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 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)
## Application Requirements

<table>
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<tr>
<th>2-semester master degree</th>
<th>3-semester master degree</th>
<th>4-semester master degree</th>
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<td>First degree (240 ECTS) in the field of business studies</td>
<td>First degree (210 ECTS) in the field of business studies</td>
<td>First degree (180 ECTS) in the field of business studies</td>
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<td>Signature of a <strong>declaration of commitment</strong> to pay the program costs of € 1,850</td>
<td>Signature of a <strong>declaration of commitment</strong> to pay the program costs of € 2,100</td>
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**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.

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<th>12 weeks of practical experience (internship/job management related)</th>
<th>Proof of <strong>German skills (Level B2)</strong></th>
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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
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
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.
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.

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

Internationality through:

- Partner companies & universities
Studying at our HOST
- Studieren mit Meerwert -

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
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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Büro: 139, House 1

Application Deadline:
August 31st (German Bachelor Degree)
June 30th (International applicants)

Beginning of semester: Mid-September