

Tourism Development Strategies

Master Program

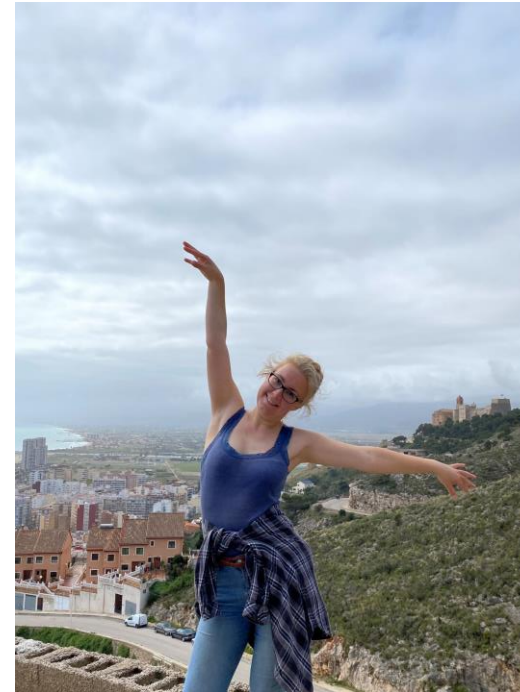
International ■ Strategic ■ Individual



Who we are...



