



HTW Chur

Hochschule für Technik und Wirtschaft
University of Applied Sciences

Tourism



MSc in Business Administration,
Major Tourism

Master
of Science



«After working for the Tourist Board of Franconia in Germany for two years, I started the master programme at the HTW Chur. I really appreciate the small study groups and the individual support I receive from staff. The self-study tasks help to develop self-discipline as well as independent working methods. The mix of students – with different cultural backgrounds and different work and study experiences - offers the opportunity for critical discussions and allows the consideration of diverse perspectives and approaches. I really enjoy studying here and even though I have already studied tourism at bachelor level, I find the master programme very valuable.»

Jörg Hentschel, MSc in Business Administration, Major Tourism student 2014

Our partners



Table of Contents

4	Foreword
5	Master of Science in Business Administration, Major Tourism
5	Introduction
6	Target Audience
6	The Development Path
7	Teaching and Learning
7	Global Classroom
8	Curriculum
10	Structure and Format
11	Study Plan for Full-Time Students
12	Admission Requirements
12	Application Process
12	Study Fees
14	Useful Information
14	Accommodation
14	Student Association
14	University Sports
15	Student Services
15	International Network
16	About the HTW Chur
16	Department and Main Topic: Living Environment
17	About the Institute for Tourism and Leisure
18	Bachelor of Science in Tourism
18	Further Education
19	Study Location: Study in a Swiss Tourism Destination
19	City of Chur
20	Canton Grisons (Graubünden)
22	Contact

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Foreword

Learning to shape the future of the tourism sector

The tourism sector is currently one of the most fascinating fields of professional work and is experiencing considerable change from both within (increasing competition, innovative and niche products, new business models and management processes, etc.) as well as outside the sector (changing demographics and politics, new source markets and savvy customers, new technologies and their uses, immediate and long-term environmental crises, etc.). These changes require a strategic approach towards the further development of tourism. The Master of Science in Business Administration with a Major in Tourism therefore aims to develop your strategic abilities, while tourism at Bachelor level emphasises operational competencies.

We pride ourselves on offering an international master programme which is practical in orientation, but combined with a strong academic basis. The programme offers various opportunities for putting your knowledge and skills into practice and you will benefit from the experience of academic advisors and practitioners while doing so. At the same time, the Canton of Grisons is one of the most important tourism regions in Switzerland and you will be able to study and experience tourism in a Swiss tourism destination.

We want to provide you with a strong foundation and the skill sets which will allow you to develop your career or your own business in the tourism industry!

Our small class sizes, international student body, excursions to international and regional destinations and guest lecturers make for interesting and interactive learning environments in which everyone learns from each other's experiences.

Are you interested in studying with us? Please get in touch with the team to arrange individual meetings, telephone or Skype conversations to discuss your expectations and our requirements in more detail.



Prof. Dr. Sylvia Manchen Spörri
Head of Department Living Environment



Master of Science (MSc) in Business Administration, Major Tourism

Introduction

The tourism sector is experiencing a strong trend towards professionalism. Advanced skills and qualifications will set you apart from the rest and help you master the increase of technical, economic and social developments which affect tourism businesses and destinations. The MSc in Business Administration with a Major in Tourism provides you with opportunities to learn and practise these skills, while giving you the chance to increase your knowledge of tourism.

The MSc in Business Administration with a Major Tourism takes full advantage of the unique natural, cultural and geographic setting of Chur. Set in an attractive alpine environment, close to world-famous tourism destinations, such as St. Moritz and Davos, with a rich diversity of international visitors, as well as smaller alpine destinations, the Canton of Grisons provides a perfect setting for interesting case studies. With support from experts in the field of tourism, you will develop your holistic thinking by applying academic knowledge to real world problems that tourism stakeholders grapple with.

At a Glance: MSc in Business Administration, Major Tourism

Brief description	Postgraduate specialist course in business administration with an in-depth focus on tourism
Title	Master of Science FHO in Business Administration with a Major in Tourism
Length of course	3 semesters (full-time), up to 8 semesters (part-time)
Type of course	Full-time or part-time
Language	English
ECTS points	90
Dissertation	Master's thesis (15 ECTS)
Application deadline	May 31st
Start date	Annually in mid-September



