

Tourism Development Strategies

Master Program

International ■ Strategic ■ Individual



Who we are...



Prof. Dr. Acácia Malhado
Expert for Destination Management,
Events and Scientific Training

Kira
TDS student, 1st semester

Steffi Schnierer
Program Management

Agenda



Philosophy



Concept & Curriculum & Highlights



Employability



Application

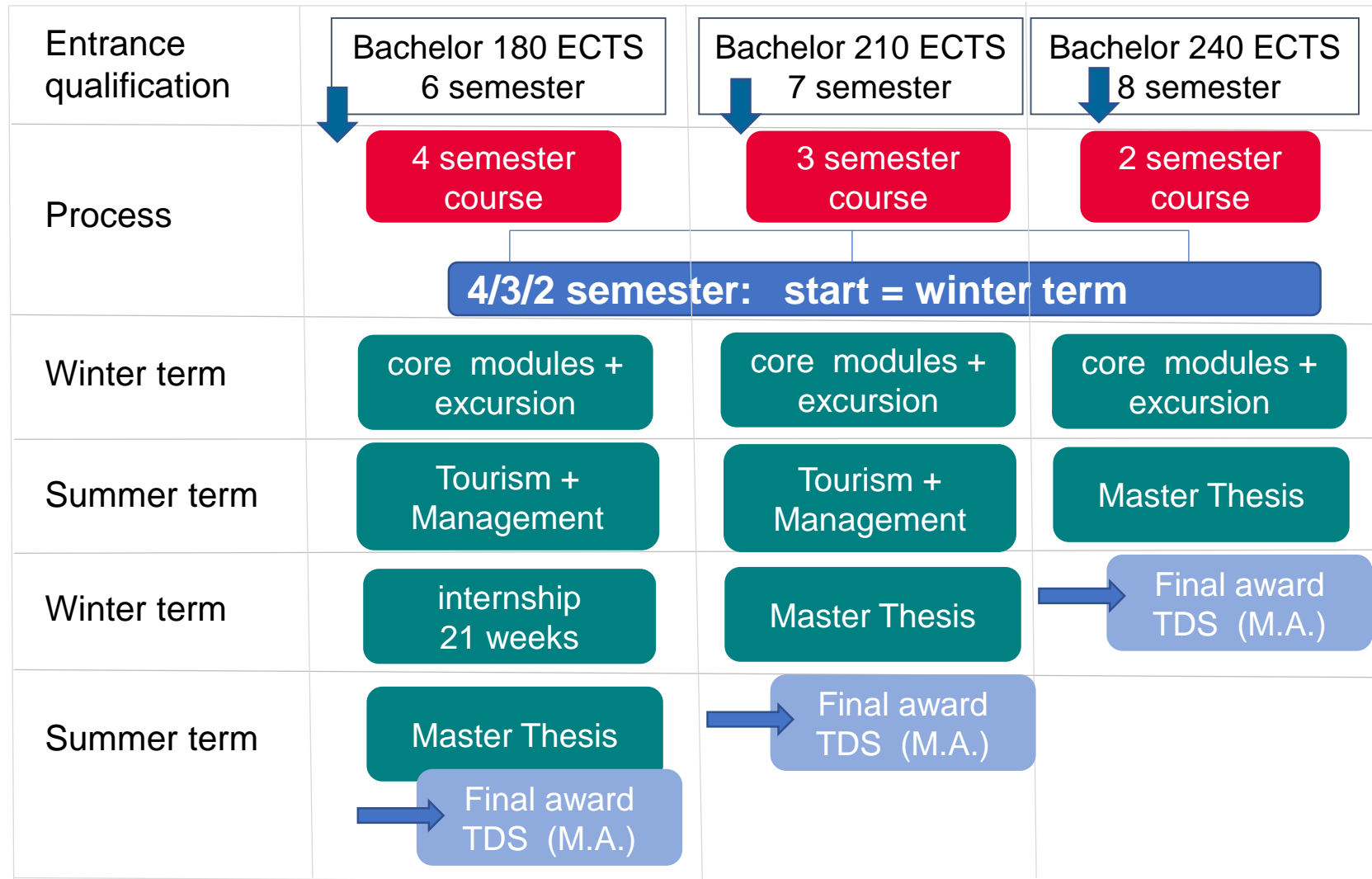


Campus & Student's life

Facts		
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	85%	15%
Start	Winter term	
Accreditation	FIBAA	
Tuition	None	
Program costs	Program costs	
for e.g. international excursion		
2-semester	1,850 EUR	
3- and 4-semester	2,100 EUR	



