

rucxE

Canada



he...b

s



Content



Introduction.....	1
Team.....	3
Students.....	3
Professors	4
Tour Guides	5
Tour	6
Facts Toronto.....	7
Day 1.....	8
Day 2.....	9
Day 3.....	10
Day 4.....	11
Facts Montréal.....	12
Day 5.....	13
Day 6.....	14
Day 7	15
Day 8.....	16
Day 9.....	17
Day 10.....	18
Pictures.....	19
Panorama	19
Snapshots	21
Highlights.....	24
Impressions	25
Impressum.....	28

Introduction

Die Olympischen Winterspiele 2010 in Vancouver/ Kanada wurden durch den Slogan „With glowing hearts“ geprägt. Auch wir, 24 Studenten der Fachhochschule Stralsund, sowie Prof. Dr. Rasmussen und Frau Wallenburger wurden durch die freundliche und zuvorkommende Art der Kanadier überzeugt. Aschewolken und Gewitter konnten uns nicht davon abhalten das größte Land der Welt zu erkunden. Toronto und Montréal sollten während unserer Exkursion vom 07. – 16.05.2010 auf dem Programm stehen.

Vom Hamburger Flughafen, der für einige von uns bereits ein kleines Highlight durch das zufällige Treffen Vitali Klitschkos darstellte, ging es weiter über Frankfurt bis ins 8 Stunden entfernte Toronto. Hier wurden wir LTM (Leisure and Tourism Management), TDS (Tourism Development Strategies) und BWL (Betriebswirtschaftslehre) Studenten von unserem Reiseleiter Paul empfangen, der uns in den nächsten Tagen die Stadt aber auch die kulturellen Besonderheiten der Kanadier zeigen sollte.

Angekommen im Hotel, welches sich unweit der längsten Straße der Welt, der Yonge Street, befand, hatten alle Teilnehmer Zeit sich zu akklimatisieren und den Zeitunterschied von 6 Stunden zu verarbeiten. Der folgende Tag bot die Möglichkeit, Toronto auf Eigeninitiative zu erkunden und sich einen ersten Überblick über die vielseitige farbenfrohe aber auch geheimnisvolle Stadt zu verschaffen. Ein absolutes Highlight war der Besuch der Niagara Fälle am Ontario See. Strahlend blauer Himmel, Regenbögen und die unglaubliche Kraft der Wasserfälle beeindruckten alle Teilnehmer nachhaltig.

Die kulturelle Seite Torontos bereits erschlossen, begannen am Montag die Unternehmenstermine, die uns Studenten einen Einblick in die kanadische Arbeitswelt lieferten. Zu Beginn öffnete eines der größten Sport und Freizeitunternehmen für uns seine Pforten. Bei *Maple Leaf Sports and Entertainment* wurden wir sogar in unserer Sprache begrüßt, was uns alle sehr beeindruckte. Zudem erfuhren wir viele interessante Dinge über die Sportbegeisterung der Kanadier. Eine Führung durch das Eishockey Stadion, welches sogar die Besichtigung der „Heiligen Hallen“ des Eishockey- und Basketballteams beinhaltete, bildete den Höhepunkt dieses Termins.

Im darauffolgenden Termin wurden wir sowohl von der Deutsch-Kanadische Industrie- und Handelskammer (AHK Kanada) als auch von der Deutschen Zentrale für Tourismus (DZT) empfangen. Hier wurde uns Studenten näher gebracht, wie deutsche Unternehmen bei Ansiedlung im kanadischen Raum unterstützt werden. Zudem erfuhren wir von der Möglichkeit, das Praxissemester bei der DZT zu absolvieren, was für viele von uns mit sehr großem Interesse aufgenommen wurde.

Am 11. Mai führte unser Weg weiter in die wunderschöne Stadt Montréal. Nach einer Stadtführung zu den wichtigsten Punkten mit viel Spaß und Freude, wurde das Hotel, zentral in China Town gelegen, erreicht. Hier konnten wir u.a. die Université de Quebec erleben. Gespräche mit Studenten als auch mit Dozenten und Professoren vertieften das Interesse an einer Kooperation und die Möglichkeit hier ein Auslandssemester zu verbringen. Zudem wurde während dieses Besuchs ein Vertreter der *World Center of Excellence for Destinations* (CED) via Internetverbindung zugeschaltet, was für alle Anwesenden einen kleinen Höhepunkt darstellte.