Samira Burgaretta
MSc in Business Administration, Major Tourism
Student 2014

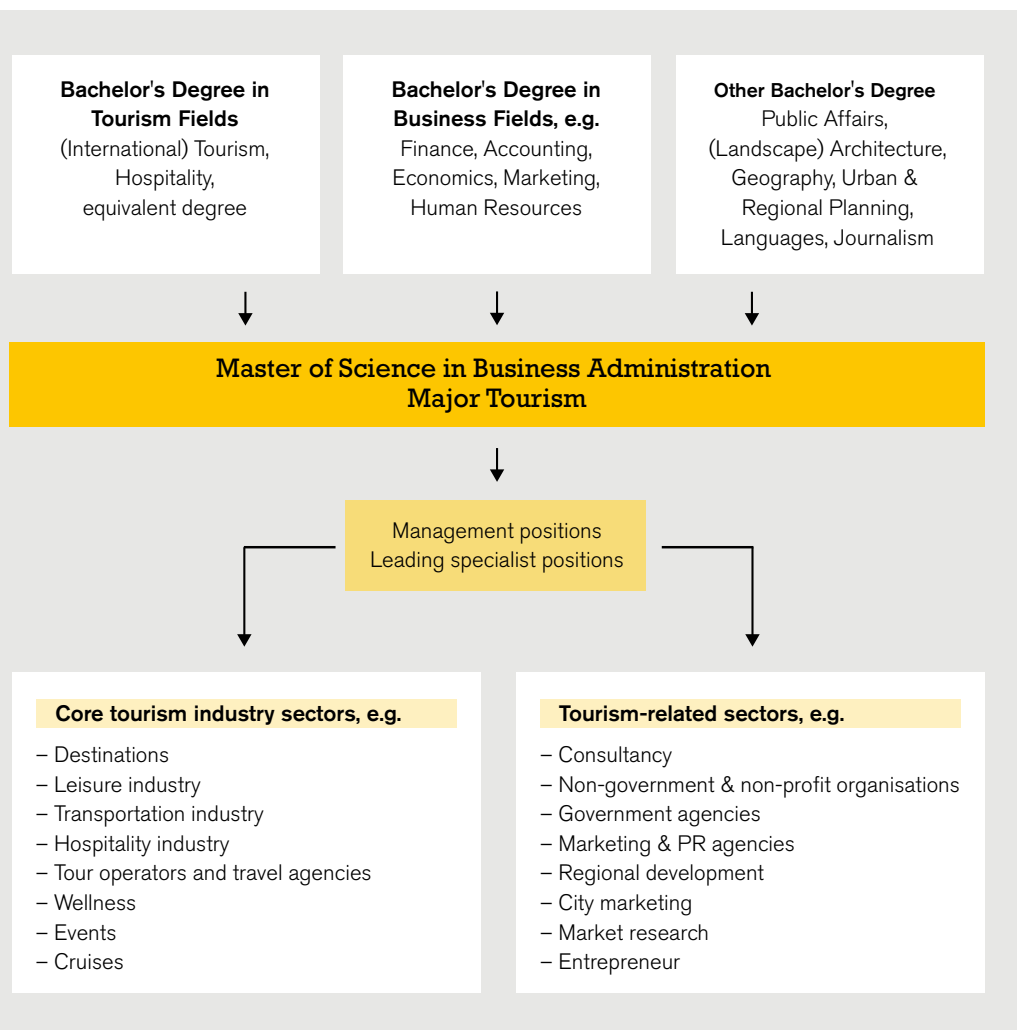
«Having graduated with a Bachelor in Romance and English Philology, Languages and Cultures, the master programme gives me the opportunity to broaden my horizons, to explore tourism as an academic subject and to acquire the necessary management skills for this industry. The curriculum, especially the Applied Research Projects, allows me to build my network in the tourism industry, which is a good foundation for my future professional life in tourism.»

Target Audience

The Master in Business Administration with a Major in Tourism is suitable for graduates with a bachelor in tourism who want to further increase their knowledge and skills, but also for those who have a

bachelor in a different subject and want to add tourism-specific knowledge. Both sets of students will benefit from a more strategic perspective on business administration and tourism.

The Development Path



At a Glance:

Universities of Applied Sciences (UAS) in Switzerland

- The percentage of international students at Swiss traditional universities and UAS are among the highest in the world
- 96% of all UAS students find employment in their professional field within 12 months of graduating

Source: Rectors' Conference of the Swiss Universities of Applied Sciences (KFH) (2012). Studying in Switzerland, Bern.

