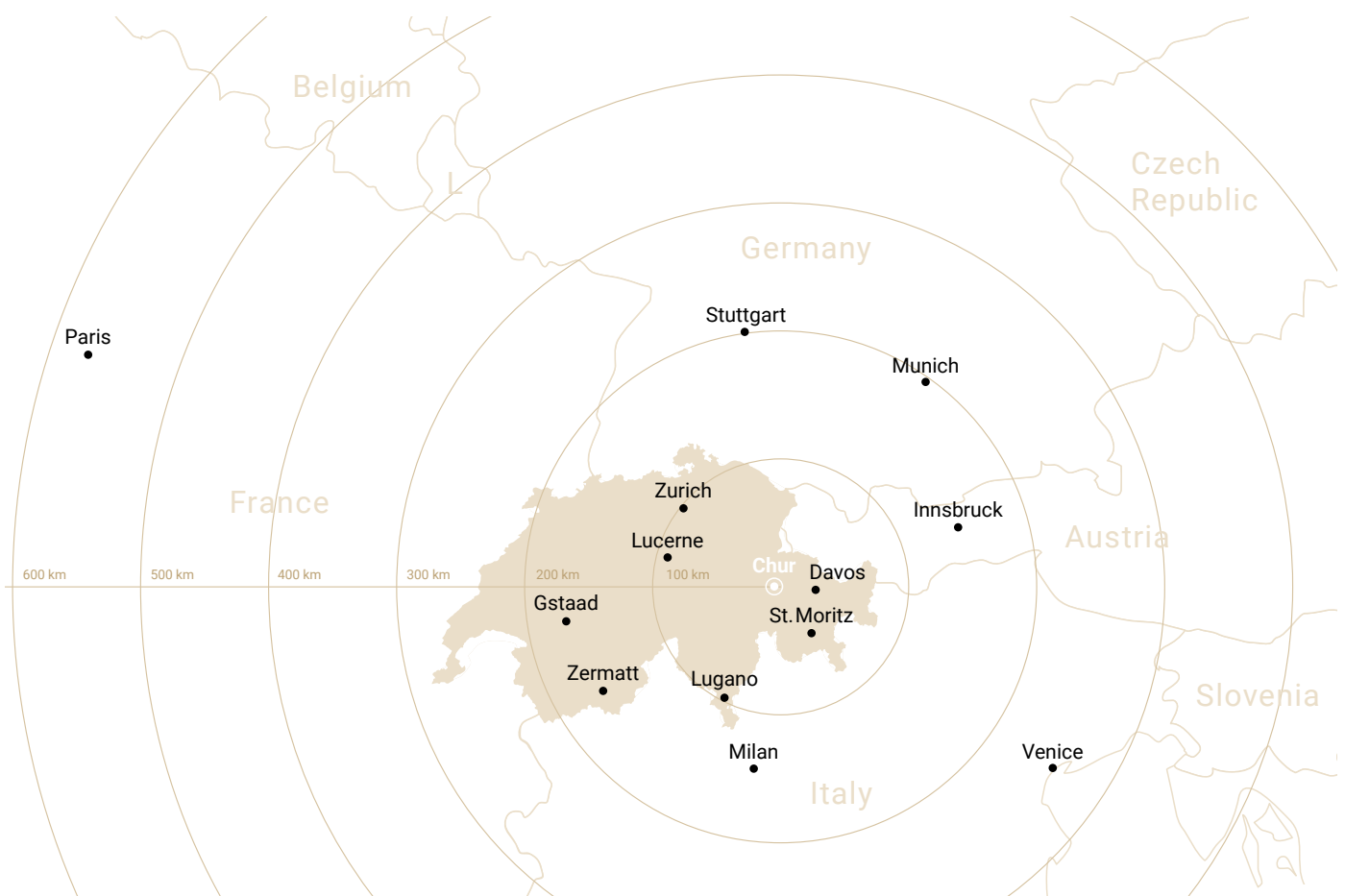
Did you know? Tourism is Switzerland's pride. Destinations like St. Moritz, Zermatt and Gstaad already intrigued international visitors in the 19th century. However, the locals learnt fast that the natural beauty alone would not do it in the end. Long before the term 'location marketing' was created, 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 transportation 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.

Semester abroad	Counselling
Library	Career Centre
Equal opportunities	University sport
International office	Crèche
Mentoring	Jobs portal
Benefits	Accommodation portal

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

Never in our recent history has such a massive crisis befallen the worldwide travel and tourism industry as in 2020. Airlines, cruise lines, hotels and travel agencies – the coronavirus pandemic has spared no one and will reshape all the sub-areas of the travel industry in the future. However, the good news for the industry is that all travel experts unanimously believe that people will go on holiday in the future again as well. Currently, no one seriously believes in a scenario in which people actually no longer travel at all. The fundamental need to travel is just too strong in most people. A long-term pandemic will also not mean the death of the tourism industry.

Everyone involved firmly believes that tourism will survive. However, it is also clear that the travel behaviour of the target groups will no longer be the same as it was before the coronavirus crisis. This requires new visions, ideas and fundamental decisions on how to redesign the tourism products of the future. Sustainability will certainly take centre stage here. Individuals

with new ideas, creative implementation expertise and an ever-present desire to continually improve their services are required to surmount these challenges. Our study programme will prepare you to face these challenges. However, graduates of the Tourism study programme of the UAS Grisons are not only in demand in the leisure sector but also in the entire service sector thanks to their broad business knowledge and extensive social and linguistic competence.

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 an event agency. Or you could find a position in 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.

