Eberswalde University for Sustainable Development

Department of Sustainable Economy

STUDY and EXAMINATION REGULATIONS

for the Master's degree program in

Sustainable Tourism Management (Master of Arts)

Part-time study

valid from winter semester 2024/2025

On the basis of

- of § 5 para. 4, § 10 para. 1 to para. 3, para. 5 sentence 1 and 2, § 19 para. 1 to para. 4, § 20, § 23 para. 1 to para. 3 and § 81 para. 2 sentence 1 no. 1 of the Brandenburg Higher Education Act of 09.04.2024 (GVBl. I/24, [No. 12]),
- of the University Examination Ordinance (HSPV) of March 4, 2015 (GVBl. II/15 [No. 12]), last amended on April 9, 2024 (GVBl. I/24, [No. 12]),
- of Section 30 (1) of the Basic Regulations of the Eberswalde University for Sustainable Development of 16.12.2020 (Official Notices of 12.01.2021 [No. 79]) and
- of the Framework Study and Examination Regulations of the Eberswalde University for Sustainable Development of 23.03.2016 (Official Notices of 01.04.2016 [No. 40]), last amended on 18.10.2022 (Official Notices of 06.12.2022 [No. 106])

the Faculty Council for Sustainable Business adopted the following study and examination regulations on 10.01.2024:

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§ 1 Scope and applicability

(1) These regulations apply to applicants and students for the part-time degree course in Sustainable Tourism Management starting in the winter semester 2024/25.

(2) It regulates the objectives, content, structure and procedure as well as the examination modalities for the seven-semester part-time Master's degree program "Sustainable Tourism Management".

(3) These Study and Examination Regulations supplement the Framework Study and Examination Regulations for the Bachelor's and Master's degree programs at HNE Eberswalde (RSPO) as subject-specific regulations. In the event of a conflict between these regulations and the RSPO, the provisions of the RSPO shall take precedence.

§ 2 Subject of the degree program

(1) The consecutive part-time Master's degree course in Sustainable Tourism Management is primarily aimed at graduates of undergraduate tourism management courses or other related Bachelor's degree courses (e.g. geography, sociology or business administration) who have completed a leisure science or tourism management course worth at least 30 ECTS credits.

(2) It is an application-oriented course of study based on scientific methods. Accordingly, in addition to specialist and methodological knowledge, the course teaches skills for the development and implementation of sustainable tourism. The course is based on practice-oriented teaching:

- the ecological, structural and socio-cultural foundations and requirements of sustainable tourism,
- the economic and digital aspects of a tourism industry geared towards sustainability and transformation,
- Data literacy, as the ability to handle data confidently, such as finding, generating, reading, pre-processing, analyzing and understanding data as well as its (visual) preparation for data-based communication using tourism examples,
- Marketing management as an essential strategic element of tourism, particularly with regard to digital media,
- Sustainability in destination management, in the sense of sustainable development of regions.

(3) Students have the opportunity to complete their studies with in-depth elective modules with the following course content:

- Social entrepreneurship in tourism,
- Tourism and visitor management in protected areas,
- Development and management of tourism in the context of development cooperation,
- practice-oriented work with data to answer questions in the context of sustainable tourism development as well as the basics and techniques of data analysis and visual processing along the data cycle,
- Specialized knowledge of market segments, forms of tourism and management techniques with particular reference to sustainable development in further elective modules (WPM).

(4) The Master's program is based on a systemic approach, according to which tourism is a cross-sectional discipline that is represented within the framework of economy, environment, society, technology and politics with a special understanding and use of data. The subsystems are considered in relation to the actual tourism industry, which is

in this field of tension. Promoting sustainable development in tourism is the basis of teaching. In addition to training in the perception of landscape and culture, this includes knowledge of spatial planning, management skills, marketing and, in particular, data competence. The application-oriented approach also includes scientific reflection and knowledge of current research in the field of sustainability and tourism.

§ 3 Study objectives

(1) The aim of the course is to acquire knowledge of tourism management on a scientific basis with a particular focus on sustainable development concepts for the tourism industry. The "Master of Arts″ degree qualifies students for the higher civil service and entitles them to pursue a doctorate.

