

Tourism Development Strategies

Master Program

International ■ Strategic ■ Individual



Who we are...



Marlen
TDS student, 2nd semester



Steffi Schnierer
Program Management

Agenda



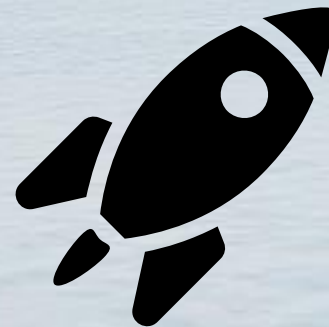
Philosophy



Concept & Curriculum & Highlights



Employability



Application



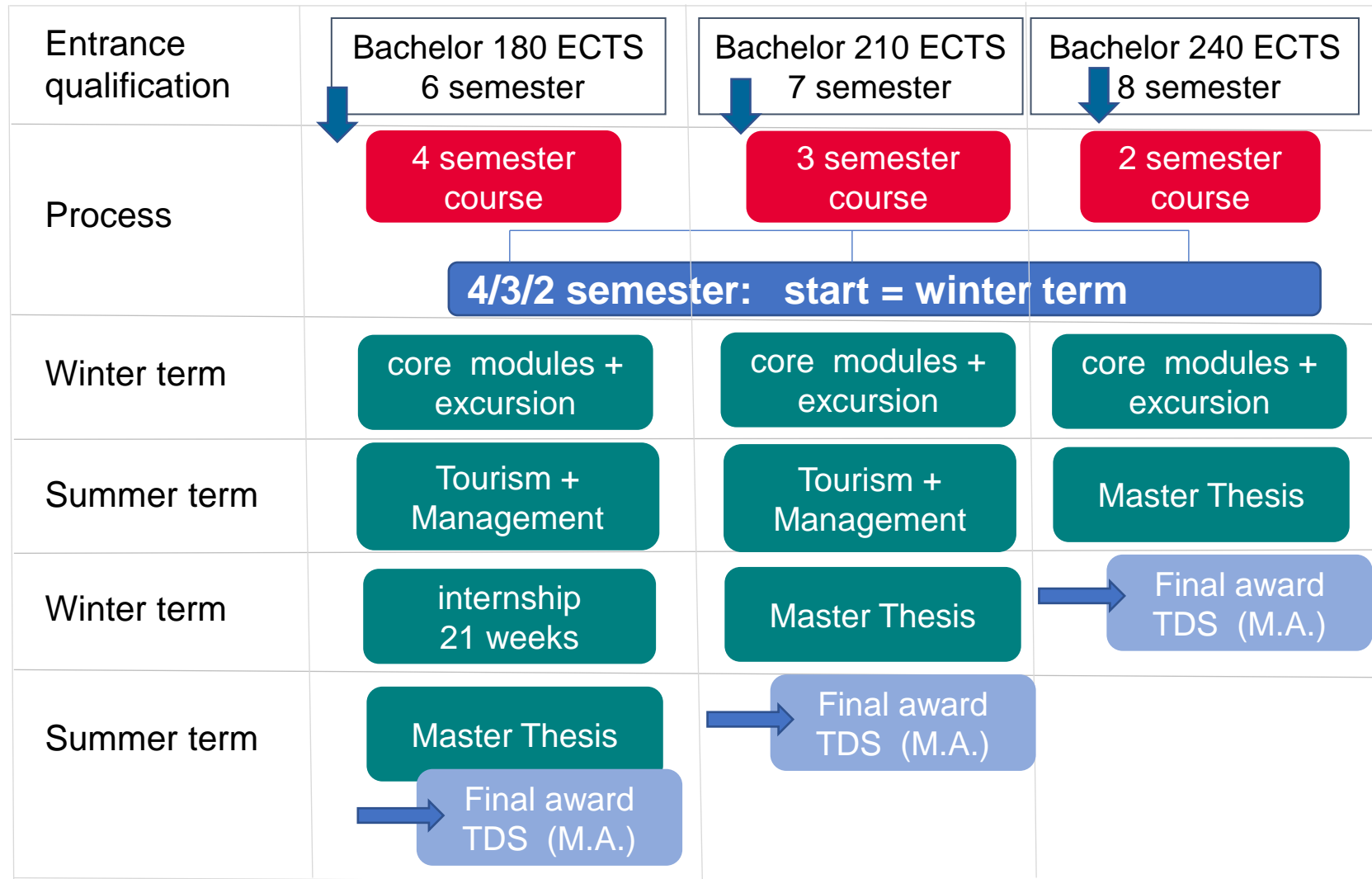
Campus & Student's life

Facts TDS

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	90%	10%
Start	Winter term	
Accreditation	FIBAA	
Tuition	None	
Program costs	Program costs	
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



