

LEISURE AND TOURISM MANAGEMENT



Worüber wir heute sprechen wollen

Was ist LTM?

Wie laufen die Semester bei uns ab?

Was für Praxiserfahrung kann man bei uns sammeln?

Möglichkeiten im Ausland

Was machen unsere Absolvent:innen heute?

Bewerbungsverfahren und Ihre Fragen

Was ist LTM?



Fundierte wirtschaftliche Ausbildung mit Schwerpunkt auf den Tourismus- und Freizeitbereich



Größtenteils englischsprachige Kurse (80%)



Hoher Praxisbezug



Fokus auf persönlichkeitsbildende Kompetenzentwicklung



Wirtschaftsenglisch sowie eine weitere Fremdsprache (Schwedisch, Spanisch oder Französisch) sind obligatorisch



Exkursionen, Gastvorträge und ein Pflichtpraktikum bieten Einblick in die Wirtschaft



Abschluss *Bachelor of Arts* qualifiziert für einen Masterstudiengang (zum Beispiel TDS hier an der HOST)

Aufbau des Studiums

Semester 1 – 4

GRUNDLAGEN

Semester 1 – 4

Introduction to Tourism

Economics

Human Resource Management

Tourism Management

Academic Skills and Competencies

Study and Career Orientation

Leadership and Emotional Intelligence

2nd Foreign Language (French/Spanish/Swedish)

Marketing I

Project Management

Media Economics

Business Ethics

Data Literacy

Research Methods

Business Ethics

Accounting

Leisure Management

Marketing II

Analytical Statistics

Field Trip

Corporate Finance

Business and Travel Law

English for Academic Purpose C1

Practical Insight



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Aufbau des Studiums

Semester 5

VERTIEFUNGEN & SCHWERPUNKTE

Semester 6

Data Science and Destination Case Project

Creativity and Events

Transport and Tourism

Liberal Arts College of Tourism

Society and Sustainability

Branding and Innovation

Special Topics abroad I - IV



Aufbau des Studiums

Semester 1 - 4	Semester 5 - 6	Semester 7	Semester 8
Grundlagen Basiswissen im Tourismus-, Management- und BWL-Bereich wird mit sprachlicher Kompetenzerweiterung im Academic English C1 und einer Fremdsprache (Französisch, Schwedisch oder Spanisch) verbunden.	Vertiefungen & Schwerpunkte Data Science & Destination Case Project Creativity and Events Transport and Tourism Liberal Arts College of Tourism Society and Sustainability Branding and Innovation Special Topics abroad I - IV	Praxissemester Das Praktikum kann in allen Bereichen des Studiums absolviert werden. Das Anwenden des erlernten Wissens ist ein elementarer Baustein des LTM-Studiums.	Bachelor Thesis Die Abschlussarbeit kann mit einem Unternehmen zusammen geschrieben werden. Das LTM-Studium endet mit einem Bachelor of Arts (B.A.).



Ein Semester im Ausland als Studien- oder Praxissemester ist obligatorisch. Es kann ein Double Degree erworben werden.

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Praxisorientiertes Lernen



Projekte mit Unternehmen



Praktika



Kooperationen mit visitBerlin und
AIDA Cruises



Exkursionen zu Firmen und ins
Ausland

Praktikum



21-wöchiges Pflicht Praktikum



Eigeninitiative



Programmmanagement und HOST-Datenbank



Kontakte zwischen den einzelnen Semestern



ca. 50 % der Studierenden absolvieren das Praktikum im Ausland

Praktikum

Mashup Communications Berlin

I was trusted with a wide range of exciting tasks, which made every day different and inspiring. I was writing press releases, guest articles and Social Media postings. I also had the opportunity to edit videos and to work with industry-specific software.



Padi Dive Resort and Ocean Conservation Mexiko

My work week was divided into the area of marketing and sales and supervising and running the operations. I got insight into every area of the company and was able to develop a good understanding of what it takes to run a business.



Leisure and Tourism Management further internships

- Arctic Adventure (ISL)
- AIDA Cruises
- Gulliver Expeditions (ECU)
- Brot für die Welt
- Hyatt Regency (VAE)
- Zalando
- EGOLI Tours (ZAF)
- Bavaria Film
- ...



Holiday Inn Express Amsterdam - North Riverside

Here I got the chance to find out what departments interest me the most and where I can bring the greatest benefit, as I got to try out every department a hotel consists of.



Keelings Knowledge Ireland

I'm incredibly thankful for how I was onboarded. Now, I'm employed full-time as a sales and marketing executive and about to write my bachelor thesis with the company. What a fantastic opportunity!



further LTM internships

- Hunkemöller (NDL)
- Deutsche Bahn
- Hotels and More Ltd. (GBR)
- Robert Bosch GmbH
- Evanos (FRA)
- Fraport AG
- My Costa Rica (CRI)
- Pfizer
- Abbey Ireland Ltd. (IRL)
- DHL Paket GmbH
- PT Indonesia Surfaris (IDN)
- ...

