

Name and address of university	Fachhochschule Graubünden University of Applied Sciences of the Grisons Pulvermühlestrasse 57, 7000 Chur, SWITZERLAND. <a href="http://www.fhgr.ch">www.fhgr.ch</a>
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Short description of university	As an agile university, the University of Applied Sciences of the Grisons promotes dynamic thinking and proactive action. Thanks to this mindset, it is helping to shape the future in a sustainable manner. Teaching and research are interdisciplinary in nature and geared towards practical challenges in business and society. It trains its over 2,300 students to become highly qualified, responsible individuals. The UAS Grisons offers a range of study and further education programmes in Architecture, Civil Engineering, Computational and Data Science, Digital Supply Chain Management, Information Science, Management, Mobile Robotics, Multimedia Production, Photonics and Tourism. Its specific areas of research include applied future technologies, development in Alpine regions, and entrepreneurial management. Moreover, it also takes part in living laboratories. The participation of all university members contributes to the further development of the university of applied sciences and its quality as an institution of higher learning.
Relevant Faculty/ department	Institute for Tourism and Leisure
Study programme(s) in (sustainable) tourism	<p><b>Bachelor of Tourism</b></p> <p>The Bachelor's degree programme in Tourism is the first international degree programme at the University of Applied Sciences in Switzerland that is specifically designed to meet the needs of the tourism industry. The degree programme, which is taught in German and English, imparts all the necessary knowledge and skills related to the tourism, leisure and service industries. This knowledge is further developed through a variety of projects and group work.</p> <p><b>Master Tourism &amp; Change</b></p> <p>In the Master Tourism &amp; Change, students analyse the different drivers of change, evaluate the consequences of change and determine how to manage and design positive change in tourism. Combined with a foundation in business administration, students hone their personal skills and apply them in practice to become change-makers in the tourism sector.</p>
Duration and ECTS of programme(s)	<p><a href="#">Bachelor of Tourism</a>: 6 (full-time), 8+ (part-time) Semesters, 180 ECTS</p> <p><a href="#">Master Tourism &amp; Change</a>: 3 Semesters, 90 ECTS</p>
Language(s) of instruction	<b>Bachelor of Tourism</b> : German & English

	<b>Master Tourism &amp; Change:</b> English
Keywords describing programme(s)	<p><b>Bachelor of Tourism</b></p> <ul style="list-style-type: none"> <li>- Tourism Development and Service Innovation</li> <li>- Tourism planning, management and controlling</li> <li>- International learning community</li> <li>- Active and social learning process</li> </ul> <p><b>Master Tourism &amp; Change</b></p> <ul style="list-style-type: none"> <li>- Analysing Change</li> <li>- Managing Change</li> <li>- Designing Change</li> <li>- Scenarios for long-term change</li> <li>- possible futures for tourism</li> </ul>
(Sustainable) tourism research/transfer institute (if any)	Part of the Institute for Tourism and Leisure
Research/transfer topics	<p><b>Lived Tourism Environments</b></p> <p>Tourism and lived environments are often closely intertwined, shaped by nature, economics, culture, and politics. Sustainable tourism development is vital for attractive regions, balancing the needs of residents, visitors, and the environment. As social norms and values evolve, new forms of living, working, and leisure emerge, impacting tourism. The ITF assists tourism providers in understanding and adapting to these changes, including work concepts, diversity, and sustainability.</p> <p><b>Digital transformation in Tourism</b></p> <p>Emerging technologies have the potential to significantly transform the tourism industry, bringing new opportunities as well as challenges. However, the adoption of new technologies can be a daunting task for small-scale tourism businesses, as they often lack the necessary resources and expertise. Furthermore, tourism-specific challenges, such as seasonality, high fragmentation, and the need for personalized experiences, may require tailored solutions that are not easily transferable from other industries. To address these challenges, the Institute provides a range of services to help tourism service providers apply and use new technologies effectively.</p> <p><b>Tourism and Leisure Infrastructures</b></p> <p>The tourism industry heavily relies on modern properties and infrastructures, which can be costly to construct, operate and maintain. This creates challenges for securing financing with private funds and often results in the public sector taking on this responsibility. The changing economic and political environment, as well as demographic and climate changes, are driving a structural transformation in the industry. The Institute for Tourism and Leisure (ITF) helps tourism service providers and the public sector to adapt to these changes by assisting with the development of new forms of accommodation, renovation and conversion of existing infrastructures, and establishing competitive businesses through partnerships and financing models. The ITF also focuses on designing modern tourist accommodation and</p>