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
- ▶ 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

Team Tourism Development Strategies (TDS)



Highlights

- ▶ Networking & practice partners & conferences
 - ▶ Coaching by international business experts
 - ▶ Interdisciplinary guest lectures
- ▶ Excursion & semester abroad & **double master** degree



Highlights



International Study Trips

covered by program costs (if health circumstances allow excursions)



Highlights

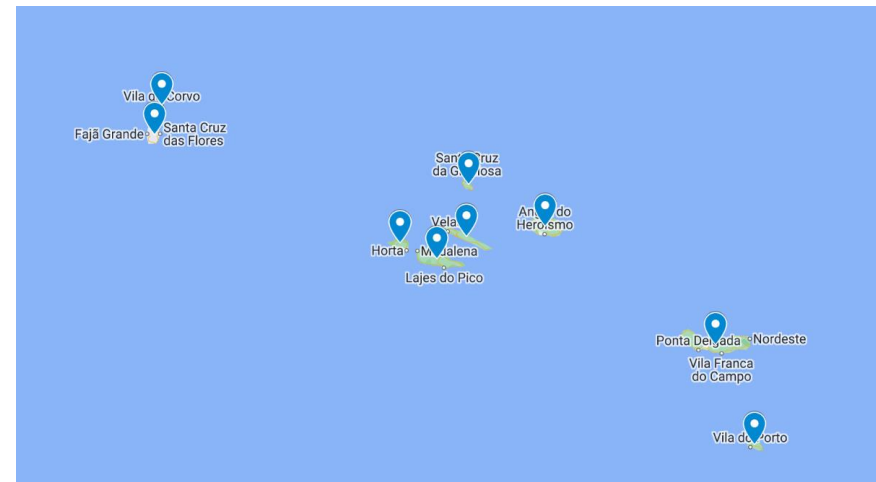


Our plan for the next field trip October 2024



Azores ☺

Sustainable
Tourism



Where do our graduates work?



Why TDS?

8

BROAD CAREER OPTIONS
INDIVIDUAL COACHING + LINKED IN + INTERNSHIPS

Apply now!

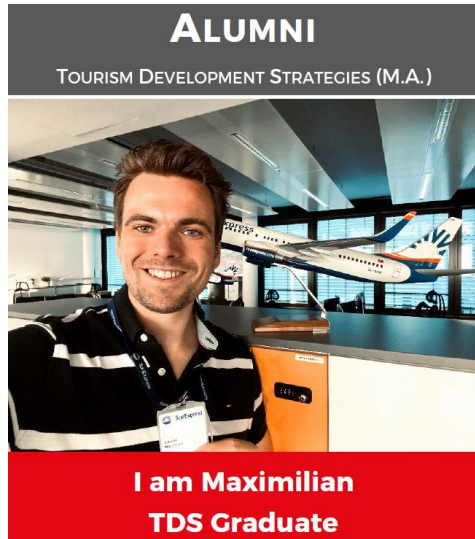


Where do our graduates work?

- ▶ Destination Management
(DMO, Tourism associations and institutions)
- ▶ 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, Yieldmanagement

BMW Group, Project Manager eCRM

Invest in Mecklenburg-Vorpommern GmbH, Consulting

DREAMLINES, Senior Product Manager

Tourismusverband Mecklenburg-Vorpommern, Themenmanagement

SunExpress, Revenue Management Analyst

OYO Travel GmbH, Managing Director

Hasbro, Junior Trade Marketing Manager

Hurtigruten Expeditions, Junior Purchasing-Agent

Import Promotion Desk, Sourcing and Markets

Sylt Marketing, Head of Online-Marketing

Windrose Finest Travel, Product Manager Dynamic Packaging

on management consulting, Senior Consultant



Where do our graduates work?