Teaching and Learning

The teaching and learning methods used in the master programme include traditional lectures, interactive seminars, excursions, thought-provoking case studies and applied research projects so as to foster a culture of critical discussion. Industry relevance is particularly important to us as a University of Applied Sciences and the practical orientation of modules is an integral part of the master programme. Not only is it important to us that you acquire knowledge, but also that you learn how to apply this knowledge and thus gain professional skills in the process. For instance, you will have the opportunity to tackle actual and current challenges for the tourism industry and thus provide result-oriented, timely solutions based on sound research practices. Your clients could include hotel chains, tour operators, destination management agencies, cantonal development agencies and tourism SMEs (small and medium enterprises). This development of research and general soft skills will broaden the range of career opportunities available to you.

In addition, student services run a mentoring programme, which you can apply for to gain insights into the working lives of tourism experts, receive career management tips and further develop your vocational and personal skills.

In our quest to balance theory and practise, we are supported by an advisory group with members from other universities and from the tourism industry. Furthermore, the lecturers teaching on the master programme are a mix from industry and academia and you will therefore benefit from various perspectives.

Global Classroom

Students come from various cultural backgrounds (apart from Switzerland, past students have come from Austria, Brazil, Bulgaria, China, Ecuador, Finland, Germany Italy, Kenya, Lebanon, Liechtenstein, Lithuania, the Netherlands, Nigeria, Norway, Pakistan, Poland, Romania, Russia, Serbia, Spain, Czech Republic, Turkey, the UK and Vietnam) and bring a wide variety of different experiences. By reflecting on the module content, setting the theory into context and sharing their own experiences, our students enhance the curriculum and thus create a global classroom.



Prof. Dr. Peter F. Keller
Tourism policy adviser,
Associate Lecturer
Major Tourism

«Economics and politics have different rationales for supporting tourism development. Yet it is important that tourism managers understand the political process at various levels. It is thus my aim to provide students with the essential theoretical principles of tourism politics by using the sum of my experiences in governmental and intergovernmental institutions. The interdisciplinary approach and practical orientation of the master programme allow me to utilise various teaching methods, which help students to understand and solve current and complex political questions related to tourism. The multi-cultural aspect of the master class creates thought-provoking dialogue and reveals different political challenges in various regions and countries.»

Curriculum

The MSc in Business Administration with a Major in Tourism comprises four main module categories: modules in the Major Tourism, general management, research methodology, as well as research projects.

Major Tourism

The Major Tourism consists of modules in three different categories to provide a comprehensive specialisation in tourism: International Tourism Management, Strategic Innovation Management and Tourism, Nature and Society.

- International Tourism Management: Tourism is a global service industry and therefore needs to be examined in an international context. In particular, networks and partnerships have become important elements for companies' success in the global tourism industry. Macroeconomic aspects highlight the economic importance of the tourism industry not just as a significant contributor to national gross domestic product but also for its cross-border effects. At the same time, tourism is political in that its economic importance can be used for political reasons, while it is also affected by political decisions. Tourism managers need to be aware of how political institutions at different geographic scales may act to support or oppose tourism development.
- Strategic Innovation Management: A dynamic industry which regularly experiences new consumer trends, new industry structures and new relationships between consumers, producers and middlemen requires certain innovative changes and adaptations. Tourism products must be continuously adjusted to match customer needs; new markets need to be unlocked; business, management and support processes need to be enhanced or redefined - for instance, via the use of new technologies - and innovative products, business models, communication and marketing must be found in order to create or main-

tain a competitive advantage for tourism products and destinations. This group of modules will focus on contemporary social changes, how these may affect the tourism industry and how businesses or organisations can adapt or maintain their position at the cutting-edge of new developments.

- Tourism, Nature and Society: Tourism managers need to take local contexts into account and be mindful of changes in social attitudes, norms and behaviour of tourists and local populations, while at the same time understanding the impacts of these changes on nature and societies. The development of tourism comes with both direct and indirect impacts (socio-cultural, economic and natural) which need to be taken into account when planning new tourism developments or managing existing ones. These impacts are often situation-specific and need to be analysed and assessed from a variety of different perspectives in order to identify and consider critically when developing a strategy for the future.

General Management

The general management modules concentrate on the topic of corporate management at three different levels: stakeholders, organisations and people.