Dem anschließend folgten Unternehmensbesuche im Olympia Stadion und im Tourismusbüro der Stadt Montréal.

Zusammenfassend kann gesagt werden, dass alle Unternehmensbesuche in Kanada sehr aufschlussreich und vielseitig waren. Zudem boten sie eine hervorragende Möglichkeit Einblicke in die kanadische tourismusorientierte Geschäftswelt zu bekommen aber auch um langfristig nutzbare Geschäftskontakte zu knüpfen. Ebenso die aufgeschlossene, herzliche Art der Kanadier machte die Kanada Exkursion zu einem unvergesslichen Erlebnis.

Sprachliche Hindernisse der Teilnehmer gab es aufgrund des sprachorientierten Studiums kaum. In Montréal konnten die französischen Vokabeln wieder hervorgekramt und sofort angewendet werden. Zudem konnte Englisch in allen Situationen und Lebenslagen verwendet werden. Auch weiteres, im Studium erlangtes Wissen konnte in verschiedenen Bereichen angewandt werden.

Zurück in Deutschland und zurückblickend auf die Zeit in Kanada können wir alle berichten welchen bleibenden Eindruck das Land und die Leute auf uns hinterlassen haben. Zusammenfassend war die Exkursion in jedem Fall ein voller Erfolg, bei dem alle Beteiligten, ob Student oder Dozent, ihren kulturellen Horizont erweitern und von den Erfahrungen der besuchten Unternehmen lernen und profitieren konnten.

In Zukunft bleibt zu hoffen, dass sich aus den neuen Kontakten in Toronto und Montréal Möglichkeiten für weitere Besuche, Praktiken aber auch Auslandssemester bieten. Eines bleibt auf jeden Fall sicher: Kanada ist ein Land, was man mindestens einmal in seinem Leben besucht haben sollte.



Team

Students



LTM Students:

Sandra Stube

Marvin Höpfner

TDS Students:

Juliane Huhndt

Christina Dröske

Yana Mikheeva

Friederike Lehmann

Annegret Westphal

Stephanie Ludwig

Annika Hoffmann

Torsten Hartseil

Christin Hackethal

Annekatrin Polzer

Anja Frackowiak

Christine Wunsch

Sabine Nosthoff

Anne Geese

Marie-Isabel Fritsch

Karoline Neumann

Nicole Westendorf

Ann-Kathrin Große

Cassie Havemann

Mareike Ekmayer

Katarina Nittmann

Franziska Hoppe

BWL Students:

Professors



Prof. Dr. Thomas Rasmussen

(Studiengangsleiter TDS und LTM)



Frau Steffi Wallenburger

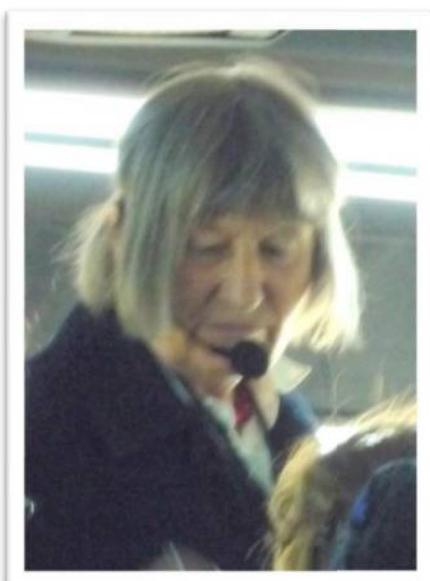
(Dozentin, Projektmanagerin TDS)