Kohl > Partner , Tourism Consultant

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

FTI, Team Manager Product Analysis

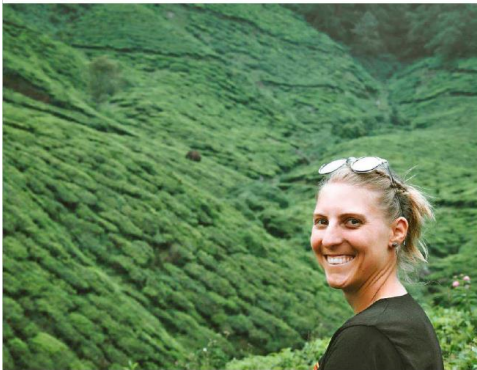
PreZero Stiftung/Schwarz-Gruppe, Project Leader, New Business & Innovation

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



ALUMNI

TOURISM DEVELOPMENT STRATEGIES (M.A.)



I am Jana
TDS Graduate

Admission requirements



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 = € 1,970 in total
3- and 4-semester = € 2,170 in total
(e.g. excursions abroad, Iceland/Sweden, 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

<https://www.hochschule-stralsund.de/studium-und-lehre/bewerbung/online-bewerbung/voraussetzungen-und-fristen/master/>

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**.

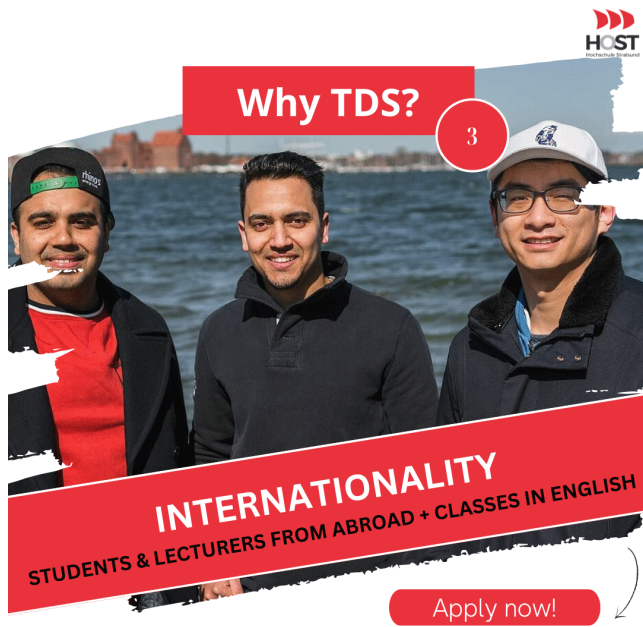


Application 2//3//4-semester

- ▶ **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!

Place to live & study: Stralsund



Why TDS? 10

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

Apply now!