Steffi Schnierer
Program Management



Kira
TDS student, 1st semester

Agenda



Philosophy



Concept & Curriculum & Highlights



Employability



Application

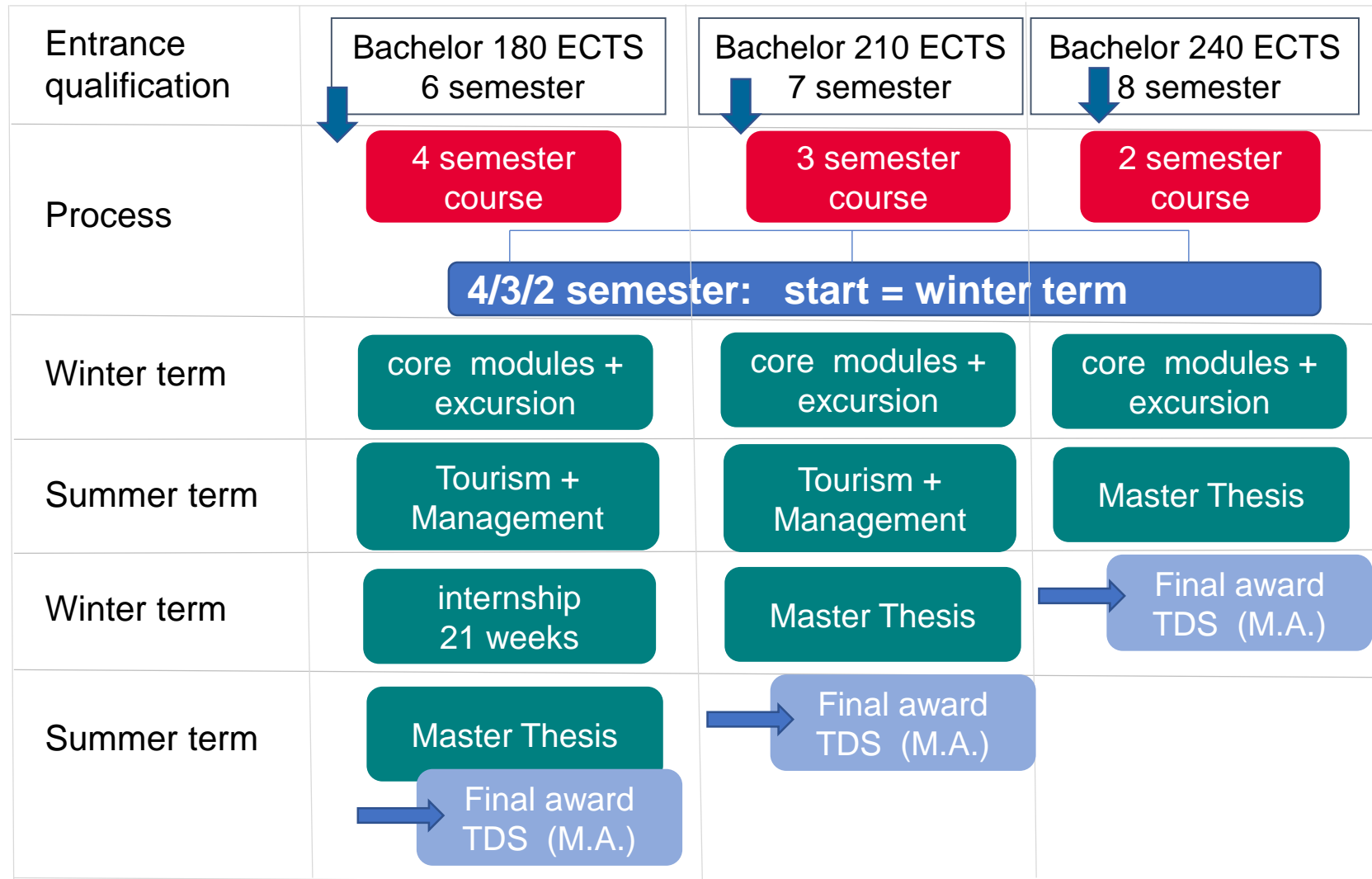


Campus & Student's life

| 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
- ▶ Business Development Plan for STAGE Entertainment

noisy MUSICWORKS



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 – Values based Management | Political Economy of Tourism | Supply Chain Management in Tourism | |
| Cultural Heritage Management in Tourism | | | Communication & Media Management | |
| | | | Managing Financial Performance | |

Who we are...



Team Tourism Development Strategies (TDS)

Highlights

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



Highlights this summer semester



Highlights



International Study Trips

covered by program costs (if health circumstances allow excursions)





Highlights



Our plan for the next field trip

„Highlights and Secrets“



14-22 October 2023



Where do our graduates work?



A promotional graphic for TDS (The Doctoral Studies Program) featuring two male graduates in black caps and gowns. The graphic includes a red banner at the top with the text "Why TDS?" and a red circle with the number "8". Below the graduates, a red banner reads "BROAD CAREER OPTIONS" and "INDIVIDUAL COACHING + LINKED IN + INTERNSHIPS". At the bottom right, a red button says "Apply now!". The HOST logo is visible in the top right corner of the graphic.



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, Yield Management

BMW Group, Project Manager eCRM

Invest in Mecklenburg-Vorpommern GmbH, Consulting

DREAMLINES, Senior Product Manager

Project M, Junior Consultant

RoomRaccoon, Senior Account Executive

OYO Travel GmbH, Managing Director

Hasbro, Junior Trade Marketing Manager

Hurtigruten Expeditions, Junior Purchasing-Agent

Import Promotion Desk, Expert Sourcing + Markets

Sylt Marketing, Head of Online-Marketing

Windrose Finest Travel, Product Manager Dynamic Packaging

on management consulting, Senior Consultant

Tourismusverband Mecklenburg-Vorpommern, Theme Management



Where do our graduates work?

SunExpress, Junior Analyst Revenue Management

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

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

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

Frankfurt Convention Bureau, Marketing Manager Conventions



I studied TDS because...

Mahbub



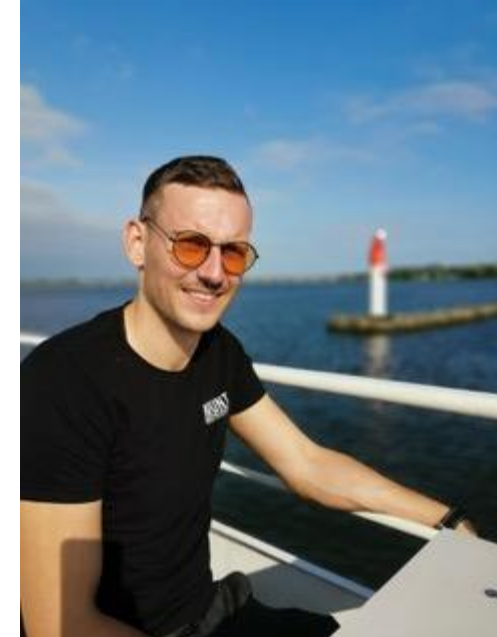
"The master TDS provides me a perfect foundation for a successful career in the global tourism industry."