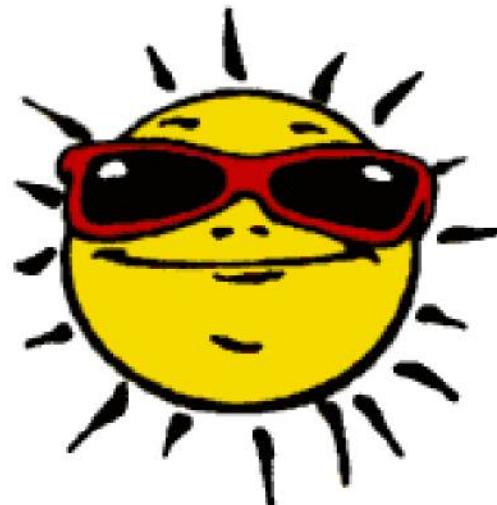
Tour Guides



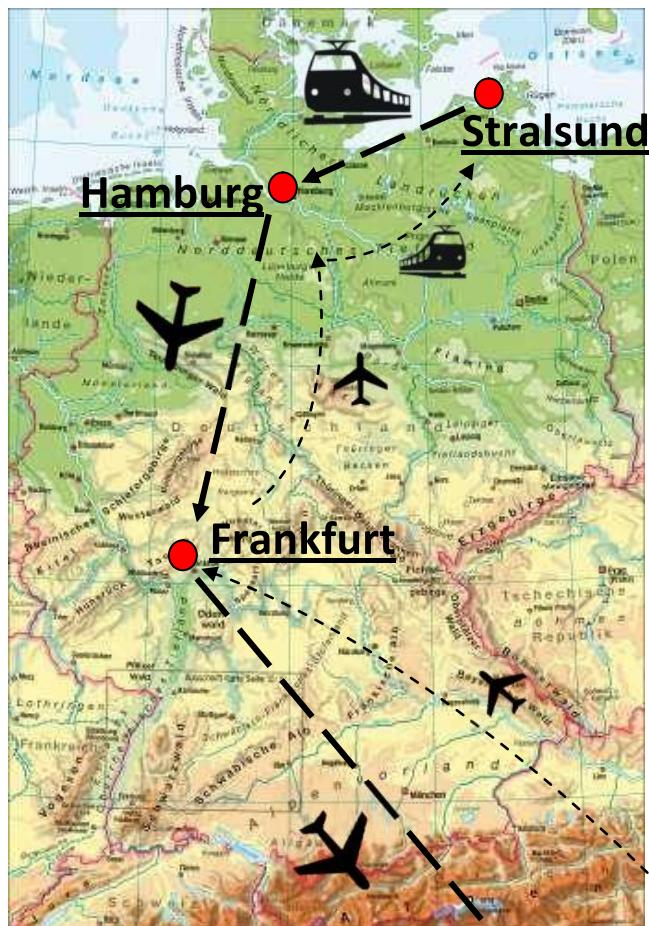
Paul



Mechthild ☺



Tour



07.05.2010

RE 32188 Stralsund – Hamburg

LH 017 Hamburg – Frankfurt
13:55 Uhr – 15:00 Uhr

AC 877 Frankfurt – Toronto
17:00 Uhr – 19:35 Uhr

11.05.2010

AC 408 Toronto – Montreal
11:00 Uhr – 12:10 Uhr7

15.05.2010

AC 874 Montreal – Frankfurt
19:55 Uhr – 08:55 Uhr



16.05.2010

LH 010 Frankfurt – Hamburg
10:30 Uhr – 11:30 Uhr

RE 32188 Hamburg – Stralsund

Facts Toronto



Good to know:

- biggest city of Canada which is also part of the densely populated region "golden horse shoe"
- capital of Province Ontario
- 2,5 mio inhabitants
- located directly at the Lake Ontario
- separated by two rivers: Humber River in the west and Don River in the east
- naturally created harbour, opposite of Toronto Islands (=Torontonians' Central Park)
- moderate climate for Canada
 - ➔ warm humid summers
 - ➔ cold winters
- known for many movie projects
- population with lots of immigrants
 - ➔ 49% of population is born outside of Canada
- low crime rate
- friendly environment
- most expensive city in Canada



Sights:

- CN Tower
- Toronto Islands
- Path
- Old Town
- Castle Casa Loma
- Yonge Street
- Harbourfront
- Rogers Centre
- Air Canada Centre
- Eaton Centre



Day I



the first Canadian experience for the participants who were brave enough to taste tomato juice, Canada style.

Landed in Toronto a thunderstorm kept us inside the plane for a bit longer before we were finally able to step on Canadian ground. For many of us it was the first time. Paul, our friendly funny travel guide for the next day already awaited us. Everyone was tired but Paul was able to show us some important sights on the way from airport to the hotel before we were allowed to just fall into our beds and sleep. This was pretty easy as the beds were soft queen size single beds.