(2) In line with the requirements of professional practice, the specific study objectives are to teach

- Professional and methodological competence (specialist knowledge with special consideration of scientific methodological knowledge),
- Independence and self-reflection,
- Decision-making and action competence (problem-solving skills),
- Social skills ("soft skills" such as communication, motivation and conflict management skills, team spirit).

§ 4 Admission requirements

(1) German and foreign applicants are admitted to the degree program if they have a first professionally qualifying university degree, which should comprise at least 180 ECTS credit points in one of the subjects defined under § 2 para. 1. Applicants with higher-qualified degrees or degrees from at least four-year degree programs such as Diplom (FH), Magister, Diplom or 1st state examination will also be admitted.

(2) Graduates of tourism-related courses at universities of cooperative education may also be admitted, provided that this university of cooperative education is state-recognized and their degree corresponds to a three-year Bachelor's degree, comprises at least 180 ECTS credit points and is accredited accordingly. The professional requirements described in paragraph 1 apply.

(3) Bachelor's graduates with 210 ECTS credit points or 240 ECTS credit points as well as applicants with suitable Diplom or Magister degrees can be admitted to a higher semester upon application on the basis of the additional 30 or 60 ECTS credit points acquired. In these cases, an individual study plan will be drawn up by the head of degree program.

(4) This also applies to students who have acquired at least 30 ECTS credit points (or equivalent credit points) in another Master's degree program with similar subject content.

(5) All applicants must provide proof of English language proficiency at level B2 (CEFR) as a language entry requirement. Comparable qualifications such as "Test of English as a Foreign Language" (TOEFL) with 87 points for the internet-based test, TOEIC with 785 points as well as native language or official language English in the home country are also recognized. The country information of the Federal Foreign Office is used to check the mother tongue or official language of a country. Graduates of predominantly English-language degree programs do not need to provide any further language certificates. The proportion of English-language modules must be at least 50%. If applicants do not yet have proof of English at the time of application, a temporary

Admission is subject to the condition that proof of successful completion of the language test must be provided by the time of re-registration for the second semester.

(6) For applicants who have not obtained their study qualification under German law at a German-speaking institution, the equivalence of their degree will be determined after receipt of the application at the university, taking into account the requirements of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder and the German Rectors' Conference. The preliminary examination of the application documents is carried out by the central examination office Uni-ASSIST, whose special deadlines must be observed.

(7) Applicants who have not obtained their study qualification under German law at a German-speaking institution must provide proof of a German language examination at level B 2 or a comparable qualification as a language entry requirement. This does not apply to native speakers of German or applicants whose country's official language is German.

(8) The decision as to whether an application meets the necessary admission requirements in individual cases is made by the Student Services Department in consultation with the head of the Master's degree program.

(9) Applicants for higher semesters can apply for the winter semester and the summer semester.

§ 5 Standard period of study and structure of the degree program

(1) The course begins each year in the winter semester. The student workload for one ECTS credit point is estimated at 30 hours.

(2) The standard period of study is seven semesters. The total number of ECTS credit points to be achieved in the seven semesters is 120. The course of study is subdivided as shown in the overview of the course of study attached as Annex 1. In the first three semesters, subject-specific fundamentals are taught exclusively in compulsory modules. The 4th semester is application-oriented with projects. In the 5th and 6th semesters, the practical project takes place, alternatively a seminar abroad at a partner university. The Master's thesis is completed in the 7th semester.

(3) In the 4th and 5th semester, a total of 5 WPM are available, of which at least four must be chosen. The four available WPMs are

- Social Entrepreneurship in Tourism (4th FS)
- Applied Data Science in Tourism (4th FS)
- Nature-based tourism and protected area management (4th FS)
- Fleximodule (4th FS)
- Current topics (5th FS)

The WPM "Fleximodule" is offered depending on the current topic situation within the degree program. Information on the flexi-module will be given to students in good time before they select it. The compulsory elective module (WPM) "Current Topics" can also be selected from modules of other degree programs at the University for Sustainable Development or from other universities and both in the 4th and 5th semester. The decision on recognition is made by the Chair of the Examination Board.

