



**Eberswalde University
for Sustainable
Development**

Connecting with Nature for the Benefit of Mankind – For more than 185 years.

Master's programme Sustainable Tourism Management (STM)



Structure

1. Why study Sustainable Tourism Management?
2. The curriculum
3. The team
4. Career opportunities
5. Applied research
6. Organisation of the programme
7. Application information

Structure

- 1. Why study Sustainable Tourism Management?**
2. The curriculum
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1. Why study Sustainable Tourism Management?

Many areas are open to you!

Destination management

-> e.g. of protected areas

Science

Management of:

Accommodation establishments

Gastronomy

Tour operators

Consulting

NGOs

International cooperation for development

Start your own company!

1. Why study Sustainable Tourism Management?

Tourism has a great potential to foster sustainable development...

Economic dimension:

- 10% of GDP (2023: 2,5%)

Social

- 1/10 jobs

Cultural

- Preservation of cultural heritage

Ecological

- Rise awareness for environmental issues



Source: UNWTO 2018

1. Why study Sustainable Tourism Management?

... but also dark sides

Economic dimension:

- 10% of GDP (2023: 2,5%)

Social

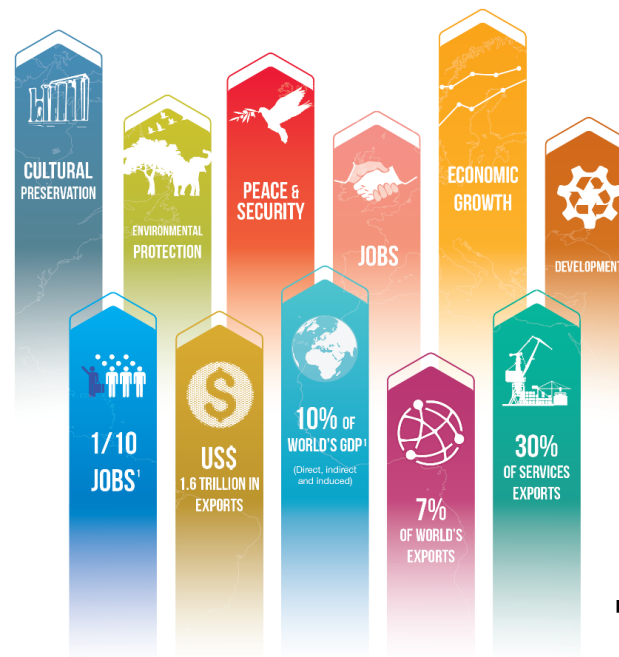
- 1/10 jobs

Cultural

- Preservation of cultural heritage

Ecological

- Rise awareness for environment



Economic dimension

- highly vulnerable

Social

- precarious working conditions

Cultural

- exploitation of cultural heritage

Ecological

- Contribution to climate change, destruction of ecosystems

Source: UNWTO 2018

1. Why study Sustainable Tourism Management?

How can tourism be managed in order to use the potential for a sustainable development?

Come and join us!



1. Why study Sustainable Tourism Management?

Arguments for the master's programme

- **Obtain management skills**
 - apply them in different contexts (destinations, consulting, tour operators, etc.)
- **Get qualification to work scientifically**
 - Different modules about research methods
 - possibility for a semester abroad
 - Get insights in real research projects



1. Why study Sustainable Tourism Management?

Arguments for the master's programme

- **Study with a high practical relevance**
 - network of our lecturers within (sustainable) tourism sector
 - Implement projects within modules
 - your own „practical project“ in the 3rd sem.
- **Create your own individual profile**
 - many elective modules



Destination management



Tourism and Nature Conservation



Corporate Social Responsibility Manager



Tourism Entrepreneur

1. Why study Sustainable Tourism Management?

Arguments for the location

- Consistent implementation of sustainability since 2010
- Small university, small study groups, approachable lecturers
- Green surroundings and still close to Berlin → very good practice partners!



1. Why study Sustainable Tourism Management?

Questions



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2. The curriculum



Important note:

- Probably **new curricula** for the winter term 2024/25!
- Here presentation of **planned curriculum**.
- **Not yet binding** and all information is subject to change!
- Feedback from the Ministry is expected in **June 2024**.
- If confirmed: Offer of a **FULL-TIME** and **PART-TIME** study programme possible!

