



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

Es sind die Segel und nicht die Richtung des Windes, die bestimmen, welchen Weg wir gehen.

Tourism Development Strategies



agenda



master's degree course - TDS

- **facts & philosophy**
- **Stralsunder master's scheme**
- **curriculum**
- **methodological & didactic concept**
- **theory and practice**



facts



Focus:

Tourism - Business Strategy and Development

Duration:

2//3//4 semester

Degree awarded:

Master of Arts

**Language of
tuition:**

English/ German

Academic Start:

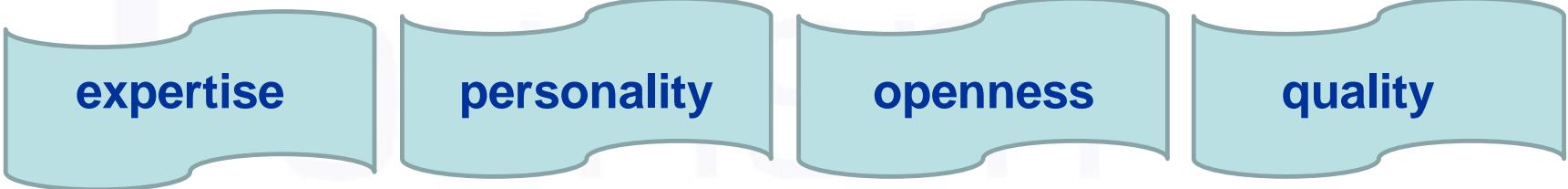
2 + 4 semester = winter term
3 semester = summer term

Program costs:

2.100 EUR (no tuition fee!)
▪ academic trips within Germany/abroad
▪ appointments with companies
▪ social/ intercultural events

Accreditation:

by FIBAA (2017)



philosophy

- ❖ international, practice orientated lectures
- ❖ excursions, projects = practice & networking
- ❖ international participants, coaching
- ❖ awareness and appreciation of cultural diversity
- ❖ ongoing internal & external evaluation

