

Bachelor of Science in International Sustainable Tourism

Join this exclusive programme offered by a Swiss university and
UN Tourism and become an expert in sustainable tourism



UN Tourism

More info
hslu.ch/bsc-ist



Six semesters at various places

	 1st year – Madrid (HSLU campus in Madrid)		 2nd year (online)
	Semester 1 30 credits	Semester 2 30 credits	Semester 3 30 credits
Onboarding	Bienvenido al Estudio 0 credits		
Management 42 credits	Economics 6 credits	Ecosystem & Resources 3 credits	Effective Intercultural 3 credits
	Project Management 3 credits	Hospitality Management 3 credits	
	Finance & Accounting 3 credits	Competitiveness & Market Intelligence* 3 credits	
	UN Diplomacy & Tourism* 3 credits		
Business & Development 45 credits	Global Sustainable Development* 3 credits	Global UN Tourism Missions & Initiatives* 3 credits	Tourism Types & Business 6 credits
	International Tourism in Transition* 3 credits	Social Responsibility in Tourism* 3 credits	TourismTech 3 credits
		Product Management 3 credits	Spotlights 3 credits
Applied Science 30 credits	Research Fundamentals 3 credits	Qualitative Research 6 credits	Research in Practice 6 credits
		Applied Tourism Data 3 credits	
Marketing & Communication 18 credits	Presenting & Interacting 3 credits		Tourism Marketing 6 credits
			Visual Communication 3 credits
Professional World 45 credits	Navigating AI 3 credits	HR Management & New Work 3 credits	

Year – location-independent

(study and internship)



3rd year – Lucerne

(HSLU home campus)

	Semester 4 30 credits	Semester 5 30 credits	Semester 6 30 credits
		Grüezi in Lozärn 0 credits	
Teams	Internship 21 credits	Entrepreneurship in Tourism* 6 credits	Experience & Visitor Management 3 credits
		Destination Management 3 credits	
		Risk & Resilience Mangement 3 credits	
Business Models		Tourist Mobility 3 credits	Sustainable Tourism Development 3 credits
		Natural & Cultural Heritage 3 credits	Think Tank 3 credits
		Sustainable Business Operations & Ethics 3 credits	
		Digital Dynamics 3 credits	
		Bachelor's Thesis: Preliminary Study 3 credits	Bachelor's Thesis 9 credits
		Persuasive Communication 3 credits	MICE & Live Communication 3 credits
	Corporate Innovation 3 credits		Career Launch* 3 credits
	Self-Leadership & Reflection 3 credits		Elective Module 3 credits
	Current Issues in Tourism & Sustainability 3 credits		Study Week: Best of Switzerland 3 credits

*In collaboration with UN Tourism

About the HSLU

The HSLU is the largest university-level institution in Central Switzerland. It is a public university awarding degrees of the highest international renown.

UN Tourism as a partner

As one of the special agencies of the United Nations and as the leading international organisation in the industry, UN Tourism promotes responsible and sustainable tourism on a global scale. Its experts from the headquarters in Madrid are directly involved in several modules, sharing their firsthand knowledge with you. Further more, you will be able to benefit from their extensive international network in various ways.

Forge your personal path

- High employability thanks to our practical approach and exclusive network
- Excellent reputation of a Swiss degree
- Intercultural skills developed in an international setting
- Elective module to match your personal preferences

The programme offers

- Best-in-class education
- A holistic perspective on tourism, including guest lecturers from the industry
- Sustainability as an integral part of the curriculum
- Practical experience gained in an internship
- Free choice of location for the second year
- Classes with students from all around the world
- Excursions and study week

Skills you will acquire for your future career

- Ability to market and communicate sustainability measures
- Expertise to advise companies on sustainable development
- Ability to develop and implement sustainable strategies
- Expertise required to assume management positions
- Expertise required to establish your own business

#itstartswithyou

Lucerne School of Business

Institute of Tourism and Mobility ITM
Walter-von-Moos-Promenade 1
6005 Lucerne

T +41 41 228 41 45
bachelor.ist@hslu.ch
hslu.ch/bsc-ist



For more detailed information, including admission requirements and application process, please visit our website.