German National Tourist Board Copenhagen

Not only did I learn lots about Germany, but I also got a great insight to project and marketing work. I helped to organize and execute a huge online event and was busy kicking off new campaigns once travelling was allowed again.



Leipzig Tourismus und Marketing GmbH

An internship here gives you great insights into city marketing and offers a lot of opportunities to explore Leipzig. I was able to learn about the work of different departments, realized marketing measures, attended press conferences and worked on projects.



Senda Monteverde Costa Rica

I was assisting the team in creating signature experiences for our guests, developing our very own Senda Sustainability Tour here on property as well as incorporating diverse community outreach projects in the daily operations.



TMB Brandenburg GmbH Potsdam

My internship was in the field of customer service and product management. However, I also had many other tasks, for example supporting the development of a marketing campaign to strengthen the touristic service providers.



Chile Inside SpA Santiago de Chile

I spent my 7th semester at the intercultural agency Chile Inside SpA where I supported the small team with many marketing tasks like making image films about Chile as a travel destination.



Arqum GmbH Berlin

I mostly supported Arqum in the research project "Evaluation and Further Development of the CSR Reporting in Germany" and I was responsible for the data acquisition and data analysis. As part of the project, we also organized a virtual expert conference to discuss our project results.

Praktikum

Voltage OMC GmbH Berlin

Here I got an insight in the wide-ranging tasks of an account manager and the chance to interact with people from all over the world and different cultures. Besides, I'm getting familiar with the different departments of a creative agency.



Markus

EDEKA Hamburg

I spent my Internship at the EDEKA Zentrale in Hamburg and supported the employee development department. I had the opportunity to support my colleagues in planning seminars and also got insights into the development of different strategies.



Caroline

Leisure and Tourism Management further internships

- Mercedes-Benz (NLD)
- adidas AG
- Nordic Discovery (SWE)
- AUDI AG
- Boréal Tours Montréal (CAN)
- Sylt Marketing
- Hurtigruten (NOR)
- Continental AG
- ...



Bente

South American Tours Ecuador Quito + Galapagos

Part of my job was working as an interpreter Spanish - German for group tours. This way I got to learn a lot about the islands and their unique flora and fauna. I also acquired important knowledge and skills for a future professional career in tourism.



Nina

Porsche Leipzig

During my internship in the visitor service department, I was not only able to gain an insight into the booking systems and planning processes of this event location, but also got to handle customer inquiries myself with a great amount of personal responsibility.



further LTM internships

- Maximillion Events (GBR)
- Peek & Cloppenburg
- Novotel Beijing Peace (CHN)
- ECPAT
- Dunas Hotels & Resorts (ESP)
- Messe München
- Sunway Holidays (LKA)
- ADAC e.V. Automotive Sports
- ISC Travel Group (THA)
- Hochzeitsplanung Dähn
- Nord/LB Luxembourg (LUX)
- ...

Nest Hostel Valencia

I worked at the reception desk where I handled check-ins, check-outs, and any question via phone, email, and directly in the hostel. I saw people from all over the world and learned a lot about cultures and character traits. I loved that there was always something going on.



Kira

Fitz & Huxley Berlin

My major tasks were creating a market entry strategy for further countries, expanding the product range and helping to strengthen our marketing appearance. For these tasks I was in contact with European retailers, coordinated local cooperation partners and conducted market research.



Mirjam

Ravensburger AG Ravensburg

Working within the field of product coordination I mostly maintained data of new and existing products, drafted, updated and mailed lists for novelties and marketing material. Further, I analyzed market data for all categories and channels of the company.



Benita



Miriam

GLS Sprachenzentrum Berlin

I worked in the department "Fremdsprachen und Firmenservice", organizing language classes in Berlin. I was able to help out in the Highschool department, preparing everything revolving around a highschool year and got to work with two different booking systems.



Anna

Kassel Marketing

During my first weeks I got to know reception work on a campground and met many people from different places, even some Swedes. This was a great opportunity for me to use my Swedish skills. I also worked at the Tourist Information and helped to film a short video for the Grimm Heimat Nordhessen.



Julia

Daimler Truck AG Stuttgart

In the first weeks I was able to gain a lot of impressions and expand my knowledge. After that, I was given my own tasks and supported my team in topics such as employee interviews, process-related procedures, job interviews and restructuring.

Exkursionen



Namibia
Island
Portugal
Zypern
Oman
USA
Kanada

Frankfurt
Hamburg
Berlin
Kiel
Rügen
Rostock
u.v.m.