	<p>second homes, addressing issues such as real estate development and the influence of technical innovations on living and mobility behavior.</p>
<p>Selected research projects on sustainable tourism</p>	<p><b>Climate-neutral destinations</b>          Together with the tourist destinations of Arosa and Valposchiavo, preliminary work is being done to establish a CO2-neutral destination in the context of the Green Deal Graubünden. The main focus is on the delimitation of the tourism system and the development of a tool to estimate the tourism CO2 footprint and its compensation.</p> <p><b>Sustainability in the hotel sector of the region Maloja-Sils-Silvaplana</b>          The Hotelier Association Maloja-Sils-Silvaplana initiated a sustainability project aimed at promoting sustainability measures in the hotel industry. The project was implemented with a bottom-up approach, allowing employees from participating hotels to work on sustainability measures after receiving expert input on various sustainability topics. The project emphasized the potential for cooperation between hotels for sustainable development, especially in areas such as guest mobility.</p> <p><b>Healing Alps: Tourism based on natural health resources as strategic innovation for the development of Alpine regions</b>          Alpine tourism is currently facing certain challenges such as climate change and is often concentrated in certain regions. Current trends such as the longing for nature-based experiences and increased health awareness offer opportunities for the development of nature-based health tourism with regional value chains. To exploit this potential, nature-based health tourism offers were implemented in pilot regions in order to develop tools for policy makers, regional developers, destinations and SMEs.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>The ITF's approach to transferring knowledge to practice is multifaceted and involves collaboration with industry partners, training and education programs, and knowledge-sharing platforms. By providing industry professionals with practical knowledge and tools, the ITF is helping to promote sustainable tourism development and support a more sustainable future for the tourism industry.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p><b><u>International Organisations (examples):</u></b></p> <p><b>UNWTO</b> (<a href="http://www.unwto.org">www.unwto.org</a>) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.</p> <p><b>UN Global Compact</b> (<a href="http://www.unglobalcompact.org">www.unglobalcompact.org</a>) is a voluntary initiative based on CEO commitments to implement universal sustainability principles and to take steps to support UN goals.</p> <p><b><u>Tourism Business Umbrellas (examples):</u></b></p> <p><b>Forum anders Reisen</b> (<a href="http://www.forumandersreisen.de">www.forumandersreisen.de</a>) is an umbrella of more than 100 tour operators, engaged for sustainable tourism.</p> <p><b>Futouris</b> (<a href="http://www.futouris.org">www.futouris.org</a>) is a network of tour operators, destinations and service providers in tourism dedicated to more sustainability in tourism.</p>

**Swiss Competence Centre Sustainability** ([www.stv-fst.ch/nachhaltigkeit/kompetenzzentrum](http://www.stv-fst.ch/nachhaltigkeit/kompetenzzentrum)) is to make a decisive contribution under the umbrella of the STV in order to develop Swiss tourism into a sustainability leader.

**Development Organisations (Non-NGOs, examples):**

**DEZA** ([www.deza.ch](http://www.deza.ch)) is the Swiss organization for international development within the Swiss government.

**ADA** ([www.entwicklung.at](http://www.entwicklung.at)) - the Austrian Development Agency (ADA), is the agency of Austrian Development Cooperation which implements projects and programmes with a total volume of over 570 million euros to improve living conditions in developing countries.

**GIZ** ([www.giz.de](http://www.giz.de)) is the German Organisation for International Development which works as service provider of international cooperation for sustainable development and international education.

**Development Organisations (NGOs, examples):**

**Swiss Contact** ([www.swisscontact.org](http://www.swisscontact.org)) has been working on tourism and hospitality development for more than 20 years in over 20 countries. Partners are governments, destination managers, the private sector, training providers and community groups.

**Helvetas** ([www.helvetas.org](http://www.helvetas.org)) mission is to help disadvantaged men, women and communities in developing countries.

**Fair Unterwegs** ([www.fairunterwegs.org](http://www.fairunterwegs.org)) is a tourism critical NGO, mainly active in awareness raising and education.

Others:

- Tourism Watch – Brot für die Welt
- WWF
- KATE
- GATE Working group

**Climate Protection Organisations**

MyClimate ([www.myclimate.org](http://www.myclimate.org)) and Atmosfair ([www.atmosfair.de](http://www.atmosfair.de)) are organisations working for more climate protection in tourism, providing calculation models and compensation options for the climate footprint.

**Sustainable Tourism Certifier & Labels (examples):**

**Ibex Fairstay** ([www.ibexfairstay.ch](http://www.ibexfairstay.ch)) is the Swiss ecolabel for tourism businesses.

**TourCert** ([www.tourcert.org](http://www.tourcert.org)) offers certification for sustainable tourism for tour operators / travel agencies, destinations and other touristic service providers.

**Austrian Ecolabel** (<https://tourismus.umweltzeichen.at>) is the Austrian ecolabel for tourism businesses.

**EU Ecolabel** ([https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/eu-ecolabel-tourist-accommodation\\_en](https://environment.ec.europa.eu/topics/circular-economy/eu-ecolabel-home/eu-ecolabel-tourist-accommodation_en)) is the EU ecolabel for tourism businesses.

Others:

- GSTC

**Consultancies (examples)**

**Mascontour** ([www.mascontour.info](http://www.mascontour.info)) stands for the innovative and consistent linking of tourism and sustainability and is one of the world's leading consultancies on sustainable tourism development.

**Gut und gut** ([www.gutundgut.ch](http://www.gutundgut.ch)) develops and realises projects for sustainable tourism, leisure and culture.

Others:

- Institute for Tourism Sustainability
- reCET