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

A person wearing a plaid shirt, a hat, and sunglasses is sitting on a suitcase on a sandy beach. They have their arms outstretched to the sides, smiling. The background shows a beach and a clear sky. The entire image has a blue tint and a white grid pattern of circles and lines overlaid on it.

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.



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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,
former 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
- Computational and Data Science
- Digital Business Management
- Digital Supply Chain Management
- Information Science
- Management
- Mobile Robotics
- Multimedia Production
- Photonics
- Sport Management
- Tourism

Master's degrees

- Data Visualization
- Digital Communication and Creative Media Production
- Engineering (MSE)
- New Business
- Sustainable Business Development
- Tourism and Change
- User Experience Design

Further education

Executive MBA (EMBA)

- Digital Technology and Operations
- Digital Transformation
- General Management
- New Business Development
- Smart and Digital Marketing

Master of Advanced Studies (MAS)

- Business Administration
- eHealth
- Energy Management
- Information Science
- Sustainable Construction

Diploma of Advanced Studies (DAS)

- Business Administration

Certificate of Advanced Studies (CAS)

- Augmented and Virtual Reality
- Continued Construction on Existing Buildings
- Digital Communication Excellence
- Digital Transformation in Administration
- Event Management
- Management of Public Administration and Non-profit Organisations
- Museum Work
- Music Production
- Project Management
- Strategy with Impact
- Urban Forestry

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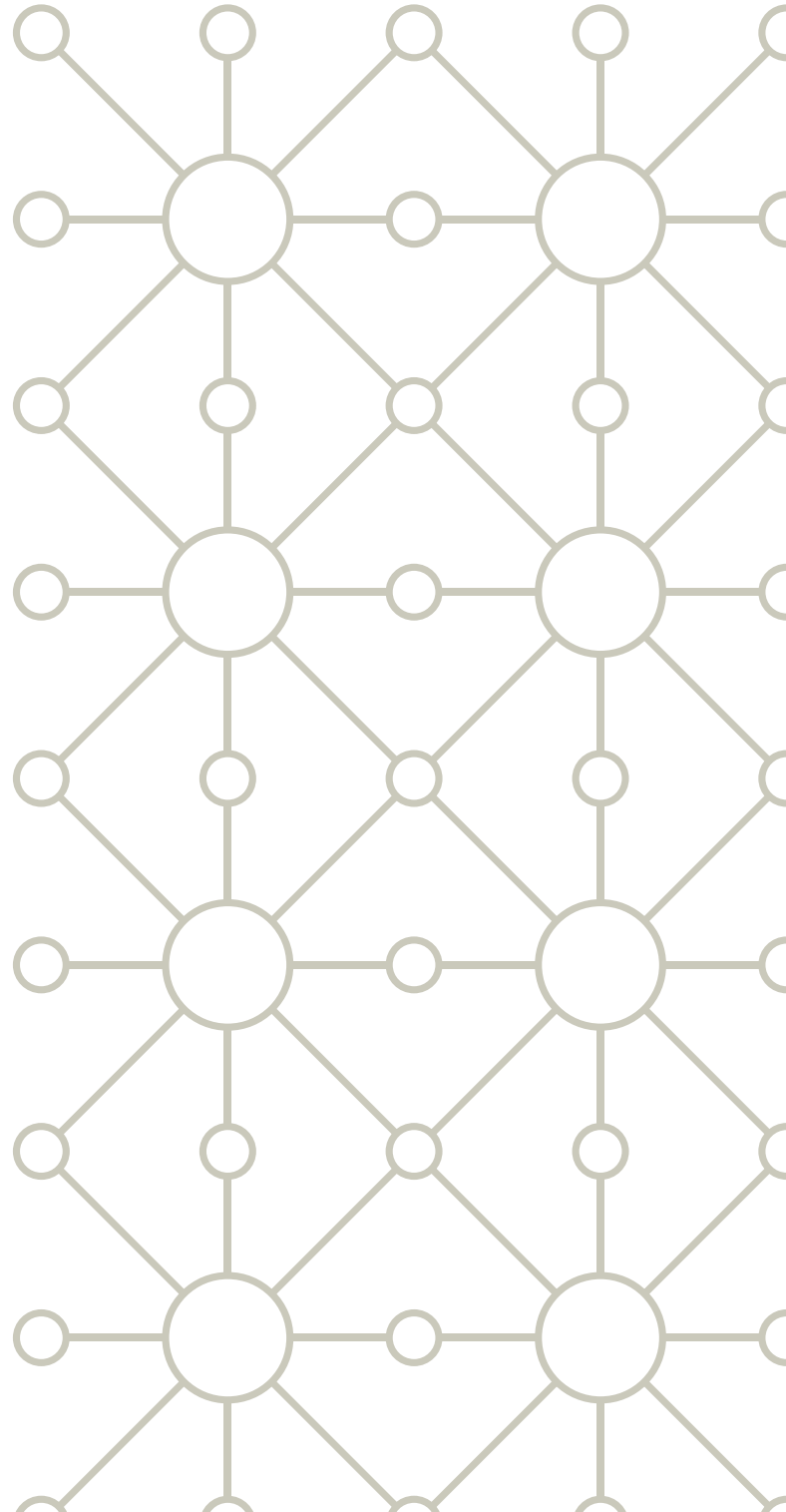
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[fhgr.ch/tourism](https://www.fhgr.ch/tourism)

Fachhochschule Graubünden
Scola auta spezialisada dal Grischun
Scuola universitaria professionale dei Grigioni
University of Applied Sciences of the Grisons

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