

# Tourism Development Strategies (TDS)



## Master of Arts University of Applied Sciences Stralsund



FIBAA

YOUR PARTNER FOR EXCELLENCE  
IN HIGHER EDUCATION

The degree course is awarded with  
hallmarks of excellence of the  
**accreditation.**

Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



### Steffi Schnierer

Program Management  
Tourism Development Strategies  
(TDS)

Office: House 1, Room 139

Phone: + 49 3831 45 70 70

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

Homepage: <https://www.hochschule-stralsund.de/tds>

***“I would be glad to  
welcome you to  
Stralsund!”***



Follow us on Instagram:  
[@tourismmaster\\_stralsund](https://www.instagram.com/tourismmaster_stralsund)

***“It is the set of sails, not the  
direction of the wind that  
determines which way we will  
go.” (Jim Rohn)***



Contact in  
Stralsund

**Application  
Deadline**

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



## Application Deadlines

2-, 3- and 4-semester master degree  
program

→ All customized programs begin in  
September



→ **31<sup>st</sup> August** (apply with German Bachelor degree)

→ **EU-countries: 31<sup>st</sup> August**

(international applicants/ BA gained abroad via  
uni-assist)

→ **None EU-countries: 30<sup>th</sup> June**

(international applicants via uni-assist)

Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon

Holistic learning concept  
that aims at promoting:

Personality

Open-  
Mindedness

Competence

Quality  
Awareness



Philosophy of TDS

Objectives of TDS

Tourism

Business  
Administration



A master's degree  
course that combines

Management

- Learn basic **Management** Know-how and knowledge on **touristic issues** of **business development**

- Be enabled to **analyse markets** and **their environments**
- Be enabled to **analyse trends** and **developments**

- Improve **personal development** and **communication skills**
  - **Diversity management** and dealing with **change**

## Development of Skills and Abilities

- Ability to think and act **strategically**
- **Business development** and **sustainability** of the tourism industry
- Interpretation of **markets** and their **environment**
- **Product development** in tourism & management
- **Destination** development/destination management
- **Digitalization** in tourism
- Dealing with **change**
- Use of **creativity** and **innovations** as competitive factors
- **Communication** skills
- Support in building up your **own value system**
- **Self-learning competence**
- hands-on experiences
- **real-life projects**, which are organised and implemented **in cooperation with a company** such as Aida Cruises, Stage Entertainment or Visit Berlin



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



**- Individual & customized -**

Entrance qualification	Bachelor 180 ECTS 6-Semester	Bachelor 210 ECTS 7-Semester	Bachelor 240 ECTS 8-Semester
Process	↓ <b>4-Semester</b> Master course	↓ <b>3-Semester</b> Master course	↓ <b>2-Semester</b> 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		

The **core modules** as well as the **international excursion** take place during the **first semester** as one group.

Depending on your first cycle degree (Bachelor) the **final semester** will be in the 2nd, 3rd or 4th semester.



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



### Language of Instruction:

2 semester = English (100%)

3+4 semester = English (90%), German (10%)

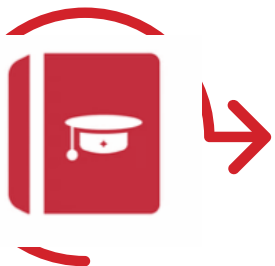


### Duration → Academic Start:

2 semester → winter semester

3 semester → winter semester

4 semester → winter semester



### Master thesis:

The **last semester** is designated for the preparation of the master thesis, which also can be done in close **cooperation with a company**.



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



Modul-Code	Modul	winter term 1st semester			summer term 2nd semester			
		SWS	ECTS Modul	PL	ECTS	SWS	ECTS Modul	PL
	Tourism and Development							
TDSM1000	Tourism in Practice		5	EA				
	Applied Tourism Management	2						
	International Field Trip	0						
TDSM1100	Individual and Organizational Development		5	K2				
	Diversity Management	2						
	Innovation & Change Management	2						
TDSM1200	Sustainability in Tourism	4	5	PA				
	Strategies and Implementation							
TDSM1300	Research and Case Project		10	EA				
	Applied Research	4						
	Case Project	4						
	Compulsory Electives (one out of eight in semester one or two = 5 ECTS)							
TDSM1400	Managing Tourism Markets		5	K2				
	Tourism Product Development	2						
	Sales	2						
TDSM1500	Global Business Development		5	K2				
	International Tourism Business Strategies	3						
	International Risk Management	2						
TDSM1600	Digitalization and Tourism		5	PA				
	Digitalization in Tourism	2						
	Designing Digital Innovations	2						
	Master's Thesis							
TDSM2600	Scientific Training					2	5	Bericht
TDSM2700	Master's Thesis and Colloquium						25	
TDSM2710	Master's Thesis				23	0		Thesis
TDSM2720	Master's Thesis Colloquium				2	0		M
	ECTS		30				30	
	Legend: K2 = 2 hours written exam, HA = assignment, PA = Project work with presentation, M = oral exam, EA = Experimental work							

## 2-Semester curriculum

### Note:

The first semester is in all program structure curricula the same (2/3/4 semesters).