- Managing Stakeholders: The focus of the module «Corporate Responsibility» is the evolving role of business in society and on expectations about this role from a broad stakeholder perspective. It aims to prepare students for the challenges of delivering socially responsible and sustainable business practices and outcomes, to reflect on practical approaches for resolving contradictions between economic, social and environmental demands, and to draw conclusions for personal behaviour in management contexts. Students acquire knowledge about the strategic relevance of communication for organisations in the module «Corporate

Communication». On the one hand, students will learn how organisations manage the communication between their internal and external target groups (stakeholders), and how the related processes and measures work; on the other hand, they will experience how different fields and instruments of communication are interlocked with each other for an integrated approach.

- **Managing Organisations:** Students will gain a profound understanding of medium- and long-term aspects of company management and development in the module «Strategic Management». The module «Organisational Development» explains how enterprises develop and which tools and measures are useful for directing and managing this development.
- **Managing People:** The module «Leadership» is concerned with personnel management. It explains the requirements for successfully managing teams of employees, how executive managers can gain cooperation for the achievement of common goals and how they adapt their leadership style to different situations. In the module «Talent Management», students learn how companies can attract talented employees, how they want to be treated and how to bind them to the organisation.

Research Methodology

The modules in the research methodology part help students understand how practical problems can be solved following scientific principles.

- The module «Research Design» demonstrates how to create and organise research projects and how to put these projects into practice.
- In the modules «Qualitative and Quantitative Research Methods», students learn how qualitative and quantitative methods can generate new results as well as how to analyse these findings.

Research Projects

The interaction between academic studies, research and the industry is an important element of the master programme.

- «Applied Research Projects» give you the opportunity to apply the knowledge acquired in your studies to real problem situations. You will form small groups and work on projects for external clients. Although you will be supervised by a lecturer from the HTW Chur, you will act to a large extent as an independent consultancy.
- The Master Thesis is the culmination of your master studies at the HTW Chur. The thesis is an independent academic project, although students receive support from an advisor at the university. Topics are often linked to the research undertaken at the institutes or have been provided by external clients (i.e. a form of contract research). The master thesis provides you with the opportunity to create a distinctive profile for yourself and may thus facilitate entry to a demanding management level position in the tourism industry.



Structure and Format

The MSc in Business Administration, Major Tourism starts with an introductory, two-day kick-off event during which you will get to know the HTW Chur, learn about important rules, regulations and processes and meet your fellow students.

The curriculum is structured into separate modules that may take place as weekly lessons or in a block of lessons (usually only on Thursdays, Fridays and Saturday mornings). The latter allows for the involvement of guest lecturers and the inclusion of study trips. *The degree programme is taught entirely in English.*



Dr. Walter J. Ammann
CEO Global Risk Forum
GRF Davos,
Associate Lecturer
Major Tourism

«The tourism industry has to cope with many risk and crisis situations, these form the basis for the master module on 'Risk and Crisis Management in Tourism'. It enables future professionals to identify, analyze and assess risks in diverse business environments, to identify the many different actors and stakeholders, to take adequate and efficient measures to reduce risks and to manage crises. The small class size and the students' various nationalities facilitate interactive teaching and role playing: 'Practice makes perfect' is particularly true when students must play the role of a company's CEO and are confronted with a terrorist attack, an airplane crash or a pandemic important to me that students learn to face crises situations and to realise that not one unique solution exists, but that concise action is the key to successful risk and crisis management.»

Flexible study plans

Many of our students work in the tourism industry while studying for the master at the same time. We can tailor your study plan towards your individual requirements as long as your studies do not exceed eight semesters. Please note, however, that most modules are only taught once a year. Should your situation change during your time at the HTW Chur, it is possible to switch between full-time and part-time study.

At a Glance:

- The master's degree programme is equivalent to 90 ECTS*
- Full-time study = 1.5 years duration (3 semesters)
- Part-time study = up to 4 years (8 semesters)
- Taught in English
- Each semester comprises 14 weeks of classes and 3 exam weeks
- Lessons are on consecutive days = Thursday, Friday and Saturday morning
- Occasionally, a block of lessons may include other week days as well
- Study excursions to local and international destinations
- Possibility of an exchange semester abroad

*European Credit Transfer System: Academic credit for successful student performance is awarded in the form of ECTS.
1 ECTS = a workload of approximately 30 student work hours
90 ECTS = a total of approximately 2,700 student work hours

