

# Tourism Development Strategies

## Master Program

International ■ Strategic ■ Individual



# Welcome to Stralsund



# Agenda



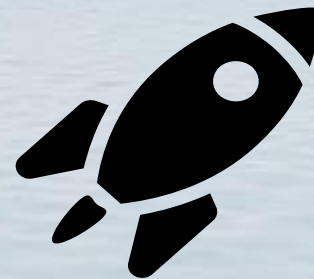
**Concept & Curriculum & Highlights**




**Campus & Student's life**



**Employability**

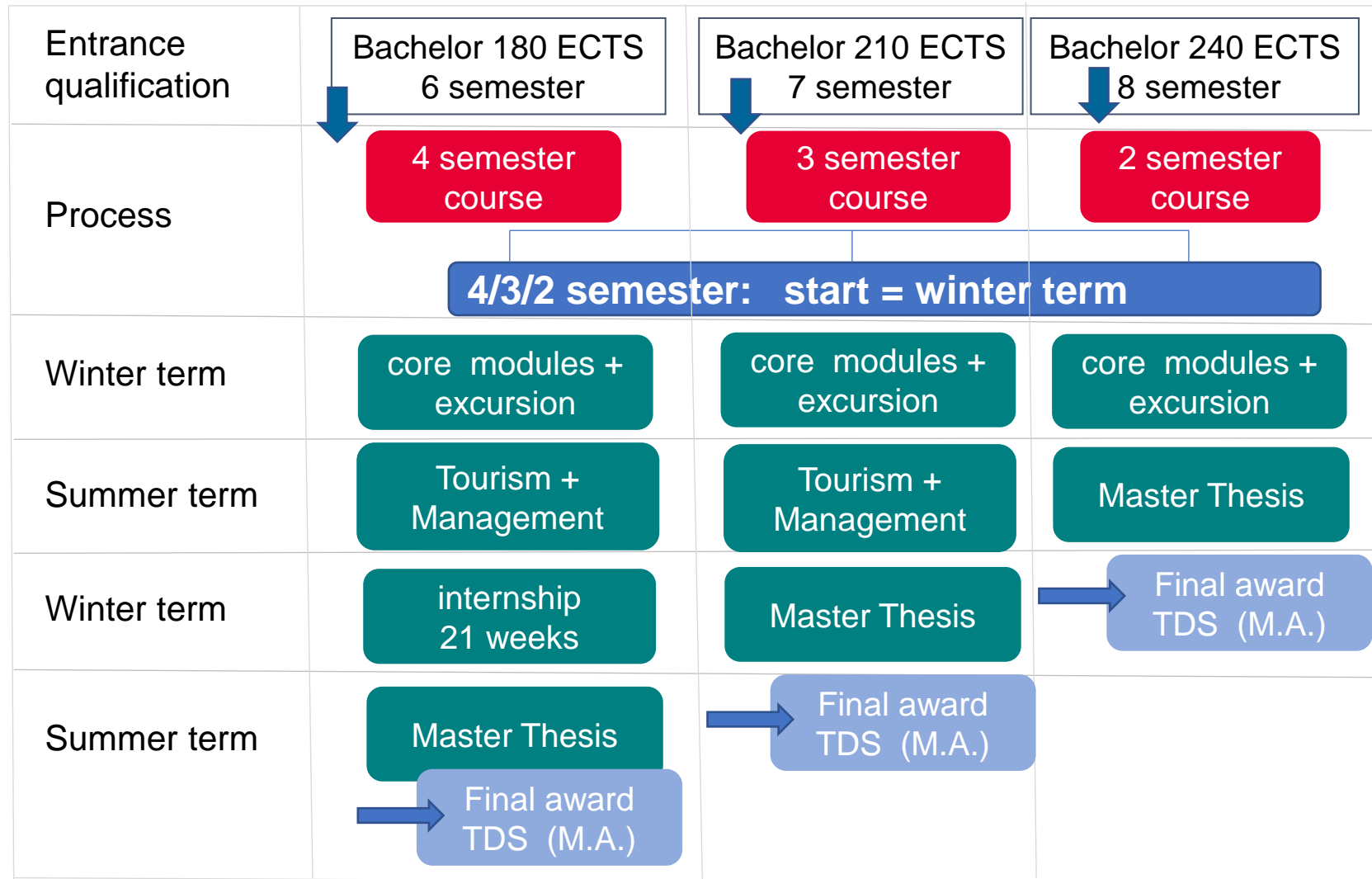


**Application**

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



# Concept & Curriculum TDS



# Philosophy

## TDS Graduate Employability

### Professional Expertise

- Tourism
- Business Administration
- 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