Möglichkeiten im Ausland



Hochschule Stralsund ist weltweit gut vernetzt:

Mehr als 150 Partnerhochschulen in mehr als 30 Ländern in Europa, Asien, Ozeanien sowie Nord- und Südamerika

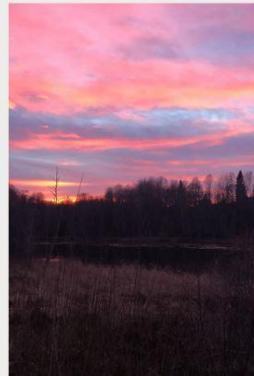
LTM „Double-Degree-Abkommen“

- Ecole Supérieure de Commerce Montpellier, France
- Escuela Politécnica Superior de Gandía, Spain
- University on the Sunshine Coast, Australia

Costa RICA



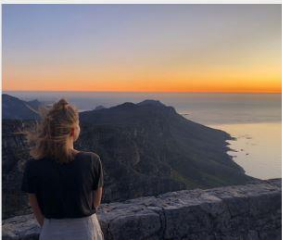
SchwEDEN



Malay SIA



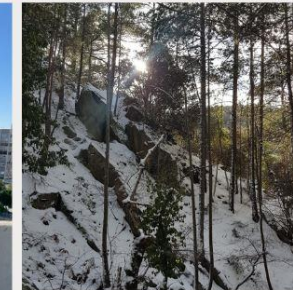
SüdAFRIKA



SpanIEN



ZyppERN



Unsere LTM Alumni in Deutschland

- bonprix: Projektmanager Markenkampagne in Hamburg
- DB Netz AG: Referentin Marketingkommunikation in Berlin
- Gruner + Jahr GmbH: Digital Analyst in Hamburg
- Volkswagen AG: Elektromobilitäts Kommunikation in Wolfsburg
- BMW Group: Senior Event Manager in München
- AIDA Cruises/ TUI Cruises: verschiedene Bereiche in Rostock und Hamburg
- adidas AG: Brand Communication in Stuttgart
- Flughafen München: Corporate Sustainability Managerin in München
- Deutsches Meeresmuseum/OZEANEUM: Pressesprecherin & Leiterin Marketing in Stralsund

Einsatzmöglichkeiten finden sich u. a.

- bei Reiseveranstaltern
- in Destinationsmanagement und -marketingorganisationen
- im Event-, Messe- und Tagungswesen
- in Erholungs- und Freizeiteinrichtungen
- in Airline- und Cruise-Unternehmen
- bei Verkehrsbetrieben
- in der Hotellerie und Gastronomie
- bei Consultingagenturen
- in der Automobilindustrie
- im Forschungsbereich
- in der Selbstständigkeit



Unsere LTM Alumni im Ausland



Bente

General Manager
**Acacia Galapagos
Boutique Hotel**
Galápagos, Ecuador



Diana

Projektmanager, Internes
Immobilienmanagement
Siemens Real Estate
Stockholm, Schweden



Susanne

Manager, Corporate
Sales & Corporate
SAF Program
Alaska Airlines
Portland, USA



Katharina

Production Manager
& Line Producer
Freelancer
Kapstadt, Südafrika



Victoria

Assistant in B2C-
Marketing, Press &
Social Media
**German National
Tourist Board**
Brüssel, Belgien



Maik

European Program
Manager
L'OREAL FRANCE
Paris, Frankreich



Robert

Development
Manager
SAP Labs Canada
Montreal, Kanada



Janina

Tourism Officer
**Great Ocean Road
Visitor Information
Centre**
Apollo Bay, Australien

Zulassungs- voraussetzungen



Abitur, Fachhochschulreife, Meisterabschluss, eine dem Meisterabschluss gleichgestellte Fortbildungs- oder Fachschulprüfung oder über eine Zugangsprüfung



Vergabe der Studienplätze nach dem Numerus clausus



Anrechnung einer Ausbildung im Tourismusbereich



Ausschlussfrist ist der 15.07.
per Post nur den unterschriebenen Antrag auf Zulassung aus der Online Bewerbung ohne weitere Unterlagen einreichen (ggf. Ausbildungszeugnis)

Zusammenfassung

**integriertes Praxis- UND
Auslandssemester**
double degree

Stärkung sozialer Kompetenz



**fundierte Management-
Ausbildung**

**englischsprachiges Studium
+ 2. Fremdsprache**

Französisch
Schwedisch
Spanisch

**hohe Employability und
gute Rankings**

praxisnah
Exkursionen
Kooperationspartner
Gastdozenten

Weitere Gründe für ein Studium an der HOST

PLATZ 2

Die 10 besten Unis & Hochschulen am Wasser



Europas größtes Windsurf-Magazin "SURF" wählt unsere HOST auf Platz 2 im Ranking "Windsurfen und Studieren"!



Inspiriert werden



Jessica mit 17, Traveller liebt Fremdsprachen



Jessica mit 21 studiert in Stralsund
Leisure and Tourism Management

Studieren wie's funktioniert.

www.hochschule-stralsund.de

Wenn Sie noch
weitere Fragen
haben

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stralsund.de](mailto:ltm@hochschule-stralsund.de) sind wir immer zu
erreichen.



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Danke
für
Ihre
Aufmerksamkeit!

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