Study plan for full-time students*

Module	Autumn Semester 1	Spring Semester 2	Autumn Semester 3
Major Tourism			
International Tourism Management			
– Tourism Policy	2		
– Tourism System	2		
– Service Management	2		
– Network Management		3	
– Tourism Infrastructure: Development and Finance			3
Strategic Innovation Management			
– Technological Innovations	2		
– New Business Models		2	
– Innovations in Marketing			2
Tourism, Nature and Society			
– Human-Environment Systems and Environmental Change	2		
– Intercultural Competence	2		
– Sustainable Tourism Management		2	
– Socio-Economic Development through Tourism		2	
– Risk and Crisis Management in Tourism			4
General Management			
Managing Stakeholders			
– Corporate Responsibility	3		
– Corporate Communication	3		
Managing Organisations			
– Strategic Management		3	
– Organisational Development		3	
Managing People			
– Leadership			3
– Talent Management			3
Research Methodology			
– Research Design	3		
– Qualitative Research Methods	3		
– Quantitative Research Methods	3		
Applied Research Projects			
– Specific Research Methods		3	
– Applied Research Project 1		6	
– Applied Research Project 2		6	
Master Thesis			
– Pre-Study Master Thesis			3
– Master Thesis			15
Total in ECTS	27	30	33

* Individual study plans will be created for part-time students.
Subject to change

Admission Requirements

This graduate degree programme is aimed at undergraduates who are enthusiastic about tourism and who either hold a bachelor's degree in tourism or in other subjects and would like to join the industry. They seek challenging managerial responsibilities in tourism and related sectors, in Switzerland and worldwide.

- A bachelor's degree or equivalent diploma from a university or university of applied sciences
- Documented academic knowledge in business administration
Please contact us should you not have any previous knowledge in business administration at bachelor level.
- Letter of motivation
- Good knowledge of English (certificate)
- Formal admission interview with the Director of Studies

Application Process

Application forms and additional information regarding the documents required are available online at www.htwchur.ch/tourismmaster.

Each application is evaluated on its own merit. In exceptional cases, an entry requirement may be waived. Our administration and admissions staff will gladly provide additional information and advice.

The application deadline is May 31st for the following autumn semester start. Please note that the date of receipt of the application will be taken into consideration due to the limited number of places in the programme. Registration after the deadline may be considered in individual cases.

Find us under «HTW Chur Tourism» on the following social media channels:



Study Fees

Students who have lived in Switzerland or Liechtenstein for two years prior to the start of the study programme:

Tuition per semester: CHF 960

Application fee: CHF 300

The application fee is due upon confirmation of a study place and is non-refundable. The application fee will be deducted from the first semester tuition fee.

Students from EU and EFTA Countries:

Tuition per semester: CHF 1,460

Application fee: CHF 300

The application fee is due upon confirmation of a study place and is non-refundable. The application fee will be deducted from the first semester tuition fee. The local administrative district sanctions employment up to a maximum of 15 hours per week when in possession of a specific permit.

Students from Non-EU and Non-EFTA Countries:

Tuition per semester: CHF 10,000

Application fee: CHF 3,000

The application and tuition fees for the first semester are due after a conditional letter of acceptance has been issued. The application fee is non-refundable. Based on a bank receipt and a guarantee of sufficient means for the costs of living to the amount of CHF 12,000, the visa process can be started. The local administrative district prohibits all forms of employment for students from non-EU and non-EFTA countries.

The study fees do not include textbooks, study materials, fees associated with writing the thesis, block weeks and excursions, e.g. travel and accommodation. We advise that students own a laptop computer.



Ms. Abiola Akinsola
Nigeria, MSc in Business
Administration, Major Tourism
Alumna

«MSc in Business Administration at the HTW Chur offered a mix of theoretical foundations and practical experience to build an individual's competence for today's dynamic business environment. The Major in Tourism presented an international outlook on tourism development and management in general, as well as for burgeoning destinations in particular. Where else would tourism content and context be best taught?»

Useful Information

Accommodation

Students mainly live in shared apartments. Available apartments and rooms are advertised on campus bulletin boards or on the school's online accommodation platform. A first-class public bus system makes it possible to travel to anywhere in the city within approximately 15 minutes.

Flat-shares: Rent a room in a shared student apartment (approx. CHF 500-800 per month)
www.htwchur.ch/wohnungsboerse

Host families: The International Office can put you in contact with a host family, who rent out a room to international students for a semester or a year (approx. CHF 500-800 per month).