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



Modul- Code	Modul	winter term 1st semester			summer term 2nd semester			winter term 3rd semester			
		sWS	ECTS	PL	sWS	ECTS	PL	ECTS	sWS	ECTS	PL
			Modul			Modul				Modul	
	Tourism and Development										
TDSM1000	Tourism in Practice		5	EA							
	Applied Tourism Management	2									
	International Field Trip	0									
TDSM1100	Individual and Organizational Development		5	K2							
	Diversity Management	2									
	Innovation & Change Management	2									
TDSM1200	Sustainability in Tourism	4	5	PA							
	Strategies and Implementation										
TDSM1300	Research and Case Project		10	EA							
	Applied Research	4									
	Case Project	4									
	Compulsory Electives (one out of three = 5 ECTS)										
TDSM1400	Managing Tourism Markets		5	K2							
	Tourism Product Development	2									
	Sales	2									
TDSM1500	Global Business Development		5	K2							
	International Tourism Business Strategies	3									
	International Risk Management	2									
TDSM1600	Digitalization and Tourism		5	PA							
	Digitalization in Tourism	2									
	Designing Digital Innovations	2									

3-Semester  
curriculum

Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



### 3-Semester curriculum

	General Management and Tourism Management										
<b>TDSM1700</b>	<b>Managing Financial Performance</b>				4	5	K2				
<b>TDSM1800</b>	<b>Destination</b>					5	PA				
	Spatial Tourism Planning				2						
	Strategic Destination Development				3						
<b>TDSM1900</b>	<b>Personal Skill Development - Values based Management</b>					5	K2				
	Business Ethics and Corporate Governance				2						
	Self Management				2						
	<b>Compulsory Electives (three out of five = 15 ECTS)</b>										
<b>TDSM2000</b>	<b>Strategic Human Resource Management</b>					5	PA				
	International Human Resource Management and Employer Branding				2						
	Negotiation Strategies				2						
<b>TDSM2100</b>	<b>Communication and Media Management</b>					5	K2				
	Brand Communication and Media				3						
	Media Management				2						
<b>TDSM2200</b>	<b>Political Economy of Tourism</b>				4	5	K2				
<b>TDSM2300</b>	<b>Supply Chain in Tourism</b>					5	K2				
	Supply Chain Management				2						
	Supply Chain in Tourism				2						
<b>TDSM2400</b>	<b>Cultural Heritage Management in Tourism</b>				4	5	K2				
	<b>Master's Thesis</b>										
<b>TDSM2600</b>	<b>Scientific Training</b>							2	5		Bericht
<b>TDSM2700</b>	<b>Master's Thesis and Colloquium</b>								25		
TDSM2710	Master's Thesis							23	0		Thesis
TDSM2720	Master's Thesis Colloquium							2	0		M
	<b>ECTS</b>			30		30				30	

Legend: K2 = 2 hours written exam, HA = assignment, PA = Project work with presentation,

B = written paper, EA = Experimental work

Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



Modul- Code	Modul	winter term 1st semester			summer term 2nd semester			winter term 3rd semester				summer term 4th semester			
		SWS	ECTS	PL	SWS	ECTS	PL	ECTS	SWS	Modul	PL	ECTS	SWS	Modul	PL
			Modul			Modul									
	Tourism and Development														
TDSM1000	Tourism in Practice		5	EA											
	Applied Tourism Management	2													
	International Field Trip	0													
TDSM1100	Individual and Organizational Development		5	K2											
	Diversity Management	2													
	Innovation & Change Management	2													
TDSM1200	Sustainability in Tourism	4	5	PA											
	Strategies and Implementation														
TDSM1300	Research and Case Project		10	EA											
	Applied Research	4													
	Case Project	4													
	Compulsory Electives (one out of three = 5 ECTS)														
TDSM1400	Managing Tourism Markets		5	K2											
	Tourism Product Development	2													
	Sales	2													
TDSM1500	Global Business Development		5	K2											
	International Tourism Business Strategies	3													
	International Risk Management	2													
TDSM1600	Digitalization and Tourism		5	PA											
	Digitalization in Tourism	2													
	Designing Digital Innovations	2													

INTERNSHIP - 21 WE

4-Semester  
curriculum

## 4-Semester curriculum

[illegible]



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



## Going International

In response to the demand of the tourism industry this degree course is **internationally oriented**.