The journey to the biggest country in the world started at 7.15 am on Friday May 7th. The IC took us to the Hamburg Airport. After a short spontaneous get together with Vitali Klitschko where his in America even better known girlfriend worked as the photographer the plane to Frankfurt was boarded. In the following we got on the plane to CANADA!!! Because of the ash cloud we were able to see Greenland from above. Clamato juice marked



Day 2

After a goodnights sleep and time for acclimatization the Saturday was to our own usage. The Croissant, Toast, Peanut butter and Jelly Breakfast which would follow us for the next days in Toronto marked the beginning of our first full day in North America. Some of us directly went shopping in the Eaton Centre and the underground city PATH. Others started their own cultural experiences including a visit at Casa Loma, the CN- Tower or different areas of Toronto. The city showed itself from its best sights. Excluding the ever changing weather from snowflakes in May to sunshine or rain in one day the city left a great impression in all of the participants.



Day 3



The third day in Canada was about to become one of the Highlights. A blue sky and sunshine marked the beginning of the sightseeing tour. Paul lead us through all the main areas of Toronto starting at Yonge street, the longest street in the world, over to the Central City, China Town, Greek Town, the posh beach area and the Lake Ontario. There we had a great view over the city's skyline. After we had taken over the town the bus took us around the lake to the other side. There we were able to see the famous Niagara Falls by ourselves. Impressed by the power of the water and the beauty of the area all of us were fascinated. A tour which lead us behind the falls were the power was even more viewable the needed yellow raincoats were a bit of a problem for some of us. ☺ After that a boat trip was on the agenda. The blue raincoats we needed there also got in a fight with some of us. Especially the wearing them the right sight was a problem for some persons. On the boat we were taken to the American and then to the Canadian Falls.

After an unforgettable time at the Falls where we were even able to see an amazing rainbow the bus took us back to Toronto, where we fell asleep straight away in expectation for the next day and the first business meeting.



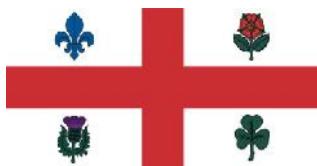
Day 4

Monday May 10th held our first business meetings in Canada. Maple Leaf Sports- and Entertainment even welcomed us in German. Because of some really good contacts and an extra portion of luck we got a special tour around the sports stadium. Even locker and changing rooms were no limit for us. Shoes double the size of normal ones and the whole height of the wall covering doors were extremely fascinating. We, as Germans, with no idea how deep the love of Torontonians goes with the Maple Leaf Ice Hockey Team, could not really understand how privileged we were. But still none of us would ever miss the experience of standing the changing rooms of two famous Canadian sports teams.

In the afternoon the AHK/DZT opened their doors for us. In a two hour meeting we were made familiar with their works and tasks and the possibility to get an internship there. After that we had the evening for us. As seen as it was our last night in Toronto we decided to either spend the evening on the CN- Tower because the weather allowed an amazing view or with other activities. Some of us cheekily got into a hotel and took the elevator to the 50th floor. Not as high as the tower but for free.



Facts Montréal



Good to know:

- 2nd largest city of Canada
- located in Quebec
- city covers most of the island of Montréal, between Saint Lawrence River and Rivière des Prairies
- originally called Ville Marie, present name from Mont Royal
- 2 Mio inhabitants
- languages: French (52 %), English (13%)
- humid continental climate
 - ➔ summers warm but muggy
 - ➔ winter very cold, snowy, windy and icy

Sights:

- | | | |
|-------------------------|----------------------------------|------------------------------|
| - Beaver Lake | - Notre Dame de Montréal | - RÉSO (la ville souterrain) |
| - Vieux Montréal | - Notre Dame des Neiges Cemetery | - Saint Joseph's Oratory |
| - Place d'Armes | - Old Port | - MC Gill University |
| - Place Jacques-Cartier | - Bonsecours Market | - Olympia Stadium |



Day 5



After great 4 days in Toronto it was time to leave the city and our great tour guide Paul. A one hour flight with Air Canada took us to the Montréal Peninsula. Surprisingly we were met by our new tour guide. A former German Immigrant called Mechthild. She worked together with a bus driver even though we got the impression during our two hour city tour that he was not used to drive a bus. ☺ So we got a shaking massage for free. With her headset stuck to her grey hair and the whole bus covered in huge city maps we had a lot to laugh about. Another strange thing to experience was a bus and numerous bikes on a formula one racing track. No we had something to tell our dads or other supporters of car races.

After the tour we arrived at the Hotel on one of Montréal's largest streets. Bunk beds and 4 suitcases per room left a unique youth hostel impression in us. A lot of laughs and climbing practices later everyone had a bed for themselves.