Student residence «Konvikt»: A limited number of rooms are available for exchange students and international students in their first year of studies. Rooms are furnished, there is free WIFI, laundry facilities and a cafeteria providing good quality set menus. The residence is located approx. 10 minutes from Chur's old town and it takes about 30 minutes to walk to HTW Chur.
Rent (per semester): CHF 2,250
Compulsory half-board (per semester): CHF 1,120
Deposit: CHF 800

The International Office assists foreign students in finding accommodation. Contact us well in advance as options are limited: international@htwchur.ch

Student Association

Students also have the opportunity to get involved in the student-run student association, which offers opportunities to get involved in:

- events
- athletics
- student lobby
- and various other activities.

University Sports

Following the proverb: Mens sana in corpore sano (A healthy mind in a healthy body), the HTW Chur encourages its students to utilise the extensive sporting opportunities provided. Activities range from climbing, tennis, football, etc. to toning and back exercises, yoga and bodyforming.



Student Services

Student Services offers a range of free services aimed at supporting bachelor and master students throughout their studies at the HTW Chur.

Career Centre

- Career advice
- Mentoring programme
- Symbolon Profile, potential analysis
- Various skills workshops

Student Counselling

- Personal matters
- Coaching
- Intercultural issues

International Office

- Student and staff exchange programme
- Over 50 partner universities worldwide
- Support services for international students
- Immigration formalities
- Help with finding accommodation
- Buddy programme and social activities

Alumni HTW Chur

- Association for graduates
- Part of the umbrella organisation FH SCHWEIZ
- Networking events

International Network

The HTW Chur fosters a worldwide exchange network with universities and institutes of higher education. The international exchange transpires bilaterally with students and lecturers. Additionally, co-operative research relationships also exist with selected partner institutions.

As the network of partner universities is continually expanding, please visit the following link for the updated list of institutions: www.htwchur.com/exchange.



About the HTW Chur

With around 1,600 students, the University of Applied Sciences HTW Chur is a regionally based university with national and international flair, where bachelor, master and further education studies are offered in the six faculties of «Civil Engineering/Architecture», «Information Science», «Management», «Media Production», «Engineering» and «Tourism». The HTW Chur has been part of the University of Applied Sciences of Eastern Switzerland FHO since 2000, but has a long history being founded as the Evening Technical School Chur in 1963.

The University of Applied Sciences HTW Chur carries out applied research and development work as well as consulting, and provides other services in the region, working in close cooperation with partners from the worlds of industry and local government. It fulfils the function of antenna for the region in that knowledge and innovation potential is transferred to promote innovation in local commerce, industry and society. More information can be found under: www.htwchur.com

At a Glance

- Location: Chur, Grisons, Switzerland
- Founded: 1963
- Classification: 1 of 7 publicly-funded Swiss Universities of Applied Sciences
- Accreditation: Swiss Confederation / Swiss Federal Office for Professional Education and Technology (OPET)
- Vice Chancellor: Prof. Jürg Kessler
- University System: Bologna
- Employees: 339 in 2013
- Total enrollment: 1,543 in 2013
- Faculties: 6
- Distinguishing attribute: Pioneering research institutes

Department and Main Topic:

Living Environment

Living environments are characterised by the different ways in which they are utilised. The economy, culture and landscape of the alpine region are characterised by tourism, construction and energy. The decentralised development of settlement structures caused by natural valleys has created living, working and recreational areas that are interlinked to different degrees. The living environment topic focuses on the targeted development of different regional areas through a combination of the disciplines: «Tourism», «Construction», «Architecture/Energy» and «Regional Economy». The strong practical and regional relevance combined with applied research enables integrated and innovative solutions in the core research areas.

Main Research Topics:

- Regional development
- Development of tourism
- Development of infrastructure

Institutes and Centre

Responsibility for the living environment core topic lies with the department of the same name. The relevant institutes and centre are:

- Institute for Construction in the Alpine Region
- Institute for Tourism and Leisure
- Centre for Economic Policy Research

About the Institute for Tourism and Leisure

The University of Applied Sciences HTW Chur has a long-standing tradition of excellence in education, especially in the discipline of tourism. The Institute for Tourism and Leisure (ITF) encompasses all tourism activities of the HTW Chur. Its staff has expertise in research methods and many years of experience in leading regional, national and international tourism projects, which is highly advantageous for teaching and research.

We utilise our knowledge gained from research projects by transferring it to practical and needs-based consultancy projects. The ITF benefits from strong regional integration as well as from international networks and partnerships. The ITF focuses on five main overlapping thematic aspects: destination development, customer management, hospitality, sustainability and e-tourism.