About 90% of the **lectures** are in **English** (100% in the 2-semester program). Experienced lecturers from Germany and abroad are part of the program as well as bi-national lectures. This ensures that students get an **international perspective**.

Students of the master's degree course have the chance to spend a **study semester abroad** at one of our **partner universities**. You even have the excellent chance to gain a **double degree** with the University of Bergamo (Italy).

Within TDS, tailor-made collaborations with the following institutions exist:



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO



University of  
Central Lancashire  
UCLan Cyprus



HÖGSKOLAN  
DALARNA



UNIVERSITAS  
UDAYANA  
Unggul, Mandiri, dan Berbudaya



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Excursion

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon

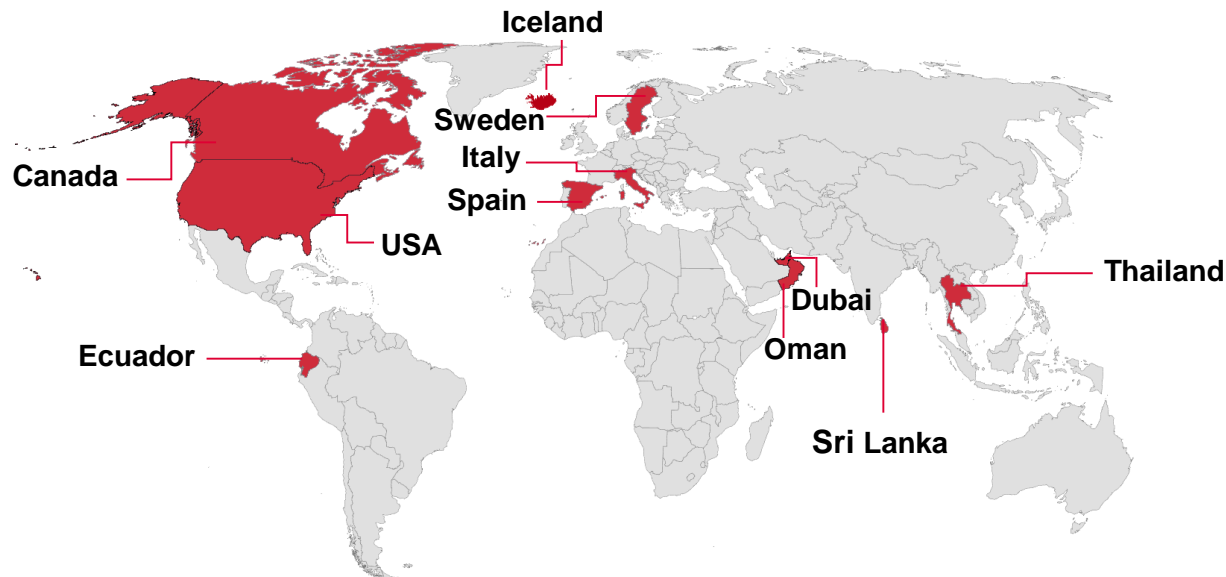


## Excursion

**Academic excursions abroad** are a mandatory element of this program. They not only offer a **close connection of theory and practice** but they also express our **international philosophy**.

Within this master degree course **one student excursion** as well as **trips to companies and institutions** are planned.

Past destinations are indicated on the map:



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Excursion

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

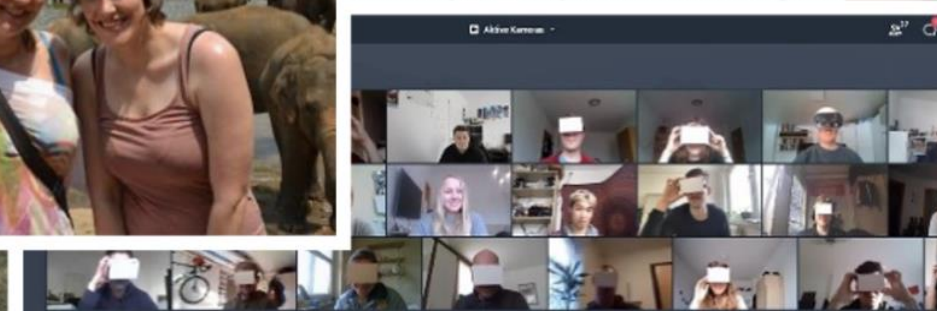
Employability

Students &  
Alumni Stories

See you  
soon



## Excursion – examples of past destinations





Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Excursion

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



## Excursions to Iceland 2022 and 2023



“The field trip to Iceland was my absolute highlight so far and as a group we bonded well in these 8 days.”

