



TOURISM DEVELOPMENT STRATEGIES

Master of Arts

Our Teaching Concept

- individual, international & strategic -

Next to **professional expertise** in **tourism, business administration and general management**, our program focuses on best preparing our students for the **constantly rising challenges** of the tourism industry.

By concentrating on **personal development** and **communication skills**, we want to encourage our students to **apply innovative, autonomous thinking** when approaching business issues.

And since tourism and internationality go hand in hand, we also attach great value to the **strengthening of intercultural skills**.

Your abilities

- Expertise in Tourism, Business Administration and Management
 - Strategic thinking and acting
- Sustainable Business Development
 - Analysis of markets
 - Product development
 - Destination development and management
- Creative and innovative thinking
 - Diversity management
 - Communication skills
 - Personal development



Our TDS Master Model

- individual and customized -

Our master program ***Tourism Development Strategies*** is offered in three different versions, distinguished by duration.

Depending on your former academic education (Bachelor degree), our accredited master degree can be completed within 2,3 or 4 semesters:

- Master degree after 2 semester (Bachelor: 240 ECTS points)
- Master degree after 3 semesters (Bachelor: 210 ECTS points)
- Master degree after 4 semesters (Bachelor: 180 ECTS points)

Entrance qualification	Bachelor 180 ECTS 6-Semester	Bachelor 210 ECTS 7-Semester	Bachelor 240 ECTS 8-Semester
Process	4-Semester Master course	3-Semester Master course	2-Semester Master course
4 // 3 // 2 semester Master course = Begin in winter semester			
Winter semester	Core modules & excursion	Core modules & excursion	Core modules & excursion
Summer semester	Tourism & management	Tourism & management	Master thesis Final award Master of Arts TDS
Winter semester	Internship 21 weeks	Master thesis Final award Master of Arts TDS	
Summer semester	Master thesis Final award Master of Arts TDS		



Application Requirements

2-semester master degree	3-semester master degree	4-semester master degree
First degree (240 ECTS) in the field of business studies	First degree (210 ECTS) in the field of business studies	First degree (180 ECTS) in the field of business studies
Signature of a declaration of commitment to pay the program costs of € 1,850	Signature of a declaration of commitment to pay the program costs of € 2,100	Signature of a declaration of commitment to pay the program costs of € 2,100
The fee is used for the academic excursion, the participation in various events / conferences and corporate appointments.		
Proof of English skills (Level B2) Exceptions: Applicants who completed their first degree pre-dominantly in English and/or who spent at least 10 months in an English-speaking country don't need a proof.		
12 weeks of practical experience (internship/job management related)	Proof of German skills (Level B2)	Proof of German skills (Level B2)
	12 weeks of practical experience (internship/job management related)	

Perspectives

Employability

The TDS study program empowers our master students to **autonomously analyse** and **solve complex business issues**. The strategic focus makes this possible not only for the tourism industry, but also for other economic areas.

Our **practical-oriented teaching approach** guarantees the best possible preparation for the **future business world**, which increasingly demands for **high-qualified graduates**. The combination of **management, business administration and tourism** opens up a broad range of **career opportunities**.

„Thanks to the diversity of our insights into practice and professional life as well as the opportunity to enhance my soft-skills, I was enabled to start my individual career self-confidently.“

Adrianna Misiewicz, TDS alumni
BMW Group, Project Management eCRM



Perspectives

TDS Alumni

Our **Alumnis** are **working** among others for ... as:

- **Accor Hotels Deutschland GmbH**, Regional Sales Manager
 - **AIDA Cruises**, Yieldmanagement, Flight Operations
 - **BMV**, Project Manager eCRM
 - **Brand USA**, Communications Manager
 - **City Marketing**, Villingen-Schwenningen
- **CLINTON GmbH**, International Marketing Assistant
 - **DER Touristik**, Tour Manager Spain
- **Destination Davos Klosters**, Business Sales Coordinator
 - **Educom GmbH**, Senior Manager Corporate Consultant
 - **Meyer Beratung**, Consultant
- **Stadtmarketing Bamberg e.V.**, Marketing- und Event Management
- **Tourismusverband Mecklenburg-Vorpommern**, Marktforschung, Network Consulting LandArt
 - **Visit Berlin**, Junior Key Account Manager Hotels



TDS around the World

Our Excursions

Broaden your horizon!



"Excursions are the laboratories of international tourism study programs"

Academic excursions are a mandatory and crucial part of the first term, due to the fact that it is an excellent way to connect **theory and practice** and reflects our **international focus**.

The joint excursion provides a perfect opportunity to gain insights into **international companies**, to gather **cultural experiences** and to **strengthen personal and social skills**.

Former [excursion](#) groups went, amongst others, to Canada, Ecuador, the Sultanate of Oman, Sri Lanka, and Thailand.

Internationality

Partner companies & -universities



Internationality through:

- **Bilingual teaching**
- **Intercultural approach**
- **International content and guest lecturers**
- **Excursions and business appointments**
 - **Master thesis** written in **English**
 - **Internship abroad** and/or exchange semesters possible

Integration of Theory and Practice

Business cooperation, real-life projects and case studies, as well as **business appointments** and external **guest lecturers** emphasize our **practical-oriented teaching approach**.

Connecting **theory** with **practical insights** and **experience** is part of our philosophy.



Studying at our HOST

- Studieren mit Mehrwert -

The **Stralsund University of Applied Sciences** offers solely **accredited study programmes**.

In a **familiar study environment** with only a limited number of students, we focus on **teamwork** and **result-oriented working**.

We offer:

- Practical-oriented contents
- Personal contact to professors & guest lecturers
- Individual support & coaching
- Student accommodation right next to the campus



Alumni since 1993

8.600



Enrolled students

2.173



Distance to the beach

5 min.



Generated Electricity
on Campus

483.000 kWh



Hours of sunshine
per year

1750

Studying at our HOST

- Studying at the Baltic Sea -

Living in Stralsund in a Nutshell

The city with its **small, beautiful Old Town** located right by the **Baltic Sea** captivates guests and residents with its **Hanseatic charm**.

In addition the **costs of living** are comparatively **affordable**.

A wide range of **sports activities** – **water sports** opportunities in particular – guarantee a **diversity of leisure entertainment opportunities**.



„Welcome to our TDS network. Together with you we'll create the future.“



Steffi Schnierer

Studiengangs-Management

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Application Deadline:

August 31st (German Bachelor Degree)

June 30th (International applicants)

Beginning of semester: **Mid-September**



**Management &
Tourism in Stralsund**



tourismmaster stralsund