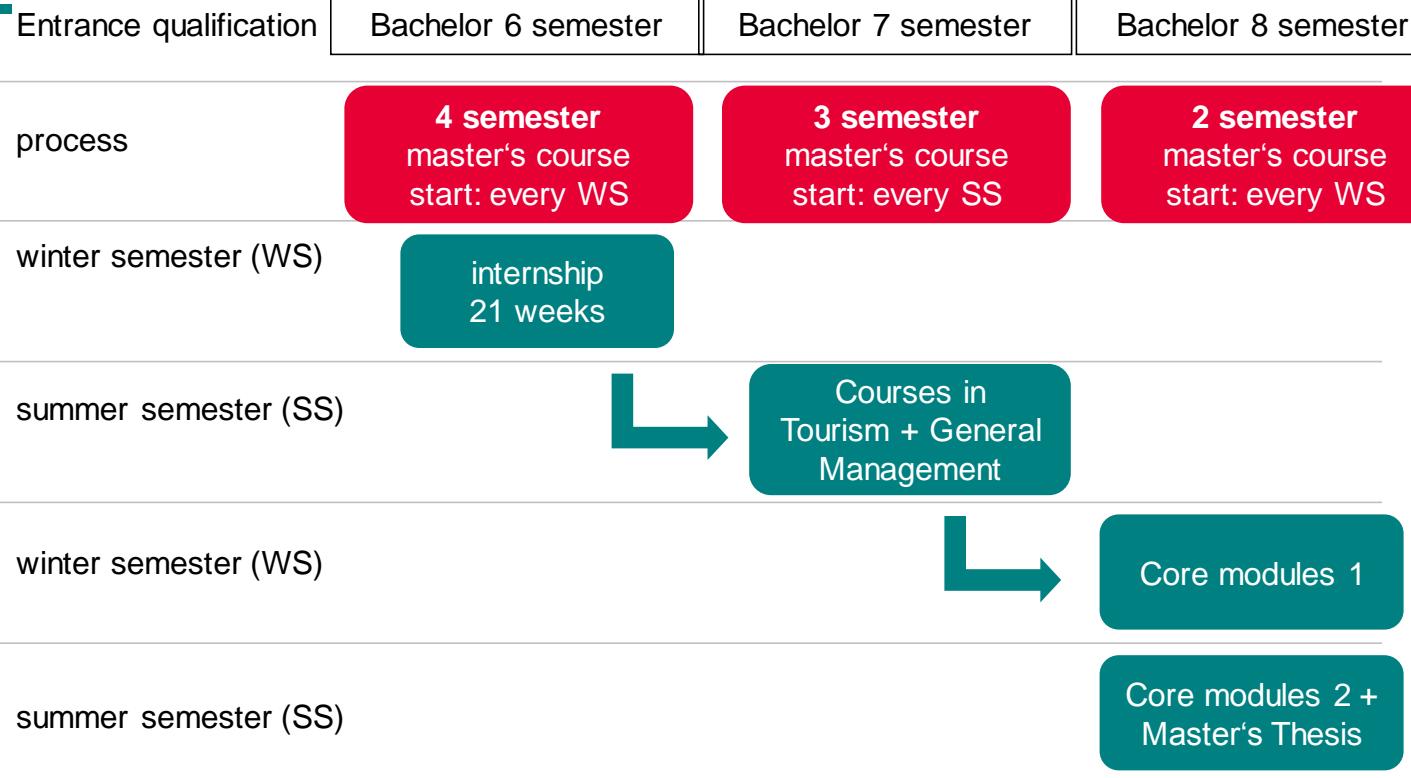


expertise	self-fulfillment
methodical skills	social & intercultural skills

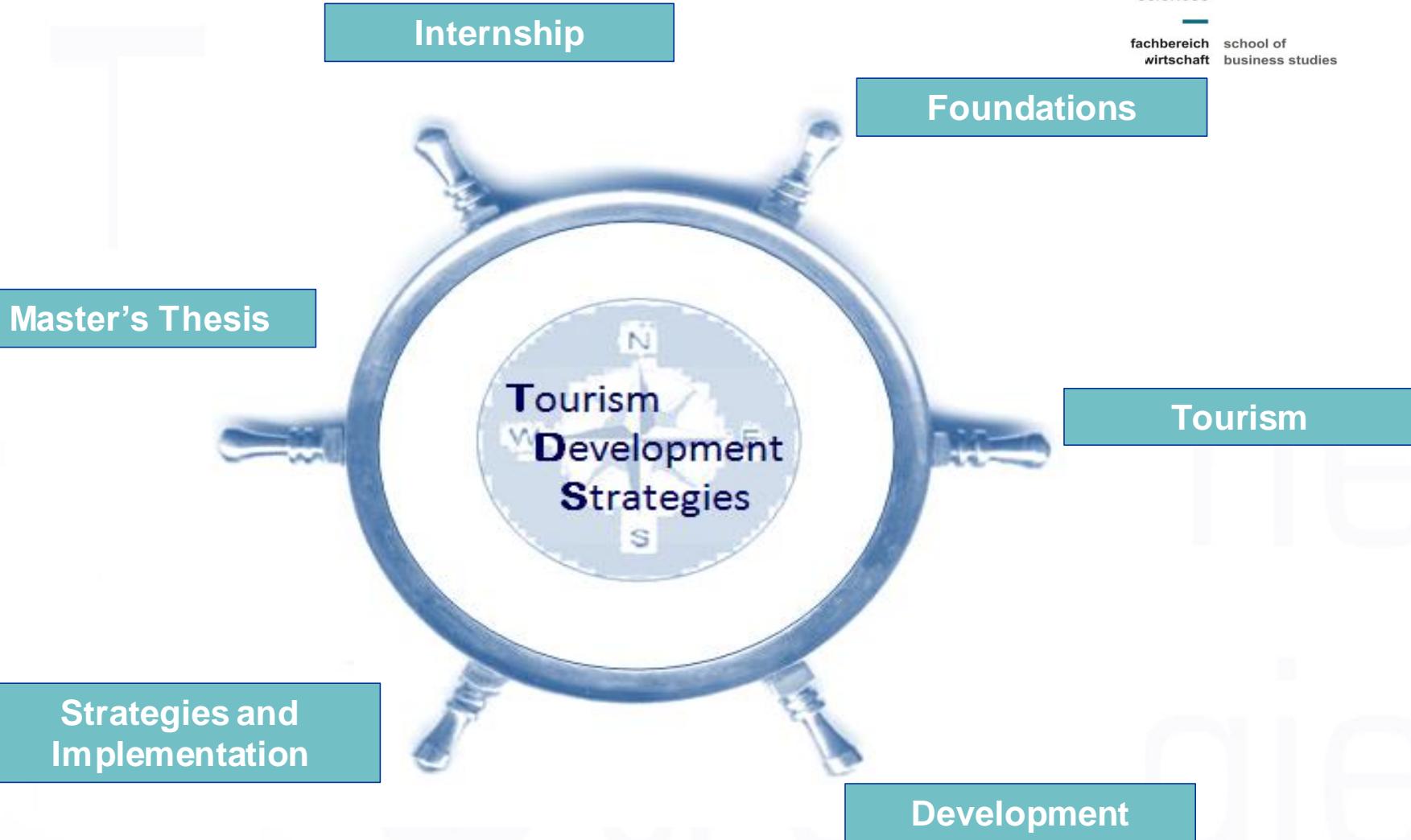


-  general management and tourism expertise
-  assessment of markets & environment
-  product development & destination management
-  decision-making abilities and problem solving skills
-  excellent communication skills &
-  dealing with change

The Stralsunder Master's Scheme: Tourism Development Strategies (TDS)



The core courses (2 semester) take place together in one group. The international excursion of the postgraduate degree course TDS is scheduled in the beginning of your last semester. According to your first cycle degree (bachelor) this final semester of your master's degree course could be semester 2, 3 or 4.





our structure

Foundations	Tourism	Development	Strategies
<ul style="list-style-type: none"> ▪ Internship ▪ Tourism Fundamentals 	<ul style="list-style-type: none"> ▪ Tourism in Practice 	<ul style="list-style-type: none"> ▪ Global Business Management 	<ul style="list-style-type: none"> ▪ Branding
<ul style="list-style-type: none"> ▪ Managing People & Prices ▪ Managing Tourism Markets 	<ul style="list-style-type: none"> ▪ Tourism Management 	<ul style="list-style-type: none"> ▪ Individual & Organizational Development 	<ul style="list-style-type: none"> ▪ Strategic HRM
<ul style="list-style-type: none"> ▪ Personal Skill Development 			<ul style="list-style-type: none"> ▪ Implementation (Project)
<ul style="list-style-type: none"> ▪ Destination 			<ul style="list-style-type: none"> ▪ Adv. Research