At a Glance: ITF

- 3 Divisions: Higher Education, Further Education, Research & Consultancy
- Tourism student enrolment: 332 in 2013
- Different nationalities: 15
- International partners: 35
- Accreditation: Swiss Confederation



Marco Hartmann
Head of the Institute for
Tourism and Leisure

«The Institute for Tourism and Leisure (ITF) views tourism development as an integrated task within the context of landscape and the alpine living and economic environment. In conjunction with other institutes of the ‹Living Environment› faculty, we offer extended interdepartmental services in areas such as: building in the alpine region, macroeconomically oriented regional development, as well as – HTW-wide – microeconomically oriented, entrepreneurial innovative development, information technology and social media.

In line with our vision of an innovative and business-oriented education and competence centre, we apply and develop inter- and transdisciplinary methods and convert the findings into practical service and consultancy projects with a regional focus and nationwide appeal. In accordance with the ITF's mission, the knowledge developed from the results of our research and consultancy service is conveyed to students and customers in a way that promotes our values.»

Bachelor of Science in Tourism

The fully accredited Bachelor of Science in Tourism at the HTW Chur is the first and most renowned international, tourism-specific bachelor's degree course in Switzerland. This bachelor programme places particular value on integrated education in tourism, focusing on international tourism and leisure management. The BSc consists of up to four full-time classes and starts in mid-September. Students have the option of either studying on a combined German/English programme (some modules will be held only in English) or on a programme taught entirely in English.

Summary

- Structure: 180 ECTS, 3 years (6 semesters) duration
- Admission: Diploma of secondary education, English level C1, 12 months' work experience, application deadline April 30th
- International: Selective possibility for 1-2 semester(s) abroad in the second year

Majors

- Marketing & Product Management in Tourism
- Sports Management
- Transportation
- Event Management (only in German)
- eCommerce & Sales in Tourism
- Leadership (only in German)

Further Education

Skills must be constantly renewed, to enable professionals to meet the challenges of ever-evolving technologies, increasing internationalisation and demographic changes. Lifelong learning is essential in many professions and also for personal growth.

Programmes and courses:

- Hotel and Tourism Management
- Event Management
- update! sport and digital media
- Sales in Tourism
- Outdoor Sport Management
- Spa Management
- Executive MBA



Study Location: Study in a Swiss Tourism Destination

City of Chur

Chur is one of the oldest cities in Switzerland and, with a population of around 37,000, it is small but has considerable charm, history and culture. The atmosphere in the old part of the city is unique and, as the capital of the Canton, Chur boasts a vibrant cultural scene with various theatres, musical ensembles, museums and cinemas.

Chur is centrally located with easy and hourly public transport access to Zurich and St. Gallen. The bordering European countries France, Germany, Austria, Liechtenstein and Italy can all be reached by car within a few hours.

Surrounded by the spectacular Swiss Alps, Chur is the only Swiss city to have its own (small) ski resort. You can take the gondola directly from the city to the ski resort of Brambrüesch, which lies between 1,200 and 2,200 metres altitude. Chur is also the ideal base for visits to nearby internationally renowned ski resorts, such as Arosa/Lenzerheide, Flims/Laax, Davos/Klosters or St. Moritz, and to numerous smaller ski resorts close by, should you want a more relaxed and local atmosphere.

The surrounding Alps also provide plenty of opportunities for summer activities such as hiking, climbing, mountaineering, mountain biking, kayaking, rafting or just enjoying the sunshine and landscape.



Canton Grisons (Graubünden)

Grisons is the largest Swiss canton and yet it is also the canton with the lowest population density (27 people/km²). With just over 5 million visitors, Grisons is the most important canton for Swiss tourism and tourism is also an important economic activity for Grisons as it directly and indirectly contributes around 30 percent of all jobs in the canton.

Nature and snow sports are the main attractions for tourists and make Grisons a renowned alpine tourism destination. With its 615 lakes, over 900 summits (Piz Bernina being the highest at 4,049 metres) and 150 valleys, it is a playground for all kinds of alpine endeavours, including hiking, mountain biking, river rafting, sport climbing and mountaineering in the summer and skiing, snowboarding, back-country and cross-country skiing, sledging and snowshoeing in the winter.

Grisons also features three UNESCO World Heritage sites and the only national park in Switzerland, the Benedictine Monastery St. Johann in Müstair, the Rhaetian Railway Albula/Bernina line and the Tectonic Arena Sardona.