The afternoon was used to discover the city which was completely different from the one previous visited. Even some French vocabulary, hidden at the back of our heads was once again found and used in everyday activities.



Day 6

On Wednesday another business meeting was on the agenda. In the Université de Québec we were able to follow a presentation of Benoit Duguay about tourism related approaches. The thing that impressed us the most was a life screening on the internet with a member of the CED who talked to us about destination categories and how the UNWTO as well as the CED, works. While Prof. Rasmussen and Mrs Wallenburger got into a discussion about possible exchange programs of the UAS with the Université de Québec we students used our free afternoon for more reconnaissances of Montréal.



The evening held a specialty. The Canadian Habitants, the famous Montréal Ice Hockey team played against Philadelphia in the NHL cup. As seen as we were told by so many people to watch the game and really get into it, most of us used the opportunity and went into a pub. Right from the beginning we were taken by the mood and were just excited as the locals. Even without really knowing the rules goals were celebrated by us and breaths were held in dangerous situations. After the game was won and all the locals got out of the pub we followed just mixing up with them. On the street we witnessed how easily a rubbish bin and a street lamp can be used as a drum and people stop to dance at the side. The feeling was just incredible. Everyone was laughing singing and just celebrating the victories of the Habs. Reaching the main collecting point of the supporters we had a short stop at the Bell Centre where the public viewing was about to be finished and then along the main street back to the hotel. Running along the side, high fiving strangers in their car and feeling like real locals was something we will not forget so fast. GO HABS GO!!!!

Day 7



As seen as the Olympic Winter games were held in Vancouver 2010 it was great to see what had happened with the Olympic Park of Montréal which was build just for the Summer Games 1976. A tour leads us through the stadium and gave us some background information. The tower was a great spot to get a look over Montréal.

In the afternoon some of us were spontaneously invited on a carriage ride through the city. Another prove of the hospitality and openness of Canadian people. The coachman gave inside information about history and development of certain buildings and houses as well as special notes about famous people.

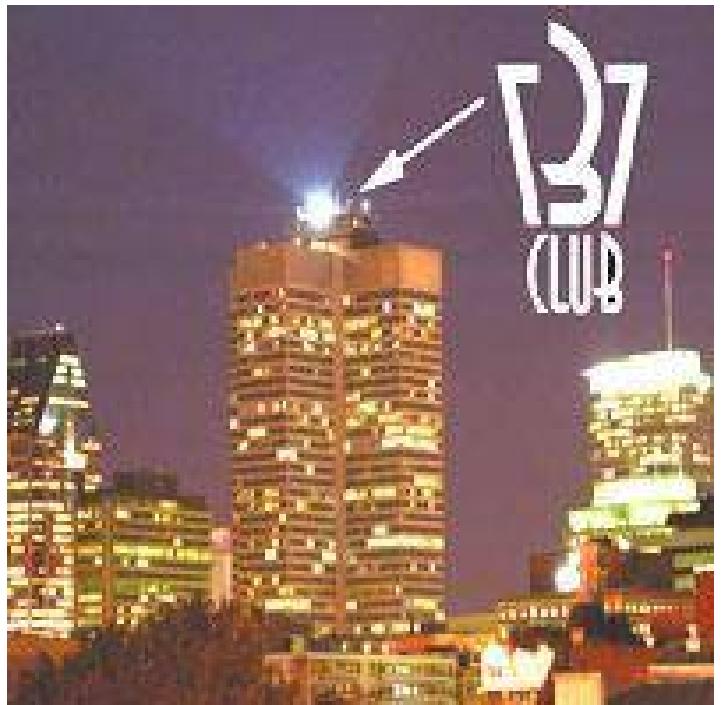


Day 8

à la Montréal

The 14th May was already our last full day in Canada. It was started with a visit in the tourism office of Montréal. Seated on chairs around an oval table, we kind of felt important, a good feeling for students☺.

The afternoon was used to discover the last spots of Montréal including the Arts district, the Bonsecours Markets or all the other little places which made the city so unique. In the evening we all met in a Pub to have something to drink together and celebrate the last night in North America. Thanks to Marvin and his flirting ambitions some of us were able to get into one of Montréal's most exciting clubs. The altitude 737, located on the top floor of one of the highest skyscrapers was the perfect spot to celebrate and dance.