(4) In the 5th and 6th semester, students can choose between a practical project (in Germany or abroad) or a semester abroad at a partner university. For the practical project, students can choose between a project internship (as an individual internship) or a transfer project (group or individual project). Students apply for the internship or transfer project independently. Offers for both forms can be proposed by both lecturers and students. In the case of a semester abroad, a minimum of 18 and a maximum of 24 ECTS credits must be completed at a partner university abroad. The difference of 6 ECTS credit points must be made up by completing compulsory elective modules at the University of Applied Sciences.

sustainable development. The decision on this and on the selection of the chosen modules is made by the program director by 31 August of the respective summer semester at the latest.

(5) The courses take the form of lectures, seminars, exercises with and without presentations and discussions, projects and excursions. Details are regulated by the curriculum (Annex 2) and the module handbook. In the first semester, courses are mainly held in German, from the second semester onwards mainly in English.

§ 6 Examinations

(1) Examinations must be taken for all modules during the course of study. The Master's degree consists of module examinations, a project paper or the module examinations of the semester abroad and the Master's thesis.

(2) The modules are assessed with grades or "with success/without success" (pass mark) and included in the certificate. They form the basis for calculating the overall grade of the Master's degree program.

(3) The professionally qualifying Master's degree determines whether the student has acquired the specialist knowledge required for professional practice, has an overview of the theoretical principles and professional contexts and has the ability to work scientifically and apply scientific methods and findings independently.

(4) Examinations can be taken in either German or English.

§ 7 Practical project

The aim of the practical project is the application of theoretical knowledge and the acquisition of practical experience in the field of sustainable tourism management. Within the practical training, students work independently on a project corresponding to this objective. The practical project is carried out in connection with an internship or in cooperation with a company or organization with a duration of at least 16 weeks. Further details are set out in the regulations for the practical project (see Annex 3).

§ 8 Semester abroad

(1) For the alternatively selectable semester abroad, at least one Memorandum of Understanding must have been concluded with partner universities with a comparable or meaningfully complementary study program.

(2) The International Office of the University for Sustainable Development develops a Learning Agreement with the students before the start of the semester abroad and, if necessary, accompanies the students during the semester abroad.

§ 9 Master's thesis (Thesis)

(1) The application must be accompanied by an exposé setting out the aim, purpose, content and planned methodological approach of the thesis.

(2) The Master's thesis must be accompanied by a written declaration signed by the student stating that the thesis was written by him/her independently and only using the permitted and named resources and has not previously been used as a Master's thesis at another university. The thesis must also include a short summary of the most important results.

(3) The Master's thesis must be submitted in digital form to the reviewers and the

Dean's Office for the Library of the University for Sustainable Development.

(4) The Master's thesis is assessed by two assessors. The arithmetic mean of the two grades must be at least "sufficient" and is included in the assessment of the thesis. If the grades from the two reviews differ by more than one grade, a third review must be prepared. In this case, the arithmetic mean of the three grades is used. The third assessor is appointed by the Examination Board.

(5) The thesis can only be repeated once with a new topic if the grade is lower than "sufficient" (4.0). If the thesis is repeated, it must be re-registered no later than 3 months after the result of the first examination attempt is announced. If the re-registration does not take place by this time, the Master's thesis is again deemed to have been failed. If the grade for the repeated oral examination for the thesis is lower than "sufficient" (4.0), the thesis has been definitively failed.

§ 10 Deadlines

(1) In the first 3 semesters, the modules are usually offered in the form of block modules. The examinations for these modules can be taken either during the examination period set by the university or during the lecture period. In this case, they must be taken after the last day of the block course.

(2) The Master's thesis can be registered for at the earliest after successful completion of the clear majority of coursework and examinations, generally after successful completion of coursework and examinations amounting to at least 75 percent of the total number of credit points to be completed in the degree program, minus the credit points for the academic colloquium and the thesis (68 ECTS credit points). It must be completed by the end of the semester following the semester in which the last examination was taken at the latest. Otherwise the Master's thesis is deemed to have been failed.

(3) The Master's thesis must be completed within a processing period of 6 months. If the submission deadline is not met, the Master's thesis is deemed to have been failed.

§ 11 Assessment of examination performance and formation of grades

(1) A module examination is passed if the module grade is at least "sufficient" (4.0).

(2) The Master's certificate contains an overall grade. The overall grade is calculated as a weighted average of the module grades by weighting the module grades, including the grades for the project work and the Master's thesis, according to the academic credit points awarded to the student. The grades of optional elective modules completed with an examination can be listed on the Master's certificate upon request, but are not included in the calculation of the overall grade.