2. The curriculum (Full-time)

1. Sem.

Tourismus in den
Dimensionen Umwelt,
Soziales und Kultur

6 ECTS (4 SWS)

Tourismusökonomie, digitale
Transformation und Ethik

6 ECTS (4 SWS)

Sustainable Marketing
Management Cases & CRM

6 ECTS (4 SWS)

Nachhaltigkeit im
Destinationsmanagement

6 ECTS (4 SWS)

Data Literacy

6 ECTS (4 SWS)

30 ECTS
(20 SWS)

Legende

■ = Pflichtmodule (PM)

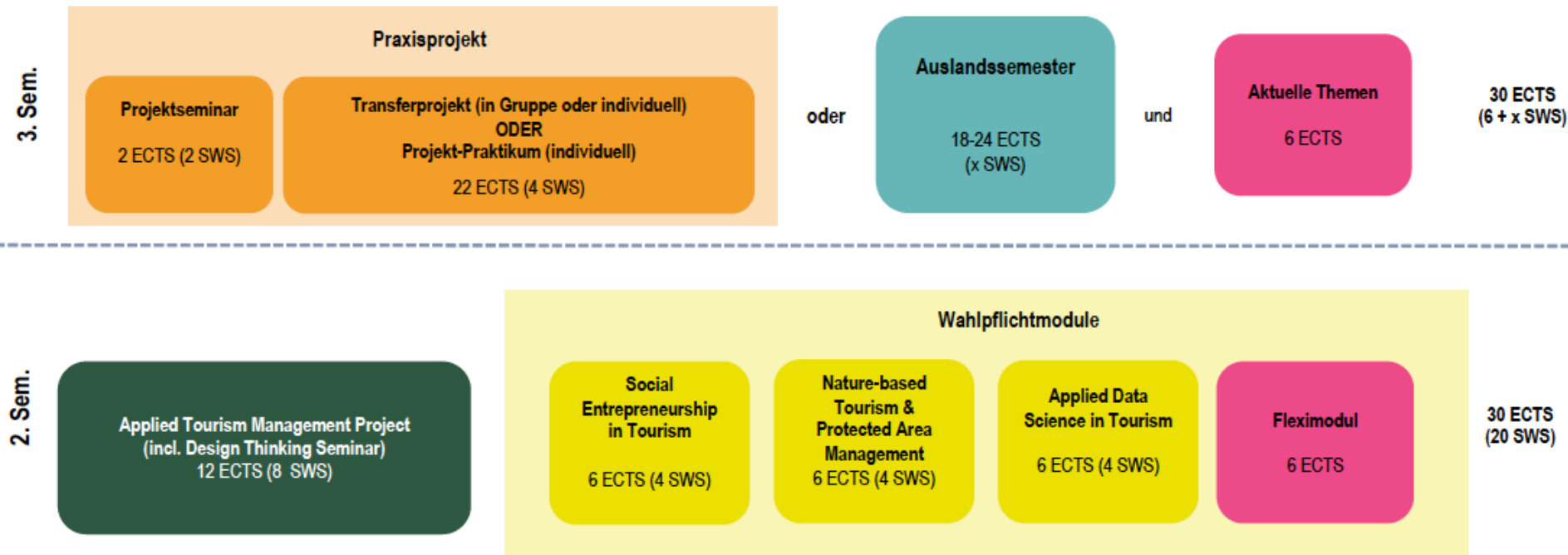
■ ■ = Wahlpflichtmodule (WPM)

ECTS = European Credit Transfer System

SWS = Semesterwochenstunden

120 ECTS
(52 + x SWS)

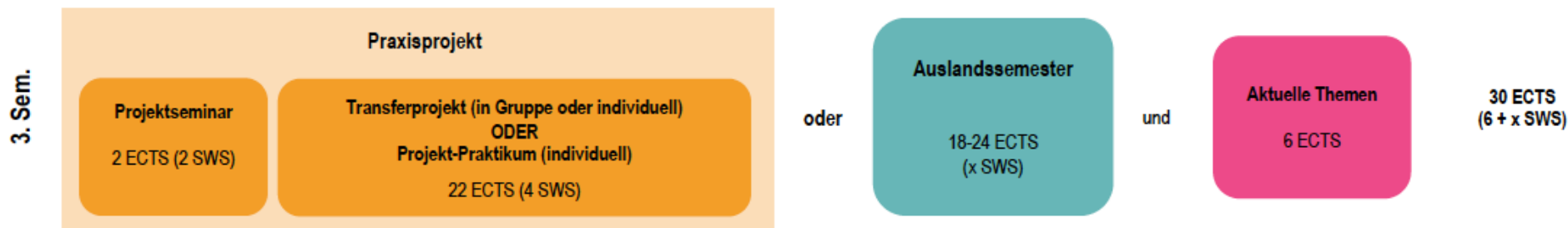
2. The curriculum (Full-time)