Day 9



How fast time can pass when you have fun. Saturday we had to fly back to Germany because study courses and curious friends already awaited us again. Not even an ash cloud or other natural disasters were about to stop us. While boarding some were offered the chance to visit the pilot and the cockpit of our plane. Something they will never forget, for sure. The flight attendants on the other hand were not that impressed when the girls were offered a place in the first class area. So they had to take their places in kettle class.



Day 10

Eleven o'clock on Sunday morning. 26 tired but really happy people arrive at Hamburg International Airport and make themselves on the way back to Stralsund where they fall into bed and sleep.

It marked the end of our excursion to Canada. The Jetlag followed some of us a few days but in the end the whole trip will be unforgettable for us.



Pictures

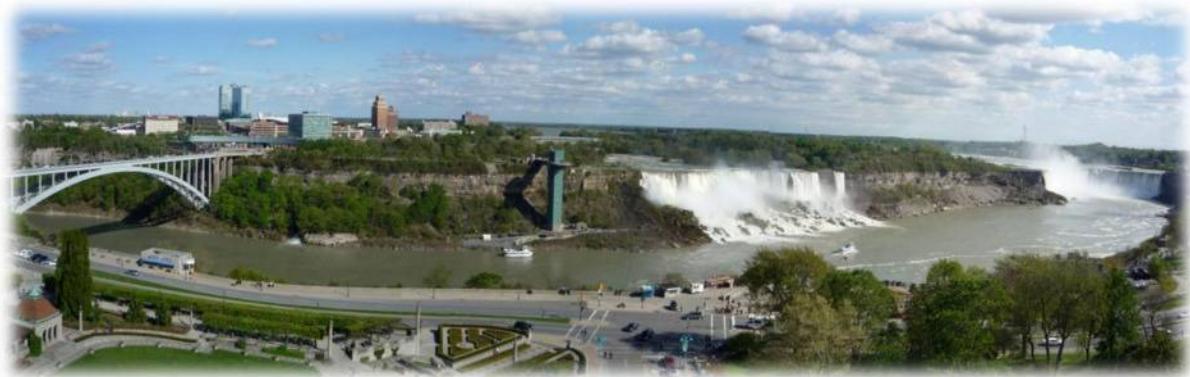
Panorama



Ontario Lake



Niagara Falls



Niagara



King Street, Toronto



Rue Saint-Denis, Montreal



Somewhere in Montreal

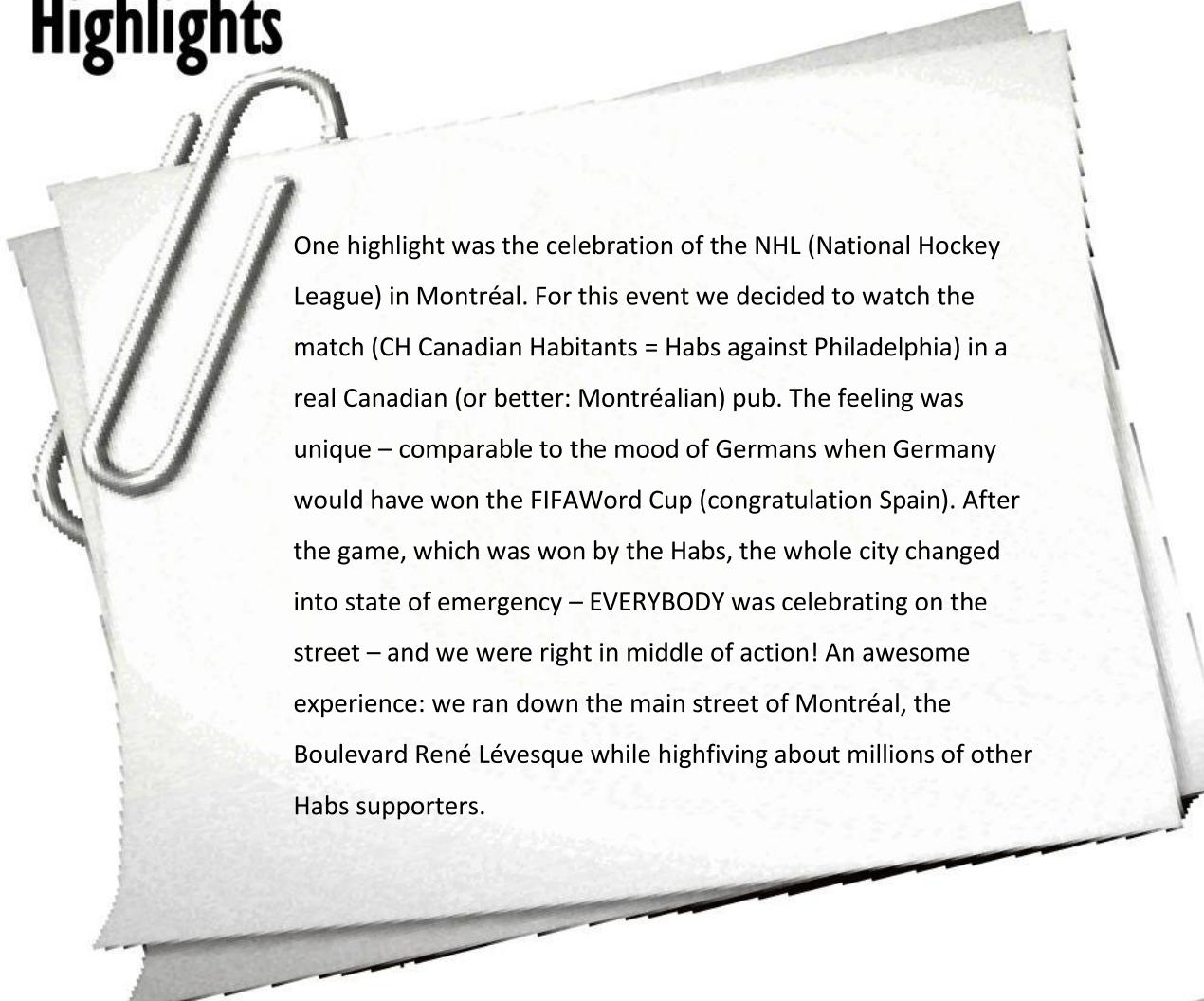