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

The students come from several foreign countries - 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
 - (e.g. excursions abroad, 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**.

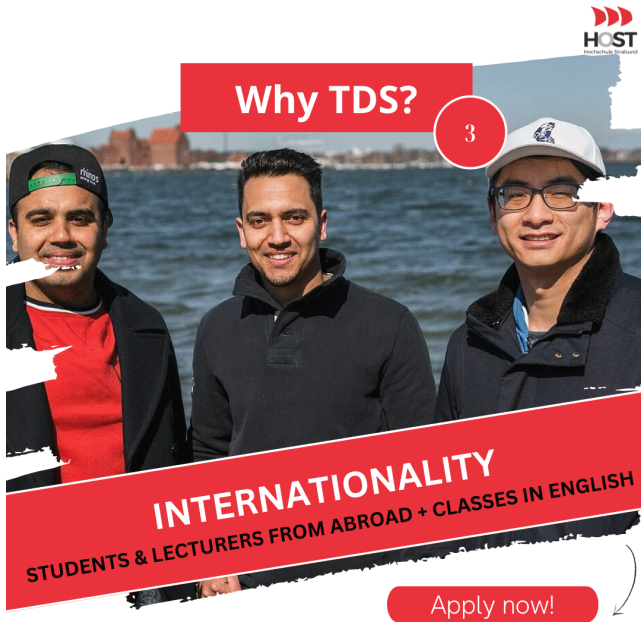


Application 2//3//4-semester

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

Online-application via [UNI-ASSIST](https://www.hochschule-stralsund.de/en/studying-and-teaching/international/incoming-students-staff/study-at-host/)

<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!



Semester dates

- **winter term**
mid September – mid January + 3 weeks exam period
- **summer term**
mid March – end of June + 3 weeks exam period



Studying part-time is an option?

- Perfect 😊, please indicate with your application that you plan to study part-time
- Workload, approx. 50% (15 ECTS per semester)
- Possible to change from full-time to part-time in-between (e.g. before master's thesis semester)



Sport activities



Place to live & study: Stralsund



Why TDS?

10

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

Apply now!