2nd and 3rd semester:

- min. 4 electives need to be chosen
- Actual topics: also from other study programmes and partner universities possible!

2. The curriculum (Full-time)



3rd semester:

- 2 options: practical project OR semester abroad
- Apply what you have learned in the semesters before!

2. The curriculum (Full-time)

Our partner universities

- Sweden, Gotland, Uppsala University
- Italy, Sardinia, University of Sassari
- Italy, Sardinia, University of Cagliari
- Spain, Mallorca, Universitat de les Illes Balears

-> all programmes ...

- deal with tourism and sustainability at Master's level

- are in English!



Uppsala



Sassari

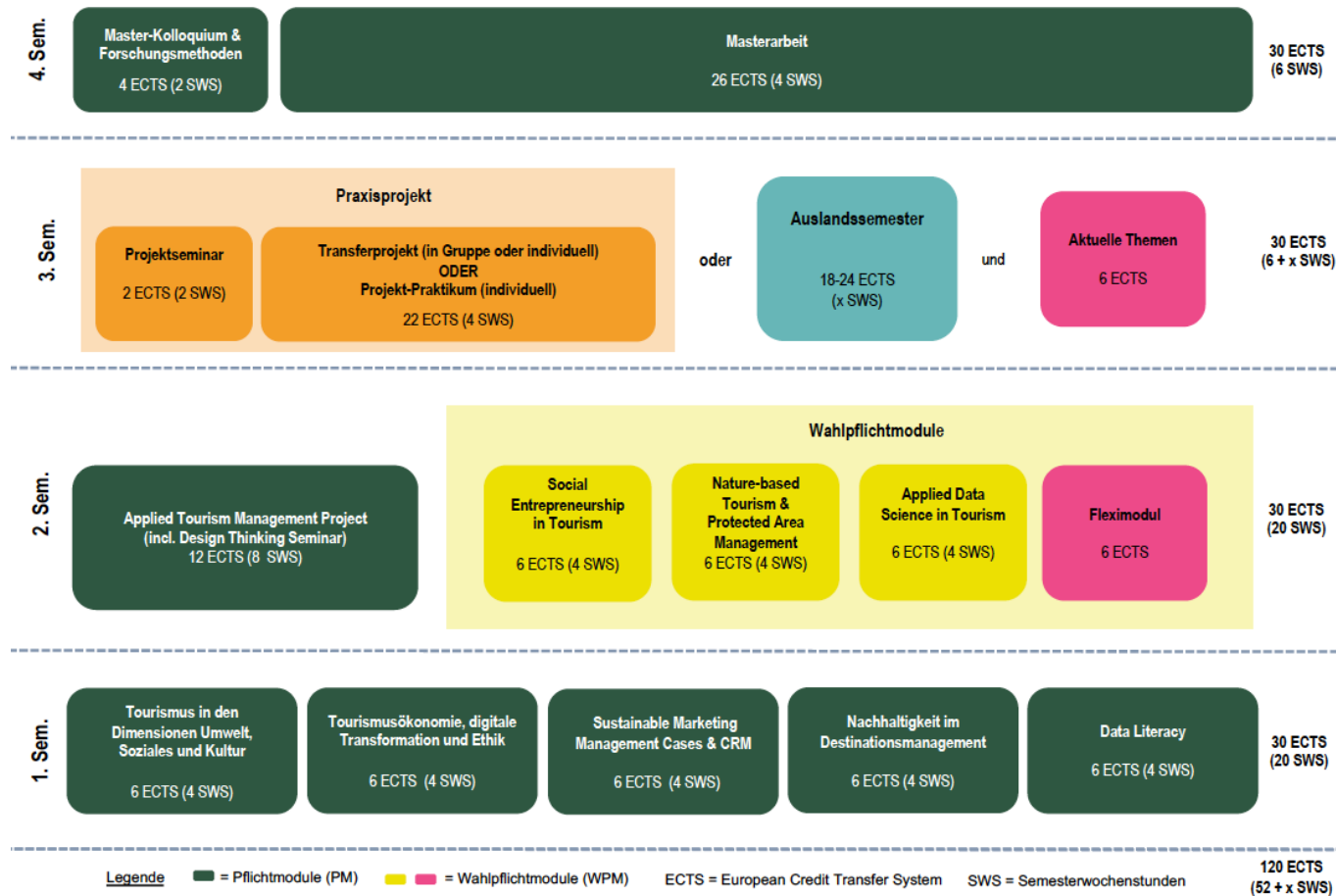


Cagliari



Mallorca

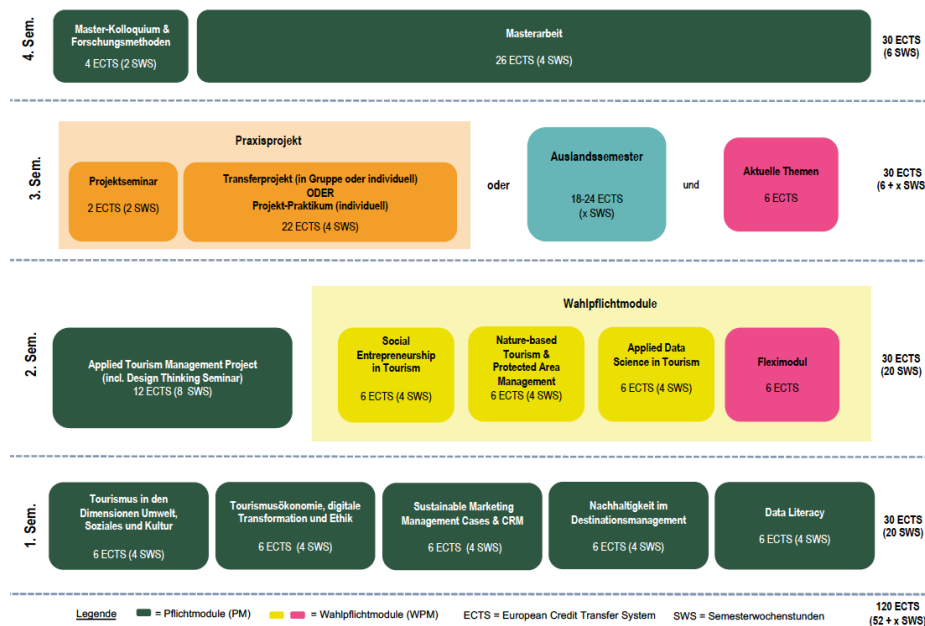
2. The curriculum (Full-time)