“Some of us even made connections for future work opportunities.”

“I could put my hobbies – photography and videomaking – into practice.”

“I went on a field trip to Iceland, which gave me the opportunity to know better my classmates, discover amazing landscapes and deepen my knowledge about tourism through a practical approach.”



## Entrance qualification

**From a non-German university**



For **foreign applicants** and German applications with a **foreign university** entrance qualification, an application via **uni-assist** is necessary.

This institution will check your application first. You can find information on the application process [here](#).



**From a German university**



How many **ECTS** have you acquired with your **bachelor's degree**?

**180 ECTS**

**210 ECTS**

**240 ECTS**

## Master in part time

If you want to do the **master e.g. parallel to your job**, studying part time is an option for you. Within this structure you will acquire approx. **15 ECTS per semester**. Consequently, **the duration** of the standard period of study **doubles** compared to the full time master.

Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



2-semester master degree	3-semester master degree	4-semester master degree
<p>↓</p> <p><b>First degree (240 ECTS)</b> in the field of business studies</p>	<p>↓</p> <p><b>First degree (210 ECTS)</b> in the field of business studies</p>	<p>↓</p> <p><b>First degree (180 ECTS)</b> in the field of business studies</p>
Signature of a <b>declaration of commitment</b> to pay the <b>program costs (€ 1,970)</b>	Signature of a <b>declaration of commitment</b> to pay the <b>program costs (between € 2,170)</b>	Signature of a <b>declaration of commitment</b> to pay the <b>program costs (between € 2,170)</b>
<p><b>The fee</b> is used for the academic excursion, the participation in various events / conferences and corporate appointments.</p>		
<p>Proof of <b>English skills (Level B2)</b></p> <p><b>Exceptions:</b> 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</p>		
	Proof of <b>German skills (Level B2)</b>	Proof of <b>German skills (Level B2)</b>
12 weeks of practical experience (internship/job management related)	12 weeks of practical experience (internship/job management related)	

Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

**Application  
Process**

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



## Application Process



**Applicant with a  
German degree**

### 1. Fill out online application ([click here](#))

➤ Application for winter semester 2024-2025 → Starting April 2024  
**Deadlines** depending if you use **uni-assist** or **normal application** process

### 2. Upload Documents (CV etc.)

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



**Applicant with  
an international  
degree**

**Foreign applicants and German applications with a foreign university entrance qualification:**

Application via **uni-assist**, an institution which checks your application first, is necessary.

Follow instructions given in that case:

<https://www.hochschule-stralsund.de/en/studying-and-teaching/international/incoming-students-staff/study-at-host/application-procedure-1/>

All required certificates of study and enrolment need to be submitted as officially authenticated copies in **English** or **German**.



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



## Special Features for studying in Stralsund

At the **University of Applied Sciences Stralsund** you find optimal conditions for studying.

Within the TDS master's degree course you benefit from **a limited number of students**, which creates a **motivating learning environment**.

A continuous transfer of knowledge, **personal contact** to the professors and other lecturers as well as **individual support** are further attributes, which contribute to **achieving your desired goals**.



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



## Living in Stralsund

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**.



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

**Employability**

Students &  
Alumni Stories

See you  
soon



## Future employability

Our **TDS** master's degree course is **strategically oriented**.

In combination with the application of scientifically proofed methods this enables the students to **solve complex problems** beyond the touristic sector independently.