**International
Field Trip**

+

**Scientific
Circle**

+

Thesis

Master's Thesis

**Master's Thesis
Colloquium**



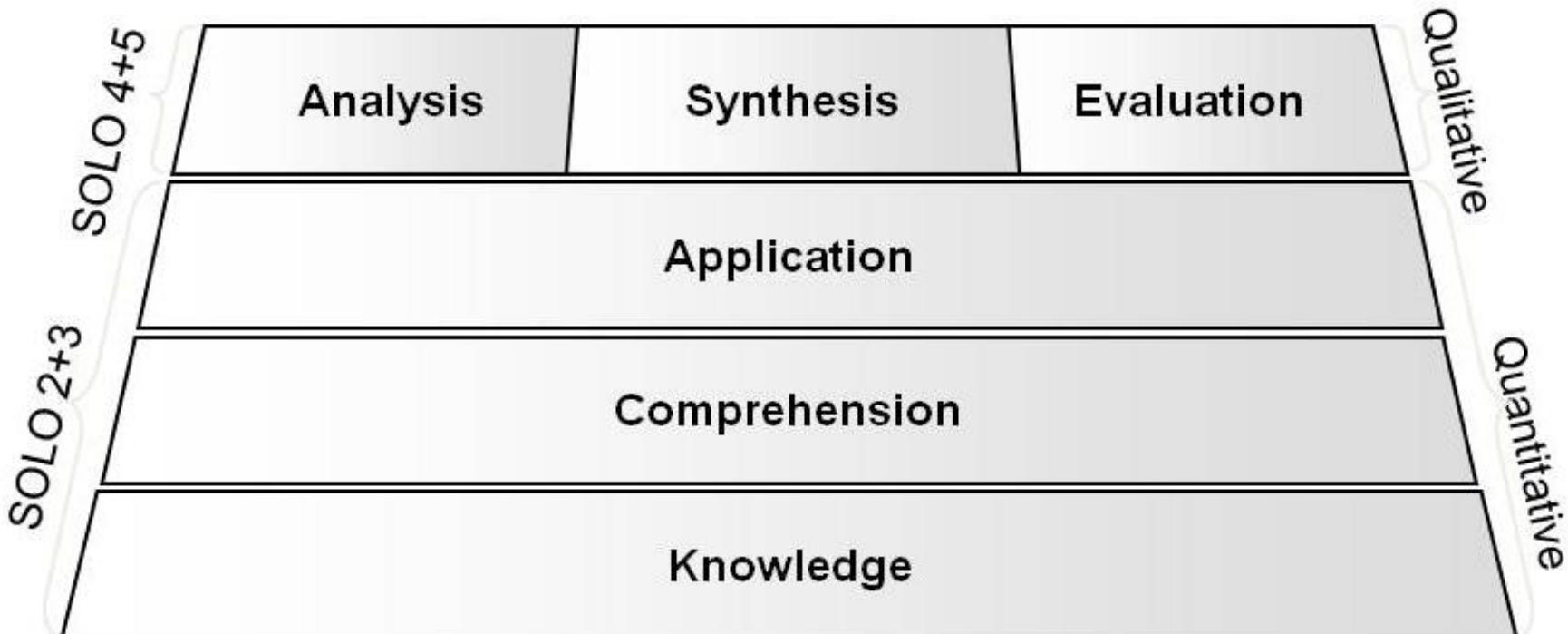
Graduation



- differentiation of teaching/learning areas
 - clusters of disciplines and methods
- (SOLO 4 + 5 and Bloom Taxonomy Analysis, Synthesis, Evaluation)

(Biggs & Collis, 1982)

The Bloom Taxonomy (1956)



implementation

Modul	cognitive skills						affective skills			
	Know- ledge	Com- prehen- sion	Appli- cation	Analysis	Syn- thesis	Eva- luation	Atten- tive- ness	Re- action	Own Judgem- ent	Deve- lopment of value System
Internship and Evaluation	X	X	X	X	X	X			X	X
Semester „Foundations“										
Tourism Fundamentals			X	X	X	X	X		X	
Managing People and Prices	X	X	X	X	X	X				
Managing Tourism Markets	X	X	X	X	X	X				
Destination	X	X	X	X	X	X			X	X
Personal Skill Development	X	X	X	X		X	X		X	X
Master's Thesis & Colloquium			X	X	X	X	X	X	X	X

Implementation

Modul	Methodology								Blended-Learning
	Face-to-face	Simulation	laboratory/exercise	Excursion	Project	working unsupervised	Role playing		
lecture	seminar	case-studies	simulation	single work	small groups	single work	small groups		
Internship and Evaluation						X	X		
Semester „Foundations“									
Tourism Fundamentals	X	X	X	X	X	X	X	X	
Managing People and Prices	X	X	X	X		X		X	
Managing Tourism Markets		X	X	X				X	X
Destination	X	X		X	X	X		X	
Personal Skill Development	X	X	X		X			X	
Master's Thesis & Colloquium		X					X		

Transfer and integration of



- theory and practice
- use of international lecturers/business experts as mandatory element
 - appointments with companies/institutions
 - mandatory internships
 - use of real projects (AIDA Cruises, visitBerlin)
 - mandatory academic excursion abroad
 - final work in cooperation with companies
 - reflection of internship and lectures/semester