Snapshots







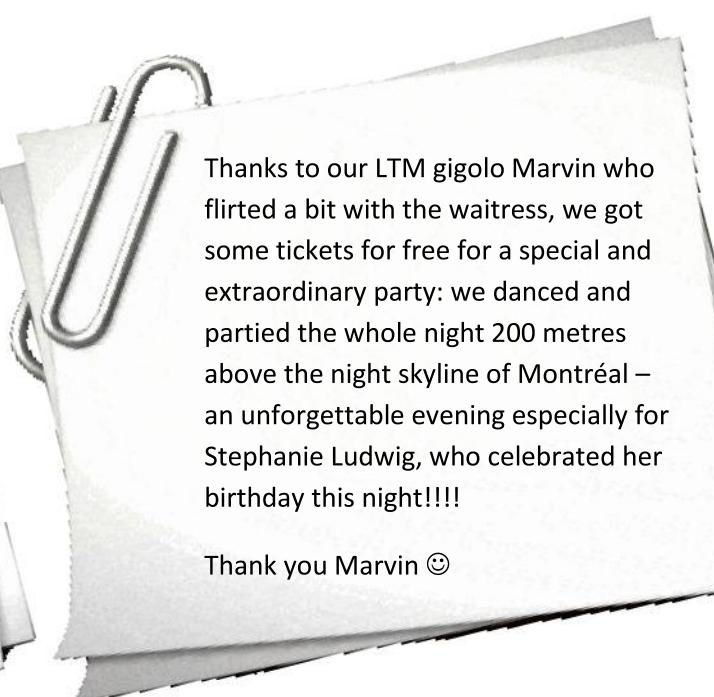
Highlights



One highlight was the celebration of the NHL (National Hockey League) in Montréal. For this event we decided to watch the match (CH Canadian Habitants = Habs against Philadelphia) in a real Canadian (or better: Montréalian) pub. The feeling was unique – comparable to the mood of Germans when Germany would have won the FIFAWord Cup (congratulation Spain). After the game, which was won by the Habs, the whole city changed into state of emergency – EVERYBODY was celebrating on the street – and we were right in middle of action! An awesome experience: we ran down the main street of Montréal, the Boulevard René Lévesque while highfiving about millions of other Habs supporters.



Another highlight was the visit of the Maple Leaf Sport and Entertainment Centre. Four attractive men showed us the whole stadium with every single corner. We could even gain a short insight of the changing room of the Toronto Maple Leafs, the most famous Ice hockey team of Canada. A really impressing and the most interesting company visit during our excursion.