(3) If the 120 ECTS credit points required for the degree are exceeded due to the selection of compulsory elective modules, the excess ECTS credit points will be canceled and not taken into account in the calculation of the overall grade of the degree program.

§ 12 Graduation

If the Master's examination is passed, the degree "Master of Arts" is awarded. The final documents (certificate and diploma) are issued on the date of the last examination.

§ 13 Entry into force

These study and examination regulations come into force with their publication on the homepage of the Eberswalde University for Sustainable Development.

Attachments:

Appendix 1: Overview of the course of study

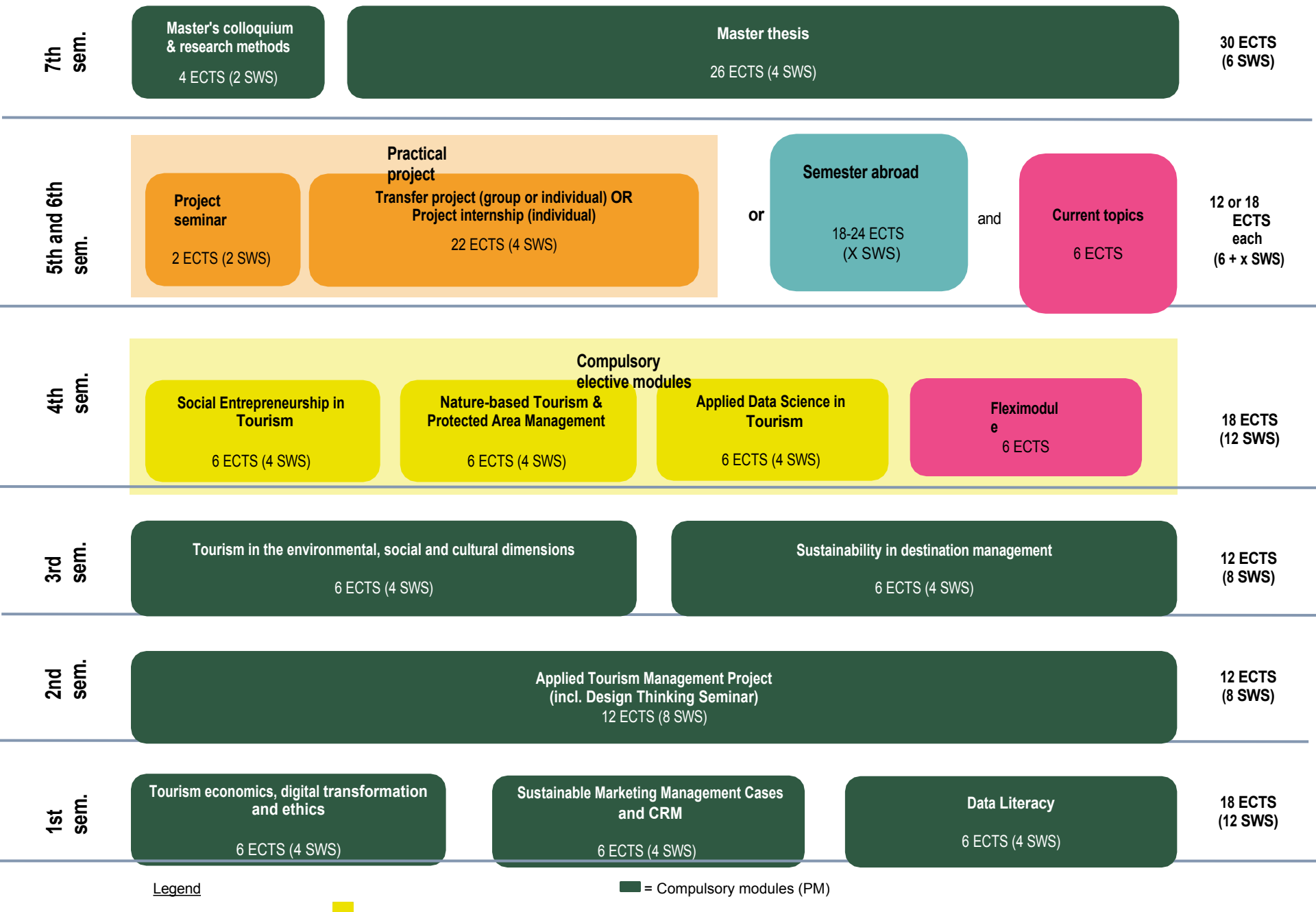
Appendix 2: Curriculum

Annex 3: Regulations for the practical project

Annex 4: Diploma Supplement

Approval of the establishment of the part-time degree program by the FBR:	**10.01.2024**
Approval of the study and examination regulations by the FBR:	**10.01.2024**
Approval of the establishment of the part-time degree program by the Senate:	**27.03.2024**
Approval of the establishment of the part-time study program by the President:	**12.04.2024**
Approval of the study and examination regulations by the President:	**12.04.2024**

Part-time Master's degree course - Sustainable Tourism Management M.A.



= Compulsory elective modules (WPM)

ECTS = European Credit Transfer System

120 ECTS (60 SWS)

SWS = semester hours per week

Annex 2 Curriculum Sustainable Tourism Management part-time from WS 2024/25

1. Semester

Module name	Compulsory module/ Compulsory elective module	Module content	Teaching methods	Examination performance	SWS	ECTS	Overall qualification goals
Tourism economics, digital transformation and ethics	PM	• Get to know and gain a deeper understanding of the tourism industry and its value-added stages with an economic focus • In-depth study of digital business models, internet economy, platform economy and the effects of digital transformation • Consideration of new economic approaches such as the economy for the common good or social entrepreneurship in the context of tourism development • Discussion of critical economic approaches and ethical aspects of digitalization, economics and Tourism industry	Excursion (compulsory participation, requirement results from the examination based on it, which refers in particular to the knowledge and skills acquired during the excursion and from the objectives of the course), exercises with presentation and discussion, lecture	Open Book KLausur 100 % 180 min	4	6	• Explaining the different approaches to thinking and acting in business administration and presenting criticism • Reflection on new approaches in business administration in the context of the concept of sustainability • Independent work with various literature options, recognizing, assessing and reflecting on the theoretical foundations • Developed ability to work in a team, communication skills, co-design

