

BACHELOR

Σ Degree Programme
Tourism



PROFESSIONAL PERSPECTIVES

GRADUATES' STORIES



Gilles DIND

Switzerland Tourism, Director of Western European Markets

> **CAREER** / Tourism means discovery, **broadening horizons**, travel, nonconformity.

> **STRONG POINTS OF THE PROGRAMME** / The **multicultural** nature of the student mix.

Andreas BANHOLZER

Director of the Office of Tourism of the Canton of Vaud

> **CAREER** / Tourism is a very multidisciplinary sector which requires an **entrepreneurial attitude**.

> **STRONG POINTS OF THE PROGRAMME** / Understanding the major issues facing the sector, tackling all aspects of **communication** and **modern marketing**.



DESTINATION MARKETING **EVENTS M**
OF ITINERARIES **MANAGEMENT OF T**
DEVELOPMENT OF TOURISTIC PRO



Sophie DUBUIS

Director of the International Conference Centre of Geneva (CICG)

> **CAREER /** At the CICG, I am in charge of **managing** the events and the staff, offering quality **hospitality** for international conferences, working with local players and ensuring the financial balance of the centre.

> **STRONG POINTS OF THE PROGRAMME /** an ideal location and atmosphere, conducive to making life-long friendships

Virginie BAERISWYL

Switzerland Convention & Incentive Bureau, Switzerland Tourism, New York

> **CAREER /** Our clients, based in the USA or Canada, work for multinationals, associations and **event management** agencies. When they are looking for a destination or premises in Switzerland, I help them with their search and coordinate their travel and other arrangements.



> **STRONG POINTS OF THE PROGRAMME /** With its mix of coursework and practical experience in business, it offers the essential tools for pursuing a **career** in any type of tourism-related business.

MANAGEMENT CREATION AND SALE
TOURISM ENTERPRISES DESIGN AND
PRODUCTS ONLINE DISTRIBUTION AND SALES



The Tourism Degree Programme

offers a Bachelor of Science HES-SO degree in Tourism management. Located in the heart of the Alps, the Tourism management department is the only trilingual (French-, German-, and English-) language degree programme in this field in Switzerland.

Strong points

- Studies in French, German and English
- Internships during the course
- 30 years' experience in tourism management education
- International exchanges

Study tourism in a canton that's a destination in itself.



◀◀ APPLYING FOR THE PROGRAMME

CONDITIONS OF ADMISSION

Detailed information about the conditions of admission can be found on the degree programme website: www.hevs.ch/FTO

Please contact the admissions office to verify the validity of your qualifications and professional experience.

SIERRE CAMPUS: **A MODERN FACILITY** **3 MINUTES FROM THE RAILWAY STATION**

- “Minergie” environment, energy-efficient, high-tech
- 360-seat auditorium
- Meeting areas (cafeteria - terrace - library)



► COURSE CONTENT

6 FULL-TIME SEMESTERS

BASIC COURSE CONTENT

- Economics and tourism industry
- Tourism management and finance
- Marketing
- Communications
- Foreign languages

SPECIALISATIONS*

Choice of 1 main option:

- Sports and health tourism
- Business and cultural tourism
- E-tourism

+ 2 secondary options

- Event management
- Crisis management
- Starting a business
- Business eXperience
- Design and financing of new tourism products
- Personal development and leadership
- Manager 21
- Advanced international travel management

*subject to modification

PRACTICAL TRAINING

Internship in a tourism enterprise





FOCUS ON PRACTICAL EXPERIENCE

The internship and the Bachelor's thesis undertaken in the 6th semester offer added value on two fronts – firstly, for students, who maintain direct contact with the professional world as they develop and secondly, for businesses, who benefit from their student trainees' knowledge and the results of their thesis. The degree programme also trains closely with the Institute of Tourism, which manages the work and research projects in which students are regularly involved.

ORGANISATION OF THE DEGREE PROGRAMME

Semesters	Basic courses	Specialisations	Internship and Bachelor's thesis
1	■		
2	■		
3	■		
4	■		
5		■	
6			■

►► QUALIFICATION AND SKILLS

DEGREE

The degree programme leads to a Bachelor of Science HES-SO in Tourism, recognised in Switzerland and abroad. Courses are delivered in French, German and English. Each validated module is worth a certain number of ECTS credits (European Credit Transfer and Accumulation System), with the requirement of obtaining a total of 180 ECTS. This system provides for the recognition of equivalences between universities.