Concept & Curriculum TDS



Philosophy

TDS Graduate Employability

Professional Expertise

- Tourism
- Business Administration
- General Management

Self-learning competence and personality

- Development of an own value system
- Learning strategies
- Dealing with innovation & change

Methodological competence

- Ability to think & act strategically
- Self organization
- Variety of teaching & exams

Social and multicultural competence

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



Philosophy

Integration of Theory and Practice



Philosophy

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
- ▶ Cruise product during COVID-19 at AIDA Cruises
- ▶ Development of tourism after disasters
- ▶ Business Development Plan for STAGE Entertainment



Concept & 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	Tourism and Digitalization	Global Business Development	Strategic HRM	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	

Highlights

- › Networking & practice partners & conferences
- › Coaching by international business experts
 - › Interdisciplinary guest lectures
 - › Excursion & semester abroad

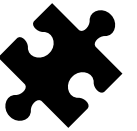


Highlights



International Study Trips

covered by program costs (if health circumstances allow excursions)





Highlights



Our plan for the next field trip

„Highlights and Secrets“



Where do our graduates work?



Where do our graduates work?

- ▶ Destination Management
(DMO, Tourism associations and institutions)
- ▶ Specific management positions in different companies in tourism
(Tourism Product Development/ Management, Marketing and Sales,
Key Account and Yield Management)
- ▶ Management related jobs in companies
(Business Development, Product Management)
- ▶ Jobs in Tourism/Consulting
- ▶ Jobs in Science and Research
- ▶ Jobs in Communication and Event sector



Where do our graduates work?

AIDA Cruises, Yieldmanagement

BMW Group, Project Manager eCRM

Invest in Mecklenburg-Vorpommern GmbH, Consulting

DREAMLINES, Senior Product Manager

Tourismusverband Mecklenburg-Vorpommern, Themenmanagement

RoomRaccoon, Senior Account Executive

OYO Travel GmbH, Managing Director

Hasbro, Junior Trade Marketing Manager

Hurtigruten Expeditions, Junior Purchasing-Agent

Import Promotion Desk, Sourcing and Markets

Sylt Marketing, Head of Online-Marketing

Windrose Finest Travel, Product Manager Dynamic Packaging

on management consulting, Senior Consultant



Where do our graduates work?

com-a-tec, Manager Communication

Accor Hotels Deutschland, Regional Sales Manager

Aon Deutschland, Product Manager International People Mobility (IPM)

Groupe Henner, Account Coordinator Europe

Viventura, Group Travel Specialist

Performance Advertising, Junior Manager Direct Marketing

Heimrich & Hannot, Marketing

Europa Park, Head of Rulantica

Kongresshaus Zürich, Senior Congress & Event Consultant

Volkswagen AG, Event Communication Product and Study Films Trade Fairs & Congresses

FTI, Team Manager Product Analysis

PreZero Stiftung/Schwarz-Gruppe, Project Leader, New Business & Innovation

GOPA Consultants, Business Support Manager 'Governance und Economic Development'



I studied TDS because...

Mahbub



"The master TDS provides me a perfect foundation for a successful career in the global tourism industry."

"The TDS master's course encourages to think further and aims to develop tourism."

Additionally, the students come from several foreign countries, so their stories and experiences are wonderful contributions to the lectures."

Max



Admission requirements

- ▶ **First academic degree in business studies**
 - 2-semester = 240 ECTS
 - 3-semester = 210 ECTS
 - 4-semester = 180 ECTS
- ▶ **Proof of English skills B2**
- ▶ **Signage of a declaration of commitment to pay the program costs**
 - 2-semester = € 1,850 in total
 - 3- and 4-semester = € 2,100 in total
 - (used for e.g. excursions abroad, Canada/Island/Sri Lanka/Sweden,
appointments at companies, social & intercultural events, conferences)
- ▶ **3- and 4-semester: Proof of German skills (B2) additionally**
- ▶ **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 (CV etc.)

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

3. Documents by post (application + certificate)

Do not submit originals but officially certified photocopies.

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:
Online-application via [UNI-ASSIST](#)

Application deadline:
30th June
Please apply earlier!



Place to live & study: Stralsund



Our Campus life in Stralsund



Our Campus life in Stralsund



*Welcome to our network.
Together with you, we'll create the future!*

*Become a
TDS student*



Contact:

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Project Manager TDS

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- ▶ Homepage: www.hochschule-stralsund.de/tds
- ▶ Instagram: [tourismmaster_stralsund](https://www.instagram.com/tourismmaster_stralsund)

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