HOST Hochschule Stralsund



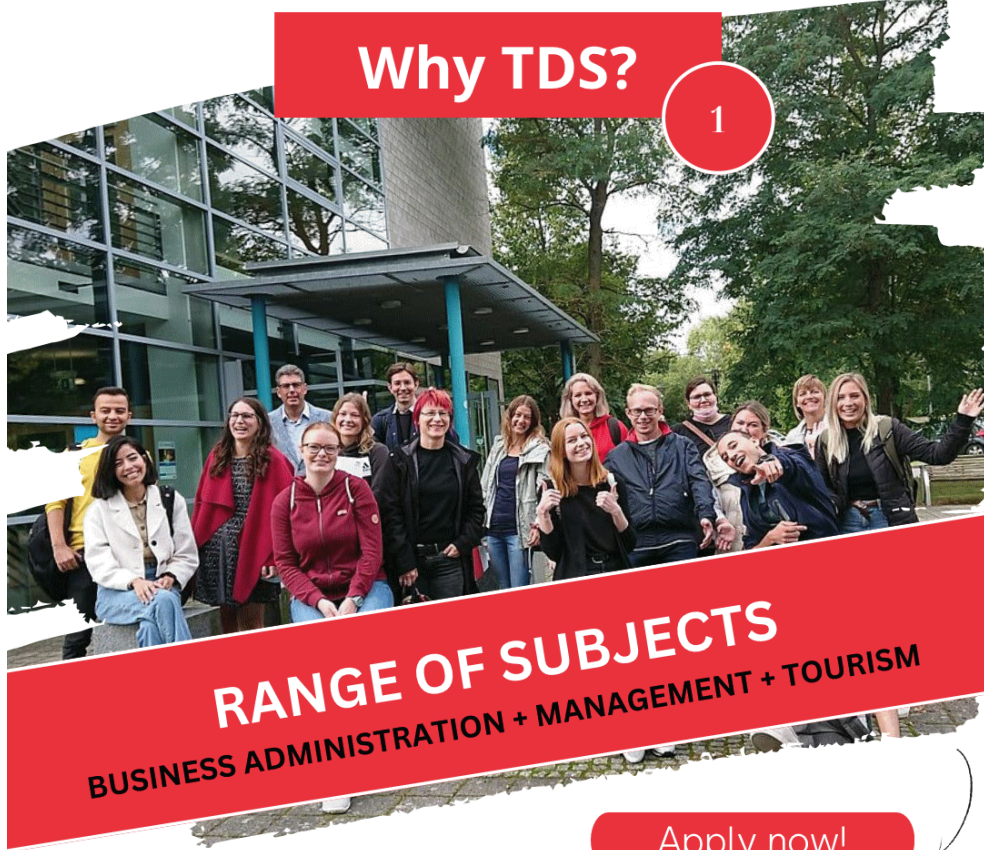
Sport activities



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

Why TDS?

1

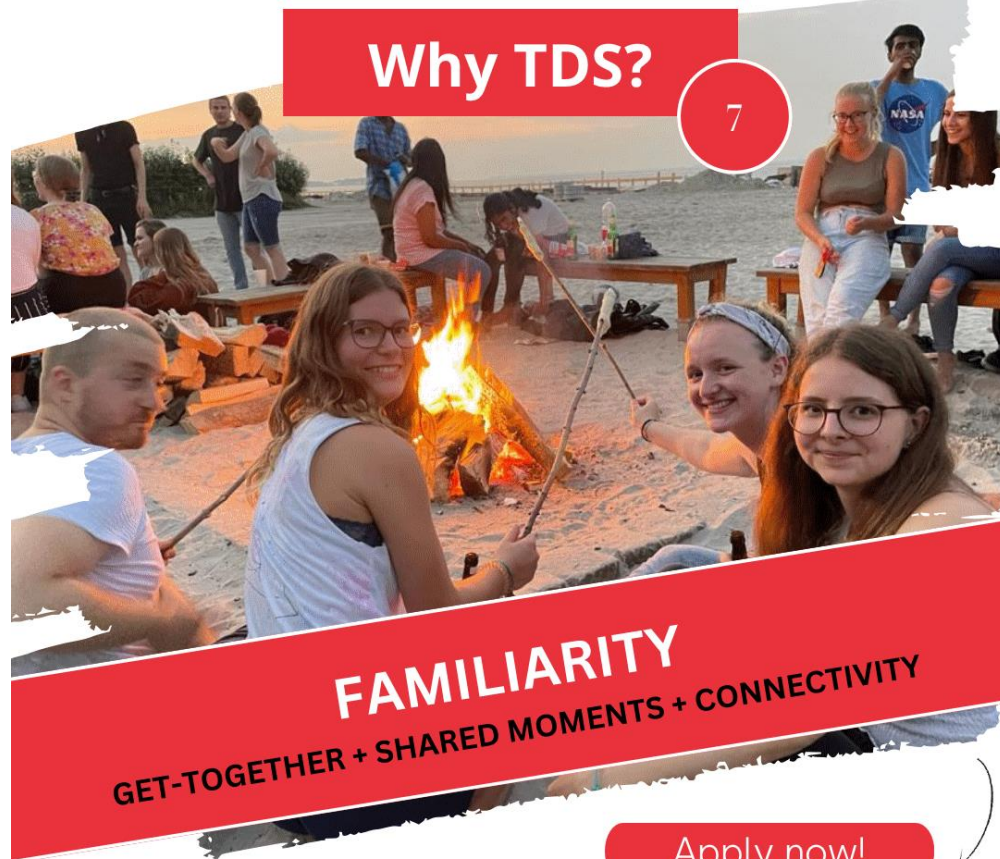


RANGE OF SUBJECTS
BUSINESS ADMINISTRATION + MANAGEMENT + TOURISM

Apply now!

Why TDS?

7



FAMILIARITY
GET-TOGETHER + SHARED MOMENTS + CONNECTIVITY

Apply now!



Become a TDS student



Contact:

Steffi Schnierer

Project Manager TDS

+ 49 (0)3831/ 45 70 70

tds@hochschule-stralsund.de



Follow us 😊



- ▶ Homepage: www.hochschule-stralsund.de/tds
- ▶ Instagram: [tourismmaster_stralsund](https://www.instagram.com/tourismmaster_stralsund)