Graduates of the Bachelor HES-SO in Tourism are suited for work managing or promoting:

- tourist destinations
- operational enterprises (travel agencies, tour operators)
- accommodation providers (property agencies, hotels)
- transport companies (ski lifts, rail, road, airlines)
- event management companies (congress centres, culture management, sports management)

TRILINGUAL PROGRAMME

The Tourism degree programme is offered in French, German and English. Students who acquire 60 to 89 ECTS in their second language as part of the programme will obtain a diploma with the mention «bilingual»



SKILLS

Professional skills

- Knowledge of the tourism industry
- General knowledge with a view to understanding socio-economic and political contexts
- Mastery of the design, planning and implementation of tourism concepts
- The ability to create, organise and market tourism products

Methodological skills

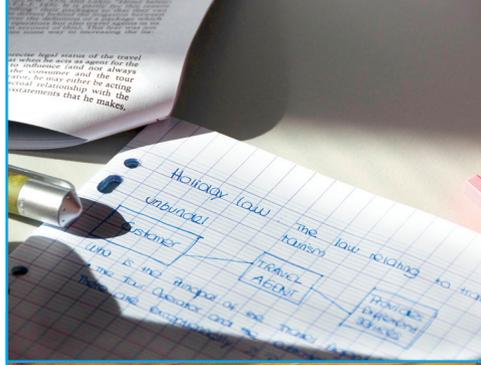
- Developing a capacity for network thinking
- Evaluation, criticism and improvement of the results of personal and group work
- The ability to work individually and in a team
- Learning how to use communication tools

Social skills

- Interpersonal skills
- The ability to manage, supervise and motivate a team
- Knowledge of the social codes necessary for good working relations
- Empathy and openness
- Promoting dynamism and an entrepreneurial attitude

Intercultural skills

- The ability to adapt to a multicultural clientele
- The ability to adapt to the cultural and social profiles of their various partners



LEISURE, ACTIVITIES, BENEFITS

SIERRE, THE SUN CITY

A little paradise in the heart of the Alps and Western Europe, Valais offers its visitors – and residents – a wide range of attractions: ski resorts, unspoilt valleys waiting to be discovered, leisure facilities and thermal spas, agritourism and wine mountain biking, paragliding, etc. Many of its ski resorts, such as Crans-Montana, Verbier and Zermatt, enjoy international renown.

Valais may be primarily known as a tourist destination, but it is also well-loved by those who live there for its beauty and its landscapes, its favourable climate and the conviviality of its inhabitants.



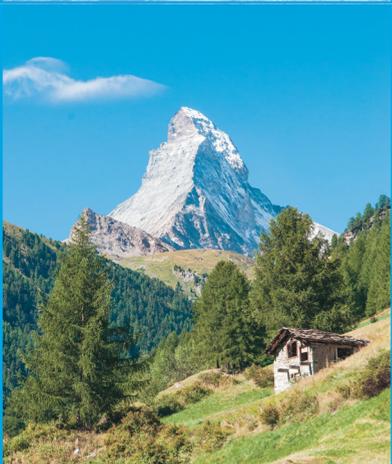
Located in Siere, the Tourism degree programme of the HES-SO Valais-Wallis welcomes its students to the third-largest town in the canton, famed for having the most hours of sunshine in Switzerland. Known as the “Sun City”, located on the banks of the Rhone River amidst vineyards with 3000-meter high mountains on either side, not only does Siere offer a rich natural environment but also the facilities one would expect of a city. It has a full schedule of events, including notably the Siere Blues Festival, the Vinea Swiss wine fair, etc.

Tourism is one of the key sectors of the Valais economy, employing approximately 25% of the working population (hotels, restaurants, ski lifts, etc.).

What better place to study tourism than a canton where it is part of everyday life?

Benefits of the HES-SO Valais-Wallis club

Regular special offers are available to students of the degree programme to enable them to enjoy their chosen leisure pursuits at reduced prices. On the campus, the students’ association is actively involved all year round in organising events and pleasure trips!



1 DAY AT THE HES-SO VALAIS-WALLIS

Would you like to “see for yourself”, meet present students, attend lectures, talk to the teaching staff? It’s up to you help yourself! Register for the “Student for a day” programme.

This day will enable you to get to know our region, our institution and our student environment.

Visit our website, give us your contact details and the courses in which you are interested, and register. We will then get in touch with you.

>> Registration at:
www.hevs.ch/1Jour



School of Management and Tourism Tourism Degree Programme

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CHOOSE YOUR FUTURE