Abbreviations:
PM = compulsory module
WPM = Compulsory elective module
SWS = semester hours per week

Sustainable Marketing Management	**PM**	• Building on marketing fundamentals by developing the structure, manifestations, differentiation and special features of tourism marketing • Marketing conception, planning, segmentation, positioning, communication and distribution as	Lecture, exercises, seminar paper with elaboration Presentations	Term paper 100 % (maximum 8 pages)	4	6	• Ability to plan, design and monitor digital marketing measures, evaluate the associated instruments and weigh up their use in practice • Knowledge and conceptual differentiation of green marketing, sustainable marketing and sustainability communication • Broad integrated marketing knowledge

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		Strategic approach to marketing • Structure, forms of appearance and special features of tourism marketing • Digital marketing measures, strategic fields of application and controlling • Digital marketing instruments, mobile marketing and performance marketing as well as social media marketing, de- marketing • Best Practices					including the scientific basis and current technical problems in the tourism industry • Broad spectrum of knowledge of methods that are well-founded both in the field of empirical social research and in marketing • Development of solutions for current problems in the team • Ability to work in a team, ability to deal with given tasks within a defined time frame to deal with
Data Literacy	PM	• Overview of data literacy in the tourism context • rom the creation of data to the communication of results in the context of the tourism value chain • Independent work with data	Lecture, exercises, development of an infographic or Storytelling with data for a self-selected example in a tourism context	Presentation with discussion/argumentation (max. 30 minutes)	4	6	• Secure knowledge of the steps involved in working with data • In-depth knowledge of potential problems with regard to ethical and social implications • Independent development of questions and planning on the basis of data and their processing • Ability to handle data confidently (including finding, generating, reading, pre-processing, analyzing and understanding data and preparing it (visually) for data-based analysis). communication)

Abbreviations:
PM = compulsory module
WPM = Compulsory elective module
SWS = semester hours per week