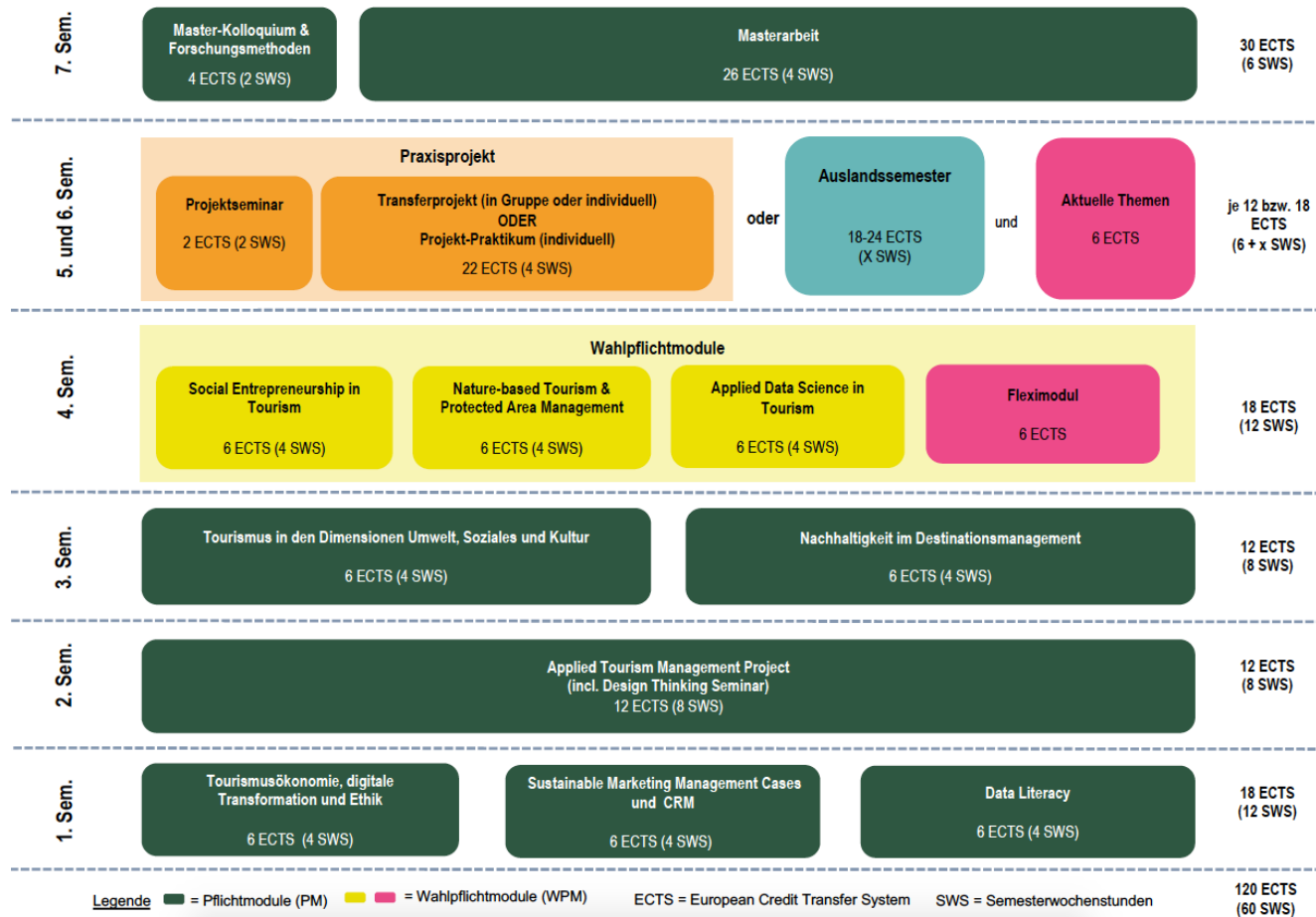
2. The curriculum (Full-time)

With a suitable Bachelor's degree of **210 ECTS** or more
(or already a Master's degree):

You can apply for the **summer semester** and **skip the 1st semester!**



2. The curriculum (part-time)



2. The curriculum

Questions



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3. The team



Prof. Dr. Claudia Brözel
Director of the Master's programme

Professor for tourism economics
and marketing



Hon. Prof. Dr. Nicole Häusler

Substitute professor for
sustainable destination
management

New person in
winter term
2024/25

N.N.

Professor for sustainable
destination management

3. The team



Prof. Dr. Jens Müller

Professor for
Environmental Big Data
Analytics

Modules: Data Literacy,
Applied Data Science in
Tourism



Prof. Dr. Luis Miranda

Professor for
Environmental Data
Analysis and
Programming

Module: Data Literacy



Prof. Dr. Erik Aschenbrand

Professor for intern. nature
conservation and social-ecological
sustainability processes in
biosphere reserves

Module: Nature-based tourism &
protected area management

3. The team



Birte Kaddatz (M. Sc.)
Coordinator of the Master's programme

- Supervision of projects and thesis'
- Student advisor

Modules:

- Tourismus in den Dimensionen Umwelt, Soziales und Kultur
- Nature-based tourism & protected area management
- Project seminar
- Field trip
- Tourism in rural areas (NaRegio) and „Tourismus“ (Lanu)

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4. Career opportunities

- Destination management



Anna Tenger



4. Career opportunities

- Destination management
- Tourism companies,
e.g. tour operators



Luisa Cerón

Studiosus

4. Career opportunities

- Destination management
- Tourism companies,
e.g. tour operators
- Federations, associations



Christina Seifert



4. Career opportunities

- Destination management
- Tourism companies,
e.g. tour operators
- Federations, associations
- Consulting companies