# Theory and Practice

## Community, Conferences & Companies



# 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

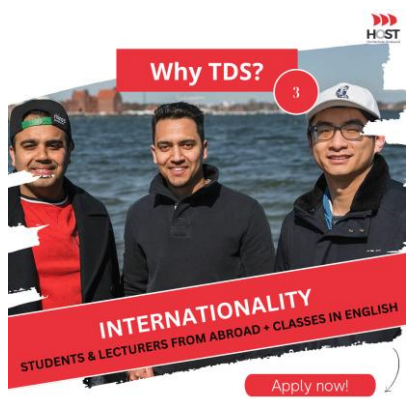


# Concept & Curriculum



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	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
    - ▶ Interdisciplinary guest lectures
- ▶ Excursion & semester abroad & **double master** degree



# Highlights during semester



# Highlight Excursions



## International Study Trips

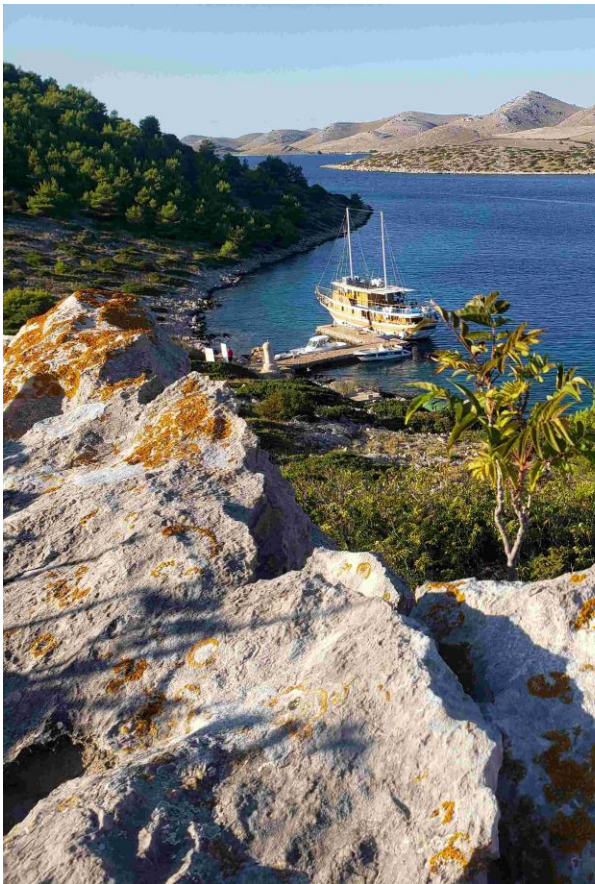
covered by program costs (if health circumstances allow excursions)

# Highlight Excursions



# TDS on tour: next field trip, October 2026

We are we going???



# TDS on tour: next field trip, October 2026



This years excursion



explores Croatia's Coastline



Croatia



*How to achieve the „right“ amount of tourism?*

# TDS on tour: next field trip, October 2026



Travelling 10-days along the Croatian coastline from Dubrovnik to Trogir in a traditional gulet. Explore sites while meeting local stakeholders, tourism entrepreneurs.

# Career opportunities



**Master Tourism Development Strategies (TDS)**

*Yasmin, TDS Alumni*

**Today I work as ...**  
a Customer Consultant at Event Inc in Hamburg, helping companies create exceptional business events by connecting them with the perfect venues and providing tailored, solution-oriented support.

**I especially liked ...**  
in my master program TDS the interactive and international classes, the close exchange with lecturers, and the unforgettable excursion to Iceland that combined professional growth with strong group cohesion.

**My TDS study in three words:** Individual, practical, unique.



**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

**AIDA Cruises, BMW Group, DREAMLINES, SunExpress, Windrose, Sylt Marketing, ProjectM, GCB, Usedom Tourismus, GOPA Consultants, Tagesspiegel, Urlaubsguru, Europa Park, Viventura ...**





# 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)
- ▶ **Signed declaration of commitment to pay the program costs**
  - ▶ 2-semester = € 1,970 in total
  - ▶ 3- & 4-semester = € 2,170 in total  
(e.g. excursions abroad, appointments at companies, social & intercultural events, conferences)
- ▶ **2- and 3-semester: Proof of job experience (internship) min. 12 weeks**



# Application 2//3//4-semester

## 1. German applicants

Online application and Upload documents

<https://ecampus.hochschule-stralsund.de/qisserver/pages/cs/sys/portal/hisinoneStartPage.faces>

**Application deadline: 31<sup>st</sup> 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

## 2. 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:**

**30<sup>th</sup> June**

Please apply earlier!

**Application deadline for EU applicants:**

**31<sup>th</sup> August**

Please apply earlier!

# Stralsund: Place to live & study

Why TDS?

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

Apply now!

## Our Team



# Sport activities



# Become a TDS student



[www.hochschule-stralsund.de/tds](http://www.hochschule-stralsund.de/tds)



Contact:

**Steffi Schnierer**

Project Manager TDS

+ 49 (0)3831/ 45 70 70

[tds@hochschule-stralsund.de](mailto:tds@hochschule-stralsund.de)



Follow us on Social Media 😊

Instagram: **tourismmaster\_stralsund**

TikTok: **@hochschule\_Stralsund\_ws**