2. Semester

Module name	Compulsory module/ Compulsory elective module	Module content	Teaching methods	Examination performance	SWS	ECTS	Overall qualification goals
Tourism in the environmental, social and cultural dimensions	**PM**	• Impacts and solutions of tourism in the environmental dimensions • Basic principles of sustainable development and their application to tourism, development and forms of sustainable tourism • Environmental dimension: Impacts and solutions in the area of climate change and biodiversity. Importance of the landscape for tourism • Social dimension: focus on human and children's rights, working conditions and workers' rights, gender & diversity in tourism, corporate social responsibility • cultural dimension: definition of culture, cultural heritage, identity. Interrelationship with tourism. Interculturality. The importance of cultural heritage. Case studies	Lecture, seminar, exercise	Oral examination 100 % (15-20 minutes)	4	6	• Knowledge of the ecological, social and cultural impacts and solutions of tourism • Understanding, critically discussing and questioning the connections in the complex network of relationships between tourism, the environment, social and cultural issues and the effects of tourism as well as concepts of sustainable development • Social skills, working in groups, discussing constructively and present and represent the results of their work in plenary sessions • Independent analysis and presentation of case studies and special sustainability aspects

Abbreviations:
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WPM = Compulsory elective module
SWS = semester hours per week

Sustainability in destination management	**PM**	• Destination, destination management organization (DMO) • Levels of spatial planning in Germany • EIA and impact regulation • Tourism planning as a task of destination management-	Lecture, seminar, exercise, excursion	Written exam 100 % 180 min	4	6	• Ability to explain the requirements for a competitive destination and DMO, to develop and present all the steps of a tourism concept, the key indicators for sustainable destination development

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		Planning versus management, classification and differentiation (e.g. from tourism marketing) • Development of tourism concepts: supply analysis (building blocks of a tourism offer), demand analysis (indicators, data sources, development trends), analysis of current target groups, market analysis /Competitive analysis, SWOT analysis as an evaluation tool, mission statement and development goals, action and measure plan, case studies, • Sustainability in destination development: Indicators, evaluation approaches and practical implementation • Institutional sustainability at DMO • Competitions as an activation tool • Sustainable mobility					identify and assess effective measures with regard to their feasibility • Development and visualization of location tourism situation analyses, demand, trend, market and competition analyses, benchmarks, SWOT, mission statements as well as action and measure plans • Team and leadership skills • Presentation and competent representation of independent realistic sustainability approaches

Abbreviations:
PM = compulsory module
WPM = Compulsory elective module
SWS = semester hours per week

3. Semester

Module name	Compulsory module/ Compulsory elective module	Module content	Teaching methods	Examination performance	SWS	ECTS	Overall qualification goals
Applied Tourism Management Project (incl. Design Thinking Seminar)	**PM**	• Application of knowledge in a defined (external) project with a partner • Working on the partner's question, developing creative solutions while taking into account time and team management (distribution of roles)	Design Think Workshop, Seminar, Exercise	Group presentation (30 minutes per group) 100% based on • 3 Protocols • a poster • a Management Summery (5-8 pages)	8	12	• Application of the knowledge and skills of marketing and project management as a strategic approach to corporate management • Ability to tackle a complex problem from the tourism industry against the background of theoretical knowledge and to develop a solution approach in a team - with a focus on a sustainable marketing strategy • Reflection of marketing strategies in relation to a sustainable corporate orientation

4. Semester (3 of 4 WPM must be selected)

Module name	Compulsory module/ Compulsory elective module	Module content	Teaching methods	Examination performance	SWS	ECTS	Overall qualification goals

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Social Entrepreneurship in Tourism	**WPM**	• Development of an own business concept or entry path of social enterprises into the labor market • Creation of a presentation as a pitch for a business start-up or an application • Critical view of social enterprises	Lecture, seminar, exercise with presentation and discussion	Presentation (max. 15 minutes) 100 %	4	6	• Comprehensive knowledge and skills in social entrepreneurship • Ability to critically examine the choice of social problem, analyze the roots of the problem and develop plans to implement solutions • Identification of social and societal

