

Tourism Development Strategies

Master Program

International ■ Strategic ■ Individual



Welcome to Stralsund



Who we are...



Marlen
TDS student, 2nd semester



Steffi Schnierer
Program Management

Agenda



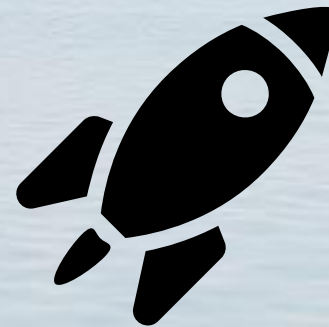
Concept & Curriculum & Highlights



Campus & Student's life



Employability



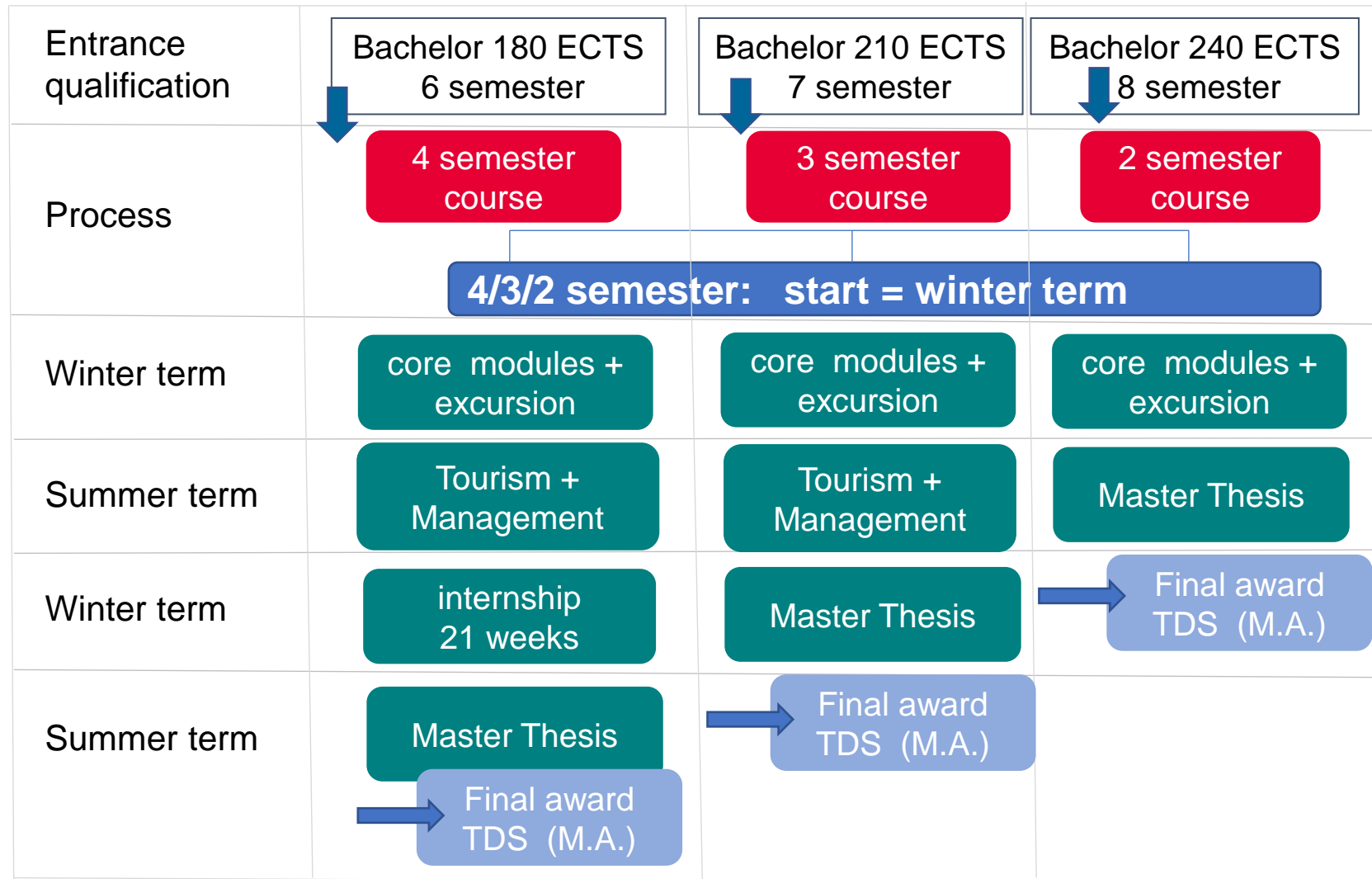
Application

TDS at a Glance

Focus	Tourism + Management + Business Administration	
Duration	2, 3 or 4 semesters (depending on the BA degree)	
Language	English	German
2-semester	100%	
3- and 4-semester	90%	10%
Start	Winter term	
Accreditation	FIBAA/ AQAS	
Tuition	None	
Program costs	Program costs	
for e.g. international excursion		
2-semester	1,970 EUR	
3- and 4-semester	2,170 EUR	



Flexible Structure



Concept

TDS Graduate Employability

Professional Expertise

- Tourism
- Business Administration
- Management

Self-learning competence and personality

- Own value system
- Learning strategies
- Dealing with innovation & change

Methodological competence

- Think & act strategically
- Self organization
- Skills & abilities

Social and multicultural competence

- Appreciation of cultural diversity
- Values based Management
- English classes



Community, Conferences & Companies

Real-life case projects & internship

Meetings with companies & conferences

Master Thesis with a company