Rebecca Schwerdt

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4. Career opportunities

- Destination management
- Tourism companies, e.g. tour operators
- Federations, associations
- Consulting companies
- Development cooperation



Markus Pesch



4. Career opportunities

- Destination management
- Tourism companies, e.g. tour operators
- Federations, associations
- Consulting companies
- Development cooperation
- Education and research

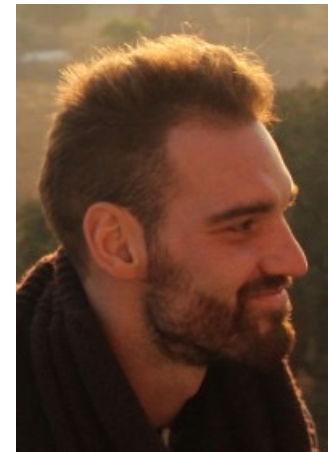


Eke Eijelaar



4. Career opportunities

- Destination management
- Tourism companies, e.g. tour operators
- Federations, associations
- Consulting companies
- Development cooperation
- Education and research
- Administration of protected areas, environmental organisations



Paul Schreiber



4. Career opportunities

- Destination management
- Tourism companies, e.g. tour operators
- Federations, associations
- Consulting companies
- Development cooperation
- Education and research
- Administration of protected areas, environmental organisations
- Politics, administration



Dr. Jan Behrens
Ministry of Economics
Brandenburg



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5. Applied research



- Association of tourism experts at the HNEE
- Directed by Prof. Dr. Strasdas em.
- Development and implementation of:
 - Research and development projects
 - Training and qualification workshops for practitioners



em. Prof. Dr. Wolfgang Strasdas
***Former director of the master's
programme***

5. Applied research

More: <https://www.zenat-tourismus.de/en/>



Home

ABOUT US

The Centre for Sustainable Tourism (ZENAT) is an association of tourism experts at Eberswalde University for Sustainable Development. Above all, the work of the ZENAT includes the development and implementation of third-party funded projects as well as advanced education and qualification measures (such as seminars, workshops) for practitioners on various topics related to sustainable tourism.

[read more >](#)



ABOUT US PROJECTS

PROJECTS

In recent years the members of ZENAT carried out a large number of projects on various topics of sustainable tourism management.

[read more >](#)

ADVANCED TRAINING

ZENAT offers advanced training courses on various sustainability topics. In addition, ZENAT members are engaged as lecturers, speakers and trainers in external education and training courses or in respective projects.

EVENTS

Within this menu item we inform you about past and upcoming events of ZENAT.

EN / DE



MEDIATHEK

NEWS

09/2023

Sustainable Tourism Day of DZT:
Presentation of the Tourism Sustainability
Satellite Account by Prof. Strasdas.

09/2023

Prof. Dr. Wolfgang Strasdas during the
panel discussion at the symposium
"Climate Neutral Tourism" of the
Competence Center Tourism

09/2023

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6. Organisation of the programme

- **Start of winter term 2024/25:**
 - Introduction days: September 23rd -27th, 2024
 - Start of lectures: September 30th, 2024
- **Semester schedules** already online! (hnee.de/tour -> for students)
- Modules are taught in block courses
(directly following examination)
- **Lecture time:** usually 09:30 a.m. - 03:15 p.m.
(Wednesdays lectures end at 2 p.m. because of optional language courses)

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7. Application information

- Application period: **1st of June – September 5th, 2024**
1st Dec. – Feb. 28th, 2024 (start with 2nd sem.)

- Application documents:
 - Curriculum vitae
 - Graduation certificate of the first degree
 - University entrance qualification (usually: high school diploma)
 - Proof of required English language skills (B2 level, GER)*
 - Voluntarily: letter of motivation

* If you are unable to submit the proof of your English language skills with your application, this can be submitted by the end of the first semester.

7. Application information

- Applicants with a Master's entrance qualification **from abroad**:

Please apply via  **assist**

Deadlines: Winter term: 1st of April – 1st of June, from EU: until Sept. 5th
Summer term: 1st of Nov. - 1st of Dec. (Start at 2nd sem.)

Please also submit:

- Visa/ Residence permit (copy of passport)
- Proof of the required German language skills (level B2, CEFR, only for start at the 1st semester)

Questions



You will find more information here:



hnee.de/tour



#hnee_ntm

Thank you for your attention!



Bildquelle: pixabay