

Application deadline

- 31 August

Commencement of program

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

General student counselling

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



University of Applied Sciences



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

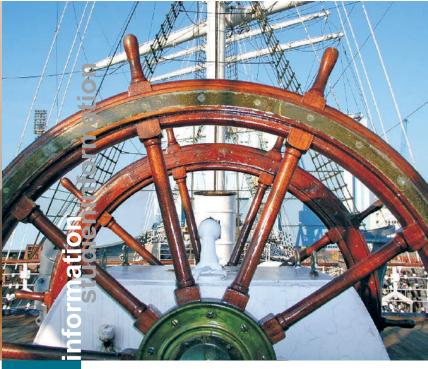
Centre

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



Coordination

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





Online application

www.bewerbung.fh-stralsund.de

tourism development strategies

master degree course

^{*} subject to authorization











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 branchspecific 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, problem 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 You have attained: Applied Sciences, Stralsund offers students a first-cycle degree many advantages.

Lecture halls, seminar rooms, laboratories, (B2) and additionally, the library, the refectory, as well as diverse for the 3 + 4-semester' sports facilities and a great deal of student program, German profiaccommodation lie directly on campus and ciency (C1) meet the most modern demands.

The profile of our university is molded by to study a fascinating the academic demands of the faculty and degree course in an students geared towards research and aca- international environdemics.

The University of Applied Sciences, Stralsund has performed extremely well in You will: diverse rankings, whereby in particu- obtain an acknowlar the equipment, study coordination, ledged and FIBAAstudent support and close contact between accredited master's students and faculty were noted favourably. degree; an excellent

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

in Business Studies; English proficiency

You are looking:

ment; to optimize your personal profile

platform to foster your

Degree awarded:

Master of Arts (M.A.)