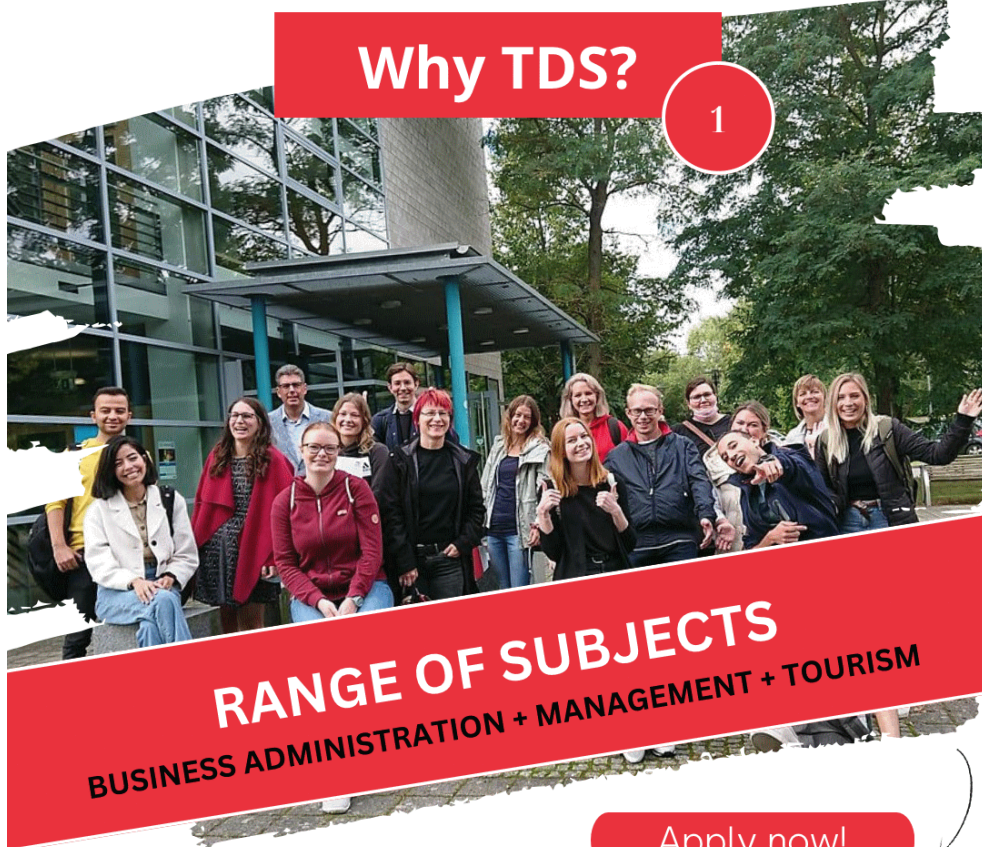
HOST Hochschule Stralsund



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

Why TDS?

1

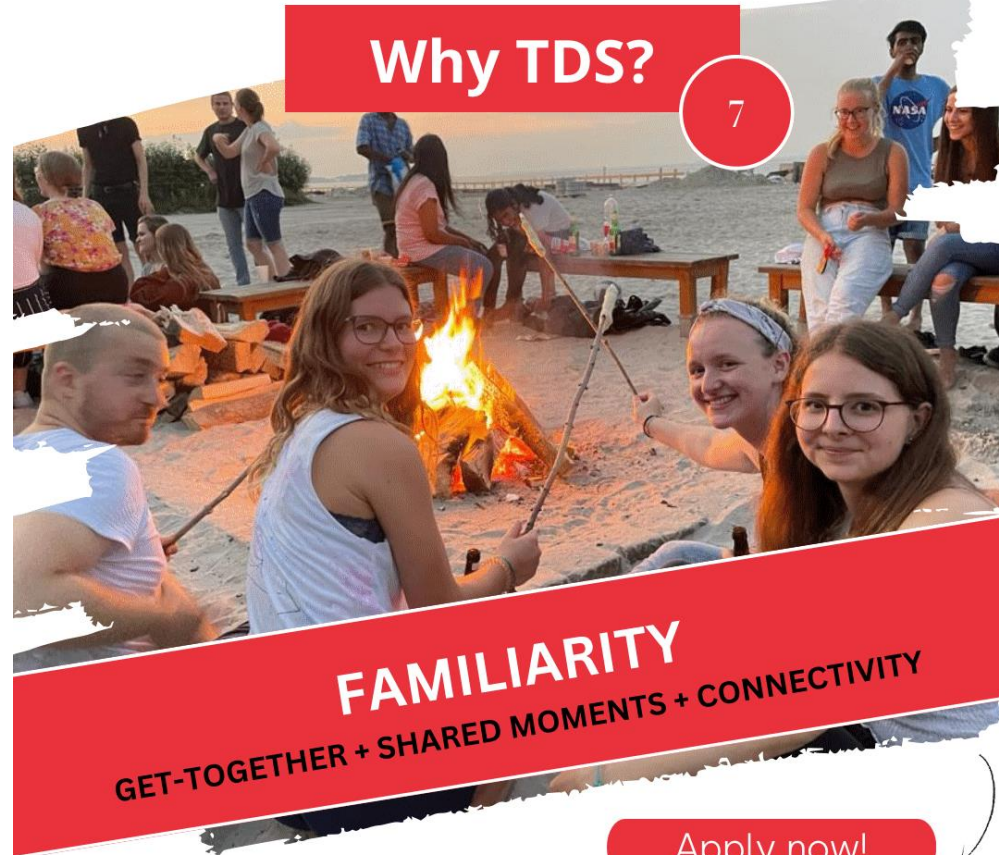


RANGE OF SUBJECTS
BUSINESS ADMINISTRATION + MANAGEMENT + TOURISM

Apply now!

Why TDS?

7



FAMILIARITY
GET-TOGETHER + SHARED MOMENTS + CONNECTIVITY

Apply now!



Become a TDS student



Contact:

Steffi Schnierer

Project Manager TDS

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tds@hochschule-stralsund.de



► Homepage: www.hochschule-stralsund.de/tds

► Instagram: [tourismmaster_stralsund](https://www.instagram.com/tourismmaster_stralsund)

Follow us 😊