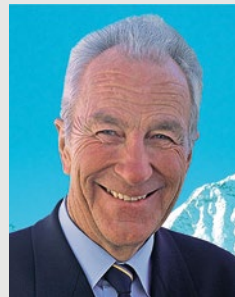
Map of Switzerland





At a Glance: Grisons

- Land area: 7,105 km²
- Population: 193,900
- Languages: German (68%), Rumansch (15%), Italian (10%), Other (7%)
- Valleys: 150
- Summits: 937
- Hiking trails: 11,000 km
- Bike trails: 4,000 km
- Golf courses: 15
- Ski slopes: 2,200 km
- Cross-country ski-tracks: 1,800 km
- Winter hiking trails: 1,400 km



Dr. Hanspeter Danuser
Brand Ambassador,
St. Moritz, Switzerland

«There are many tourism courses today, but the course at the HTW Chur is unique. In what other classic holiday region can students achieve an internationally recognised degree? St. Moritz and Davos are tourism brands that are known all over the world, thus the HTW Chur is the perfect host for this course of studies.»

Contacts

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CH-7000 Chur

Phone +41 (0)81 286 24 65
Email mastertou@htwchur.ch

www.htwchur.ch/tourismmaster

Please contact us should you have any questions regarding the admissions requirements, the flexible study plans, the application process or any other aspect of the MSc Business Administration Major Tourism. We will gladly provide additional information and advice. You can also find detailed information on www.htwchur.ch/tourismmaster.

The application deadline is May 31st for the following autumn semester start. Application forms can be downloaded from the website. We look forward to hearing from you!

Find us under «HTW Chur Tourism» on the following social media channels:



Programme Leadership



Dr. Jan Mosedale
Director of Studies

Information and Individual Advice

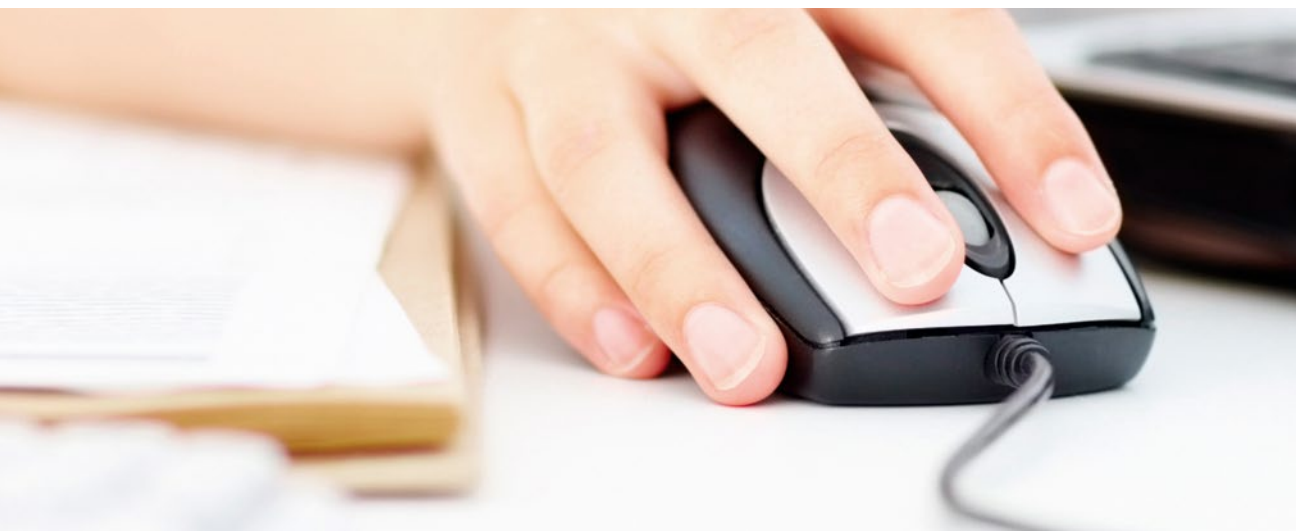


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«Tourism is the most important economic sector in the Swiss Canton Grisons. We are therefore proud to host one of the leading tourism universities in Switzerland, the HTW Chur, which equally imparts current and practical knowledge in tourism to students from Switzerland and around the world. Additionally, the associated Institute for Tourism and Leisure, the ITF, provides with its regional, national and international research and service projects a liaison between science and the tourism industry. »

Hansjörg Trachsel, Minister of Economic and Social Affairs of the Canton Grisons

Accreditations

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