



Application deadline

- 31 August

Commencement of program

- 2-, 3- and 4-semester program:
winter semester
(beginning of September*)

* subject to authorization

General student counselling

Carola Woller
 Building 1, Room 119
 Fon +49 3831 456532
 Fax +49 3831 456680
 Studienberatung@fh-stralsund.de



Hochschule Stralsund
 Zur Schwedenschanze 15
 D-18435 Stralsund

School of Business Studies
 Fon +49 3831 456601
 Fax +49 3831 456604
 Building 21, Room 224
 fbws@fh-stralsund.de

Centre
 Fon +49 3831 455
 Fax +49 3831 456680
 www.fh-stralsund.de
 info@fh-stralsund.de



Online application

www.bewerbung.fh-stralsund.de

Coordination

Steffi Wallenburger, M.A.
 Building 1, Room 139
 Fon + 49 3831 45 7070
 Fax + 49 3831 45 6790
 tds@fh-stralsund.de



tourism development strategies
master
 master's degree course



Our concept

Tourism is an attractive and important economic segment. In this industry many different stakeholders with continuously increasing needs are involved. Hence, the content-related focus of our master's program is consistently aligned to the market. By acquiring branch-specific and general management skills our participants will be enabled to take part in and to pilot tourism development processes. Apart from receiving sound professional qualifications, students will expand their strategic thinking as well as their expertise towards methodical- and soft skills. Modules which will increase participants' personal development as well as social and cultural competence play a decisive role in our international program.

Our offer

The master's program is tailor-made for every graduate of Business Studies as we offer a 2-semester / 3-semester and 4-semester course. Thus, the duration of the master's program depends on the duration of the bachelor's program.

Our program is characterized by the following features:

- tuition entirely in English (2-semester); in English and German (3 + 4-semester)
- rewarding experiences through interaction with classmates
- self-development

The international atmosphere is mirrored by:

- experienced lecturers from abroad
- academic study trips (covered by program costs, 2,100 EUR in total)

A further feature is our consistent practice orientation through:

- lectures given by experts from the business world
- independent study projects
- study visits to leading companies and institutions

Program features

Besides its focus on professional expertise in the field of tourism, our master's program enables participants to interpret markets and environments. Further, their decision-making abilities, pro-

blem solving and communication skills will be enhanced. Hence, those competencies can be transferred to other industries, too.



We aim to deepen students' methodological skills and provide specific knowledge necessary to advance tourism development with respect to sustainability.

Close ties between the scientific and corporate worlds as well as direct contact with professors are attributes of the course. In this way, our lectures resemble professional coaching, rather than typical classroom activities.

Up-to-date teaching and learning methods as well as academic study trips ensure that participants directly apply new skills into practice. Our excursions to attractive destinations (e.g. Montreal/Canada, Boston/USA, Dubai/UAE, Colombo/Sri Lanka) comprise seminars and networking opportunities with international companies and institutions.

Our master's program has a modular structure which culminates in students writing their Master's Thesis at the end of the program.

Employability

Tourism is a key sector in many economies and comprises a variety of products and destinations. Strategic orientation empowers graduates to pursue careers in the complete range of the tourism industry and even beyond. Their interdisciplinary thinking skills as well as the ability to handle complexity qualifies participants for leading positions in all industries and organizations. By way of the program's international orientation graduates are well-equipped for assignments abroad. They may opt to work in companies of all sizes or prefer to pursue self-employment.

Our University of Applied Sciences

As a campus university, the University of Applied Sciences, Stralsund offers students many advantages.

Lecture halls, seminar rooms, laboratories, the library, the refectory, as well as diverse sports facilities and a great deal of student accommodation lie directly on campus and meet the most modern demands.

The profile of our university is molded by the academic demands of the faculty and students geared towards research and academics.

The University of Applied Sciences, Stralsund has performed extremely well in diverse rankings, whereby in particular the equipment, study coordination, student support and close contact between students and faculty were noted favourably.

The University of Applied Sciences does not charge any tuition fees.

You have attained:

a first-cycle degree in Business Studies; English proficiency (B2) and additionally, for the 3 + 4-semester' program, German proficiency (C1)

You are looking:

to study a fascinating degree course in an international environment; to optimize your personal profile

You will:

obtain an acknowledged and FIBAA-accredited master's degree; an excellent platform to foster your career

Degree awarded:

Master of Arts (M.A.)