Concept Integration of Theory and Practice

Examples of practice projects accompanying the semester:

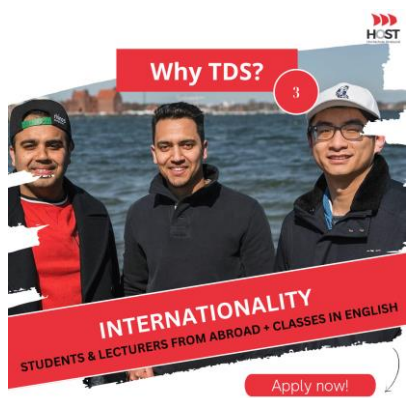
- ▶ THE BIG MAMA CASE. Differentiating hospitality via experiences
- ▶ Leisure Theming and Tourism: Heide-Park Soltau
- ▶ Shore Excursion Activities at AIDA Cruises
- ▶ Business Development Plan for STAGE Entertainment



Curriculum

Tourism	Development	Strategies	Tourism & Management and Business Administration	Master's Thesis
Tourism in Practice	Individual & Organisational Development	Research & Case Project	Managing Tourism Markets	Master's Thesis and Colloquium
Sustainability in Tourism	Strategic HRM	Global Business Development	Tourism and Digitalization	Scientific Training
Destination	Personal Skill Development	Political Economy of Tourism	Supply Chain Management in Tourism	
Cultural Heritage Management in Tourism			Communication & Media Management	
			Managing Financial Performance	

Legend: [lectures](#) [2 semester course](#)

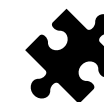


Highlights

- ▶ Networking & practice partners & conferences
 - ▶ Coaching by international business experts
 - ▶ Interdisciplinary guest lectures
- ▶ Excursion & semester abroad & **double master** degree



Highlights during semester



Highlight Excursions



International Study Trips

covered by program costs (if health circumstances allow excursions)



