

# 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](https://hslu.ch/bsc-ist)



# Six semesters at various places

		 <b>1<sup>st</sup> year – Madrid</b> (HSLU campus in Madrid)		 <b>2<sup>nd</sup> year – location-independent</b> (online study and internship)		 <b>3<sup>rd</sup> year – Lucerne</b> (HSLU home campus)	
		Semester 1 30 credits	Semester 2 30 credits	Semester 3 30 credits	Semester 4 30 credits	Semester 5 30 credits	Semester 6 30 credits
<b>Onboarding</b>		Bienvenido al Estudio 0 credits				Grüezi in Lozärn 0 credits	
<b>Management</b> 42 credits	<b>Economics</b> 6 credits	Ecosystem & Resources 3 credits	Effective Intercultural Teams 3 credits	Internship 21 credits		Entrepreneurship in Tourism* 6 credits	Experience & Visitor Management 3 credits
	<b>Project Management</b> 3 credits	Hospitality Management 3 credits				Destination Management 3 credits	
	<b>Finance &amp; Accounting</b> 3 credits	Competitiveness & Market Intelligence* 3 credits				Risk & Resilience Management 3 credits	
	<b>UN Diplomacy &amp; Tourism*</b> 3 credits						
<b>Business &amp; Development</b> 48 credits	<b>Global Sustainable Development*</b> 3 credits	Global UN Tourism Missions & Initiatives* 3 credits	Tourism Types & Business Models 6 credits			Tourist Mobility 3 credits	Sustainable Tourism Development 3 credits
	<b>The Sustainable Tourist</b> 3 credits	Social Responsibility in Tourism* 3 credits	TourismTech 3 credits			Natural & Cultural Heritage 3 credits	Think Tank 3 credits
	<b>International Tourism in Transition*</b> 3 credits	Product Management 3 credits	Spotlights 3 credits			Sustainable Business Operations & Ethics 3 credits	
						Digital Dynamics 3 credits	
<b>Applied Science</b> 30 credits	<b>Research Fundamentals</b> 3 credits	Qualitative Research 6 credits	Research in Practice 6 credits			Bachelor's Thesis: Preliminary Study 3 credits	Bachelor's Thesis 9 credits
		Applied Tourism Data 3 credits					
<b>Marketing &amp; Communication</b> 18 credits	<b>Presenting &amp; Interacting</b> 3 credits		Tourism Marketing 6 credits			Persuasive Communication 3 credits	MICE & Live Communication 3 credits
			Visual Communication 3 credits				
<b>Professional World</b> 42 credits		HR Management & New Work 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

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