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		• Dealing with the financing of an idea/project					Problem definition and development of ideas and brainstorming tools for the remedy • In-depth conceptual and strategic skills for the realization of project ideas • Enhanced social skills
Nature-based Tourism and Protected Area Management	**WPM**	• Introduction to nature conservation and nature conservation strategies, types of protected areas, protected area management • Leisure and tourism as interventions in nature, conflicts between nature conservation and tourism/leisure use • Visitor management and infrastructure • Specific forms of nature-based tourism, nature and ecotourism - Market • Economic importance of tourism for protected areas, UNESCO World Heritage sites • National and international case studies	Lecture, seminar, exercise, excursion	Term paper 100 % (maximum 5000 words / maximum 15 pages)	4	6	• Knowledge of various nature conservation strategies and their objectives • Knowledge of protected area categories and their relevance for recreation and tourism and possible impacts of recreation and tourism • Knowledge of visitor management strategies and their implementation • Knowledge of the main areas of conflict between tourism and nature conservation • Ability to reconcile the requirements of nature conservation with the needs of leisure and tourism • Conflict avoidance or minimization through visitor management strategies and measures • Independent development of nature tourism offers and their marketing
Applied Data Science in Tourism	**WPM**	• Practice-oriented introduction to working with data to answer questions in tourism • Teaching the basics and techniques of data analysis and visual processing	Lecture, seminar, exercise	Unit 100 % (30 minutes)	4	6	• Initial knowledge of programming • Use of existing tools • Knowledge of common procedures for processing data • Application of the methods based on practical problems of data preparation and evaluation

Abbreviations:
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WPM = Compulsory elective module
SWS = semester hours per week

Fleximodule	**WPM**	• Offered depending on current topics within the degree program	Lecture, exercise, project		4	6	• Application of previously acquired knowledge in the implementation of a project

5. / 6th semester

Module name	**Compulsory module/ Compulsory elective module**	**Module content**	**Teaching methods**	**Examination performance**		**ECTS**	**Qualification goals**
Project seminar (5th semester)	**PM**	• Development of a project draft	Seminar (compulsory, as participation is required for the organizational preparation of and introduction to the practical project)	Receipt (certificate of success) (maximum 8 pages of text)	2	2	• Application of specialist knowledge and skills for the preparation of the practical project
Practical project: **Practical project as** **a)** **Project internship** **or**	**PM**	• Application of theoretical knowledge and acquisition of practical experience in the field of sustainable tourism • Development and processing of a project	At least 2 consultations with the respective project supervisor	Presentation 100 % (maximum 30 minutes plus 15 minutes discussion/argumentation)	4	22	• In-depth specialist knowledge of holistic project management • Ability to independently develop and elaborate a concrete and realistic project and to identify and avoid or minimize project risks • Ability to fit into existing

Abbreviations:
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SWS = semester hours per week

b) Transfer project							work teams and take responsibility for their areas of responsibility and to communicate within the team and with superiors

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or semester abroad	**According to the Learning Agreement**					18-24	
Current topics	WPM	• Placeholder module for study programs for current topics at HNEE or other universities	depends on the module selection	depends on the module selection	4	6	• depends on the module selection

7. Semester

Module name	Compulsory module/ Compulsory elective module	Module content	Teaching methods	Examination performance	SWS	ECTS	Qualification goals
Scientific colloquium	**PM**	• Development of a research design / exposé for the Master's thesis	Exercise, seminar (compulsory participation, as the preparation of the exposé is essential for the successful completion of the Master's thesis)	Presentation (maximum 20 minutes)	2	4	• Application of the specialist knowledge and skills acquired • Independent development and research of research topics and research questions • Application of the techniques of qualitative and quantitative and mixed methods of empirical field research and Analysis

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WPM = Compulsory elective module
SWS = semester hours per week

Thesis		Thesis content			ECTS	
Master thesis		• Preparation of a Master's thesis with high scientific working techniques and demands in terms of research, citation, argumentation, evaluation of results • In-depth study of a topic related to the content of the MA program • Development of a research question, adaptation of the research methods learned, analysis and Interpretation of the results			26	

Abbreviations:
PM = compulsory module
WPM = Compulsory elective module
SWS = semester hours per week

Appendix 3:
to the SPO of the Master's degree program in Sustainable Tourism Management part-time studies valid from WS 2024/25

Regulations for the practical project in the

Part-time Master's degree program in Sustainable Tourism Management

These regulations govern the practical project for students of the Master's degree program in Sustainable Tourism Management, which is intended for the 5th and 6th semesters.

§ 1 Choice between project internship and transfer project

(1) Students can choose between a project internship or a transfer project in cooperation with a practice partner, regardless of their previous practical experience in tourism.

