



Your Career Prospects

Welcome to the International
School of Tourism Management
(IST)





Our partners (a selection)



KUONI | Academy™





The Education

Federally-acknowledged higher education institution on a private basis

More than 130 Teachers and 300 students

- Basic Course in Travel Industry Studies
- Diploma Course Tourism Specialist
- Basic Commercial Training and Education
- IATA / UFTAA Diploma Course (authorised Training Centre)



The School

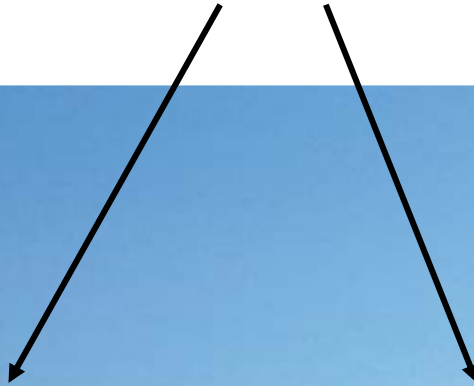
- Situated in the heart of Zurich
- 10 Class rooms placed on 2 floors
- 1 Internet Access with 18 stations
- 1 IT Room with 21 stations
(GDS-Trainings, e.g. Galileo, CETS, etc.)
- Cafeteria
- Office- and Meeting rooms





Great New Courses

Cooperation



KUONI | Academy™



- Tour Manager Programme
- Post graduate Programme
- Diploma in International Tourism
- ...and more to come!!!





Tour Manager

- Hotel management & Leisure travel management
 - Guest Relation
-

- Nature tourism & Ecotourism
 - Swiss transport policy and system
 - Map reading
 - Environmental policy
-

- General function of modern marketing
- Characteristics of tourism marketing
- Marketing concept & Basic marketing research methods/ SWOT Analysis
- Segmentation and basic principles of Customer Relationship Management
- Planning, budgeting and accomplishing simple marketing tasks



Post Graduate Diploma Course

- Travel Agencies
- Product Management
- Planning & Calculations
- Sales



Post Graduate Diploma Course

- Hotel management & Leisure travel management
 - Guest Relation
-

- Nature tourism & Ecotourism
 - Swiss transport policy and system
 - Map reading
 - Environmental policy
-




What's included:

- Each course lasts 4 weeks (= 20 days of training)
- Monday thru Friday = 4 x 30 lessons = 120 lessons
- Includes:
 - Lessons
 - Handouts
 - Expenses for excursions according to schedule
 - daily lunch
 - Mountain excursion
 - Zurich City Tour
 - Visit of Kuoni Head Office
 - Special Tour through Switzerland



Accommodation – Meals:

- School provides accommodation on BB Basis.
- Meals:
 - Lunch: provided by the school during week days – Swiss/European and Indian food
 - Dinner: individual



DIPLOMA

sample

This is to certify that

Akshay Chavana

Has successfully completed the following course and exams

Tour Manager Programme

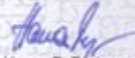
From November 5th 2007 –December 5th 2007

The course consists of 120 lessons:

- Hotel management
- Leisure travel management
- Guest Relation
- Hospitality
- Tour guiding
- Nature tourism/ Nature protection
- Nature tourism/ legal aspects of adventure tourism
- Nature or ecotourism
- Swiss transport policy and system
- Map reading
- Town and landscape planning policy in Switzerland and its connection to transport policy
- Environmental policy
- General function of modern marketing
- Marketing expressions
- Characteristics of tourism marketing
- Marketing concept
- Basic marketing research methods
- SWOT- Analysis
- Segmentation and basic principles of Customer Relationship Management
- Planning, budgeting and accomplishing simple marketing tasks

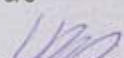
Zürich, December 20th 2007

CEO



Hanna E. Rychener


CFO





Susanna Gilg-Rychener

Memberships:

- Association of Swiss Tourism Managers (ASTM)
- Authorized IATA/IFMA Training Center
- International Association of Scientific Tourism (IAST)
- Swiss Association of Travel Agencies (SVA)
- Swiss Tourism Federation (STF)
- Switzerland Tourism (ST)
- Swiss Tourism (ST)







Higher Education
Institution

Internationale Schule für Touristik

International School of Tourism Management



Mountain Excursion





Mountain Excursion





Travel & Entertainment:

- Students may acquire a Swiss Pass (8, 15, 21 days or 1 month) for unlimited travel on Swiss public transportation network, includes city transportation. (*At own expenses*)
- Individual excursions and entertainment possible during evening and weekends. (*At own expenses*)



Travel & Fun





Quality – Our passion

Certificate CH03/0773

The management system of

International School of Tourism
Josefstrasse 59
CH-8005 Zürich

has been assessed and certified as meeting the requirements of

ISO 9001:2000

For the following activities

College of Higher Vocational Training

Further clarifications regarding the scope of this certificate and the applicability of ISO 9001:2000 requirements may be obtained by consulting the organization

This certificate is valid from 26 August 2006 until 25 August 2009
Issue 2. Certified since August 2003

Authorized by

S. Bieri Rueda

SWISS CERTIFICATION
Accreditation No. 017

SGS Société Générale de Surveillance SA, Systems & Services Certification
Technoparkstrasse 1 8005 Zürich, Switzerland
t +41 (0)44 445-10-00 f +41 (0)44 445-10-08 www.sgs.com

Page 1 of 1

Certificate CH06/0644

The management system of

International School of Tourism
Josefstrasse 59
CH-8005 Zürich

has been assessed and certified as meeting the requirements of

EDUQUA
Version 2004

For the following activities

Advanced Vocational Study Courses offered at IST

This certificate is valid from 26 August 2006 until 25 August 2009
Issue 1. Certified since August 2006

Authorized by

S. Bieri Rueda

SWISS CERTIFICATION
Accreditation No. 017

SGS Société Générale de Surveillance SA, Systems & Services Certification
Technoparkstrasse 1 8005 Zürich, Switzerland
t +41 (0)44 445-10-00 f +41 (0)44 445-10-08 www.sgs.com

Page 1 of 1





Your Career Prospects

Thank you for your attention.
See you at the IST!