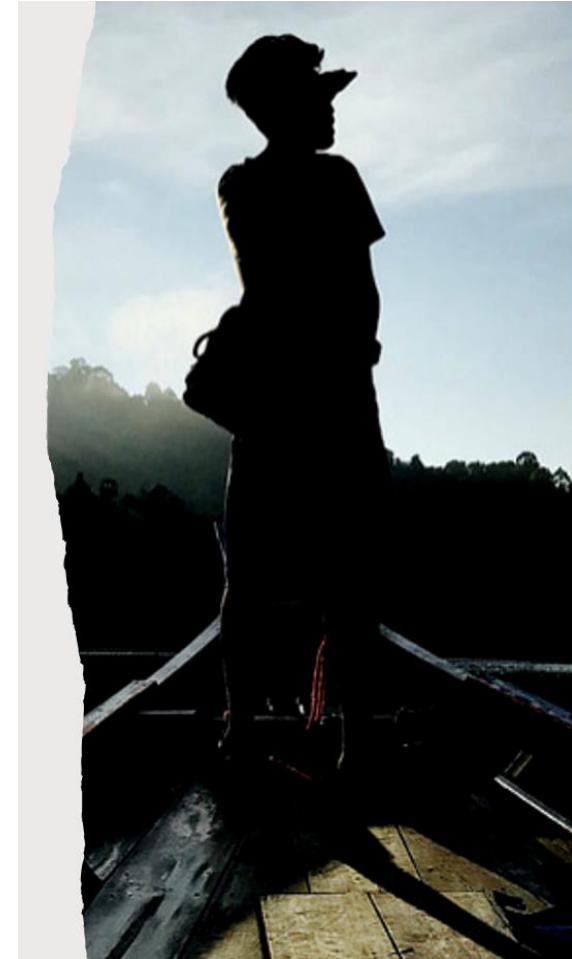
You also obtain the **groundwork for a managerial position** on the **international job market**.

The positions that our graduates have now gained in the professional world reflect the **wide range of career opportunities in tourism and management**.



## Our **Alumnis** are employed among others at, ... as:

- **AIDA Cruises**, Yieldmanagement, Specialist Ground Transportations, Manager Media Planning
- **BMV**, Project Manager eCRM
- **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
- **German National Tourist Board**, Marketing & Trade
- **GOPA Consultants** - Business Support Manager  
'Governance und Economic Development'
- **GreenCycle GmbH** - Professional, Business Development
- **Hessen Agency**, Project Manager Digitalization
- **Import Promotion Desk**, Expert Sourcing + Marktes
- **Kohl & Partner**, Consultant
- **Tourismusverband Mecklenburg-Vorpommern**, Market Research, Network Consulting LandArt, Product Manager
- **Visit Berlin**, Senior Product Manager
- **DREAMLINES GmbH** - Senior Product Manager
- **PROJECT M / Dr. Fried & Partner**, Junior Consultant
- **Europa Park** - Reluntica Manager Operations & Services
- **Radisson Hotel Group**, Key Account Manager
- **SunExpress**, Junior Analyst Revenue Management
- **Sylt Marketing**, Deputy Managing Director and Head of Online Marketing
- **More**



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon



"The exchange with our international students broadens my horizon a lot. Stralsund is the perfect place to study."

Venja Behme  
Current TDS student

"During this master program I grew personally. And I finally got my dream job."

Annika Hoffmann  
AIDA Cruises  
Yield Management

"The master degree course enabled me to develop and improve personal, technical and methodological competencies within the framework of strategic management. These competencies I can now implement in my daily job life."

Marie-Isabel Fritsch  
educom GmbH  
Manager Corporate Consulting

"Because of the master program I could start my professional career. The targeted contents helped me to develop both personally and professionally and improve my communication and organisational skills. Today I am most of all happy about actively designing the touristic landscape in Mecklenburg Western Pomerania and to have made my dream of living and working at the coast have come true."

Sandra Hippauf  
Tourismusverband Mecklenburg-Vorpommern e.V.,  
Theme Manager and Network Consultant LandArt

"The TDS program offers excellent insights into the tourism industry, lectures are delivered in English with a strategic focus."

Maximilian Schmidt  
Junior Analyst Revenue Management  
SunExpress

"Thanks to the diversity of practical insights and the opportunity to improve my soft skills, I could start my professional career self-confidently."

Adrianna Misiewicz  
BMW AG  
Project Manager eCRM

"I really liked the practical connection and the inclusion of external professors/lecturers. This not only provided theoretical knowledge but also gave insights into current topics and experiences."

Cassie Havemann  
Volkswagen AG  
Messefilm Management, Event Communication



Contact in  
Stralsund

Application  
Deadline

Philosophy &  
Objectives

Skills &  
Abilities

Program  
Structure

International  
Content

Admission  
Requirements

Application  
Process

Studying in  
Stralsund

Employability

Students &  
Alumni Stories

See you  
soon...



**Come and join us!**

**We would be delighted to welcome you to our TDS master's degree course soon.**