Thanks to our LTM gigolo Marvin who flirted a bit with the waitress, we got some tickets for free for a special and extraordinary party: we danced and partied the whole night 200 metres above the night skyline of Montréal – an unforgettable evening especially for Stephanie Ludwig, who celebrated her birthday this night!!!!

Thank you Marvin ☺

Impressions

Neben der Führung durch das Air Canada Center waren die Niagara Fälle mein Highlight dieser Exkursion. Zum Glück hat uns die Asche Wolke diese Reise nicht verdorben.

Canada was an awesome study trip with some exciting companies! And awesome people who enjoyed running through Toronto's creepy university and flirting with hot bartender! :)

canada is a lovely country with very friendly and nice people. I really enjoyed the trip and gained a lot of great experiences. Annekatrin Polzer

What I will remember?
ice-hockey, ice-hockey,
ice-hockey!
-So, go habs, go! :)

Viel Stadt, leider
nicht so viel Natur.
(und ... 1 Bier 8 \$:))

The excursion in short:

1 trip, 2 cities, many impressions,
countless experiences! Sandra

To experience the people of Montreal after a hockey game, celebrating their winning team on the streets, was overwhelming and fascinating!

Go Habs Go!!!
(diane fiese)

The office are closer to days in Canada and a closer view to Canadian business, cultural, and everyday life. It was a quite exciting experience to make.

(Tobias Hartung)

I had a great time!
Thanks to everybody!

Christina

for Canada and Niagara Falls
separate me something you cannot
have experience - the absolute must
go there experience - the Hockey must
miss. Something I will never
miss.

Christina Hackethal

Für mich war das
Schönste an Kanada
TORONTO!
Eine wunderschöne
Stadt,
in die ich sehr muss,
zrück kehren kann!!

Die Hörsale Bar und Disco in Montreal :)

It was a blast!

777

Die Hörsale

Kanada (Excursion):
Niagara Fälle, Paul, Maple Leafs, Olympic Park,
underground shopping malls, zweisprachig, Menschen
→ BIG opportunities, BIG opportunities!
Hockey, witzige und offene Menschen
→ BIG opportunities, BIG opportunities!
Ann-Kathrin Cope,

The excursion to Canada was my first journey which included not only shopping and sightseeing but also learning from business meetings and cultural experience. It was unforgettable to really get to know Canadian people - especially after a Hockey game!

(Nicole Westendorf)

Die Motivationen unserer akademischen Studienexkursion waren vielseitig. Kanada ist nicht nur eine der größten Volkswirtschaften der Welt – gerade auch aus touristischer Perspektive bietet das Land eine facettenreiche Vielfalt mit traumhaften Landschaften und einladenden Metropolen. Die Menschen verschiedenster Kulturen, die Olympischen und Paralympischen Winterspiele in Vancouver sowie die Austragungen des G8 und G20-Gipfels in diesem Jahr waren für uns Anlass, eine Exkursion in das zweitgrößte Land der Erde zu planen.

Die Aufenthalte in den wirtschaftlich wichtigen wie reizvollen Ballungszentren Toronto und Montreal, unsere spannenden, lebendigen und überaus lehrreichen Termine bei den verschiedenen Unternehmen, Institutionen sowie an der Hochschule haben unsere Erwartungen nicht nur bestätigt, vielmehr wurden sie übertroffen.

Weltwoffen, herzlich, dynamisch, frisch, lebenswert – dabei serviceorientiert und professionell – die Menschen und das Land üben eine besondere Faszination aus.

Wir schließen uns gern dem Slogan der Canadian Tourism Commission an:

„Enter a world of extraordinary experiences“

Steffi Wallenburger

Prof. Dr. Thomas Rasmussen

Impressum

Druck: wurde auf die Teilnehmer keiner ausgeübt, außer dass sie dieses Booklet zu lesen haben

Erscheint: an allen Tagen mit Ausnahme der Tage, die nicht auf den Zeitraum vom 07. – 16.05.2010 fallen

Verantwortung: die Redaktion lehnt jede Verantwortung für Truck- & Schreibfehler ab

Auflage: eine nach der anderen

Preis: haben wir für dieses Booklet noch keinen erhalten

Verlegt: ist dieses Booklet immer dann, wenn man es nicht finden kann

Anzeigen: wird uns hoffentlich niemand

Verwendung: im Notfall zum Lesen

Inhalt: ist vorhanden

Reklamationen: werden nicht ernst genommen

Bye Bye Canada