(2) In a project internship, students are integrated into the operations of a company or organization. In a transfer project, students receive a project assignment from a company or organization, which they work on independently (individually or in a group) for the practice partner. Regular meetings with the partner company or organization must be scheduled.

(3) Students apply independently for a project position for the internship or transfer project. The practical project officer of the degree program and the lecturers of the degree program can submit project proposals.

§ 2 Status of students

During the practical project, students remain members of the university with all rights and obligations. They are obliged to comply with the instructions of the practice partner and the persons commissioned by the practice partner necessary to achieve the training objective and to observe the applicable regulations, in particular work regulations and accident prevention regulations as well as regulations on confidentiality.

§ 3 Responsibility of the department

(1) The head of the Master's degree program in Sustainable Tourism Management appoints a lecturer for the practical project as

Practical project officer. His/her tasks include checking the conclusion of contracts with the internship sites. The professional supervision of the students is distributed among all lecturers of the Master's degree program (HNEE project supervisors) according to the respective assignment or subject areas.

(2) Project meetings are organized by the respective HNEE project supervisors for the students they supervise.

§ 4 Aims and topic of the practical project

(1) The aim of the practical project is the application of theoretical knowledge and the acquisition of practical experience in the field of sustainable tourism. It must be ensured that the requirements of a Master's degree course are met. Within the practical project, students work independently on a project corresponding to this objective. As a rule, the following are worked on

- Implementation of study and research projects (feasibility studies, market studies, etc.)
- Development of feasible concepts/plans for sustainable development
- Development of tourist offers, marketing strategies
- Development of further training programs, manuals

(2) After consultation with the practical project coordinator of the Master's program, other focal points are possible, but in any case there should be a connection to tourism, which can be supplemented by a connection to sustainability.

§ 5 Contract for the project internship or transfer project

At the latest two weeks before the start of the practical project, the student and the practice partner conclude a contract for the project internship or transfer project. It is recommended that the sample contract of the University for Sustainable Development be used for the project internship. A copy of the contract must be sent to the person responsible for the practical project. For transfer projects, a simple written agreement with the practice partner regarding the cooperation during the project period is sufficient.

§ 6 Duration of the project internship or transfer project

The practical project covers a period of 32 weeks.

§ 7 Deadlines

(1) The practical project can start on 01.09. at the earliest and must be completed by 1.10. of the
5th semester can be started.

(2) Students must choose an HNEE project supervisor from the list provided by the internship project coordinator by July 31 of the summer semester preceding the internship project.

(3) A copy of the internship contract between the student and the practice partner, including a brief description, must be uploaded to the relevant Moodle website no later than two weeks before the start of the project.

(4) If the internship or transfer project is not started by October 1 or if no extension is requested from the internship project coordinator, it is deemed to have been failed. A repetition can still take place in the current semester. The start of the repetition is determined by the internship coordinator.

(5) It is possible to extend the project internship or transfer project by a maximum of 4 weeks beyond the planned duration according to § 6 in consultation with the project supervisor and the HNEE supervisor.

§ 8 Working hours

(1) In the case of the project internship, the daily working hours correspond to a half-time position at the internship location and, in the case of the transfer project, to a half-time equivalent.

(2) The project topic is worked on to an appropriate extent within working hours.

(3) An interruption of the practical project is only possible in compelling cases with the consent of the HNEE supervisor. Downtimes within the practical project must be justified and reported immediately to both the project supervisor and the HNEE practical project officer and, in the case of the project internship, to the supervisor of the internship position. Absences of more than 5 working days must be made up.

§ 9 Internship and project-related courses

(1) An introductory project seminar takes place as an online event at the beginning of the 5th semester. The project seminar prepares students for the practical project in terms of both organization and project management. During the seminar, a draft for

their own project. Students must be released from work by their practice partner in order to participate in the seminar.

(2) At least two project consultations must be arranged between the respective HNEE project supervisor and the corresponding students during the practical project in order to ensure professional supervision of the project. The first project consultation is to be scheduled shortly after the start of the project. At this meeting, the students present their project draft including the project structure plan (schedule). Students will receive individual feedback from the HNEE project supervisor at this meeting. The second project consultation is to be arranged before the end of the project. The students present the draft structure of the project report and receive feedback from the HNEE project supervisor.

§ 10 Examination performance

The final examination of the practical project is a presentation of the project.