



HTW Chur
Hochschule für Technik und Wirtschaft

Fachhochschule Ostschweiz
University of Applied Sciences



Bachelor of Science in Tourism Program 2007-2010

Why a BSc in Tourism?

- The continued growth of the tourism industry worldwide is placing increasingly sophisticated demands on management at virtually every level of tourism-oriented businesses, calling for professional and academic qualifications which are viable in an increasingly competitive international setting.
- The HTW BSc in Tourism, as a Swiss federally approved and recognized degree program in conformity with the Declaration of Bologna, provides access to the majority of Master's programs in Tourism on offer at international universities.

How is the program structured?

- Full-time degree program of 3 years' duration, comprising 6 semesters of study for a total of 180 ECTS (European Credit Transfer System) credits reflecting a total student workload of 5,400 hours (including Bachelor's thesis) equalling approximately the 90 US academic credits awarded for the 2nd, 3rd and 4th year of a Bachelor program in the US.
- During the first two semesters, general international business administration subjects and issues are dealt with, whereas semesters three through six are dedicated to equally international tourism-related subjects and the chosen area of specialization.

What are some of the individual subjects?

- Tourism Management
- Tourism Marketing Management
- Destination Management and Marketing
- International Tourism Policy
- Intercultural Management
- Information Management in the Tourism Industry

What are the entry requirements?

- Swiss Matura, German Abitur, French Baccalauréat, British A-levels (3), US High School Diploma, or equivalent, i.e., a diploma of secondary education fulfilling university admission requirements in the country where secondary education was completed.
- Documented very good spoken and written English.
- Twelve months' documented work experience, preferably, but not necessarily, in a tourism context.
- Note: All applications are assessed on their individual merit.

What does the program cost?

CHF 10,000 (approx. US\$ 8,000) per semester, i.e., CHF 20,000 per year, for tuition and study materials. In addition, CHF 3,000 (approx. US\$ 2,400) as a mandatory (partially refundable) one-time deposit incl. application fee CHF 300 (approx. US\$ 240), non-refundable, books, field trips, and security deposit for student visa. Finally, CHF 1,800 (approx. US\$ 1,440) per year for mandatory Swiss health insurance.

When and where does the next program start?

September 17, 2007 at the HTW Chur Hochschule für Technik und Wirtschaft (University of Applied Sciences) in Chur, Switzerland.

Whom do I contact for further information?

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