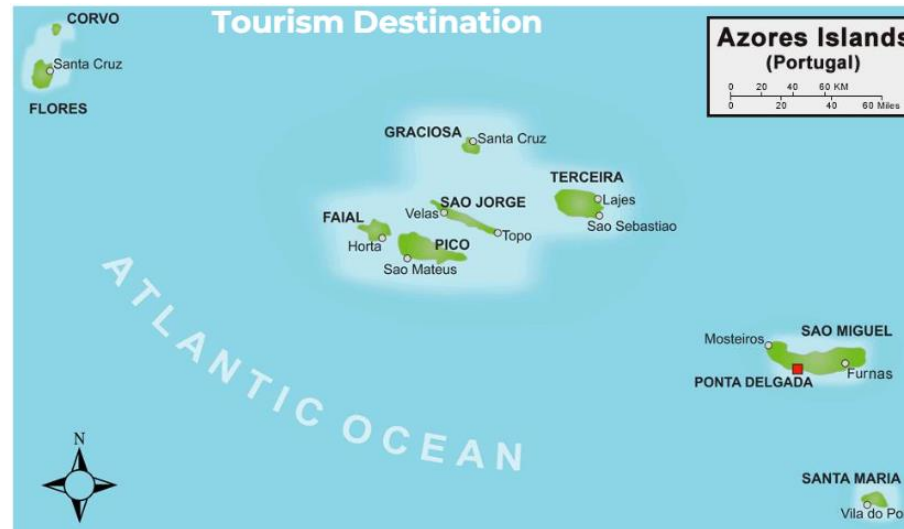
Highlight Excursions



Next field trip in October 2024



The Azores



- Island hopping
- Sustainable tourism approach
- Culture
- Tourism development
- Marine life

Team Tourism Development Strategies (TDS)



Stralsund: Place to live & study



Why TDS? 10

STRALSUND AND CITY
HANSEATIC CITY + UNESCO WORLD HERITAGE + BALTIC SEA

Apply now!

HOST Hochschule Stralsund



Sport activities



Career opportunities



Why TDS?

8

BROAD CAREER OPTIONS
INDIVIDUAL COACHING + LINKED IN + INTERNSHIPS

Apply now!



Where do our graduates work?

- ▶ Destination Management (DMO, Tourism associations and institutions)
- ▶ Tourism Product Development/ Management, Marketing and Sales, Key Account and Yield Management
- ▶ Management & Business Development
- ▶ Tourism/Consulting
- ▶ Science and Research
- ▶ Communication and Event sector

Companies like:

**AIDA Cruises, BMW Group, Europa Park,
SunExpress, Windrose, Sylt Marketing, Project M,
Viventura, German Convention Bureau**



Admission requirements



Admission requirements

- ▶ **First academic degree in business studies**

2-semester = 240 ECTS // 3-semester = 210 ECTS // 4-semester = 180 ECTS

- ▶ **Language skills**

- ▶ All semester: Proof of English skills (B2)

- ▶ 3- & 4-semester: Additionally proof of German skills (B2)

- ▶ **Signage of a declaration of commitment to pay the program costs**

2-semester = € 1,970 in total

3- and 4-semester = € 2,170 in total

(e.g. excursions abroad, Iceland/Sweden, appointments at companies,
social & intercultural events, conferences)

- ▶ **2- and 3-semester: Proof of job experience (internship) 12 weeks**



Application 2//3//4-semester

1. German applicants: online application

<https://www.hochschule-stralsund.de/studium-und-lehre/bewerbung/online-bewerbung>

2. Upload Documents

<https://www.hochschule-stralsund.de/studium-und-lehre/bewerbung/online-bewerbung/voraussetzungen-und-fristen/master/>

Application deadline: 31st August

Please apply earlier!

No diploma at the application date?

Submit a **current transcript of records**,
a certificate of ECTS points achieved,
preliminary final grade and **expected completion date**.



Application 2//3//4-semester

- ▶ Foreign applicants + applicants who gained BA degree abroad:

Online-application via [UNI-ASSIST](https://www.uni-assist.de)

<https://www.hochschule-stralsund.de/en/studying-and-teaching/international/incoming-students-staff/study-at-host/>



Application deadline for none EU applicants:

30th June

Please apply earlier!

Application deadline for EU applicants:

31th August

Please apply earlier!



Become a TDS student



Contact:

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► Homepage

www.hochschule-stralsund.de/tds

Follow us on Social Media 😊

► Instagram: @tourismmaster_Stralsund

► TikTok: @hochschule_Stralsund_ws

