

ALUMNI

TOURISM DEVELOPMENT STRATEGIES (M.A.)



**I am Ramona
TDS Graduate**

Today I work as an ...

Account Manager in a marketing agency specialized in tourism organizations.

Our clients are mainly international destination marketing organizations such as Visit California and Destination British Columbia.

I discovered my passion for destination marketing during my internship at the Mexico Tourism Board Office in Berlin.

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For this reason, I sought a position in this area after graduating in the Master of Tourism Development Strategies. I started my professional career as Communication Manager in the German-speaking markets for Brand USA, the official tourism marketing organization for the USA. As Communication Manager I was responsible for all kinds of media requests from journalists as well as blogger and influencers. I organized different media events in Germany and press trips to the USA. Unfortunately after only one year in this position, I was forced to find a new job due to structural changes at our client's head offices in the USA. Although it was a challenging time, I can now look back and say that thanks the good network and reputation I built up during my first year in the job, I was quickly offered a job at another agency. So, today I'm working as Account Manager for different tourism boards and convention & visitor bureaus in California such as San Francisco Travel, Visit Sacramento and San Diego Tourism.

What I really like about working for and with

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We are working on many exciting projects and my tasks range from translations and composing newsletters to organizing educational seminars, webinars and familiarization trips.

I decided to study at HOST because ...

the availability of tourism master programs in Germany with an international orientation is quite limited and the master program Tourism Development Studies at HOST provided the best mix of content and focus on practical application for me. Coming from a University with a rather general degree in geography and tourism, I was also looking for something smaller and more specialized for my master program. The great location at the Baltic coast right in front of the Island Rügen was an additional compelling advantage for HOST.

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I especially liked ...

the familiar atmosphere, not only within the master program but within the whole HOST. Since I lived in the student dormitory on campus it was easy to get in touch with students from other degree programs and there were many events throughout the year such as the 'TDS Barbecue' each semester and the 'Campus Spectacle', a small festival organized by students for students.

One of my personal highlights of the master program was definitely the excursion to Vancouver, Canada. It was a great opportunity to put our theoretical knowledge into practice and to get to know the different tourism players within a destination.

My TDS-study in 3 words ...

INNOVATIVE, DIVERSIFIED, PRACTICAL