

Diploma Supplement

This Diploma Supplement template was developed by the European Commission, the Council of Europe and UNESCO/CEPES. The Diploma Supplement is intended to provide sufficient data to improve international transparency and appropriate academic and professional recognition of qualifications (diplomas, degrees, certificates, etc.). The Diploma Supplement describes the characteristics, level, context, content and type of degree successfully completed by the person named in the original document. The original certificate must be attached to this Diploma Supplement. The Diploma Supplement should be free of any value judgments, equivalence statements or recommendations for recognition. It should contain information in all eight sections. If no information is provided, this should be explained with a justification.

1. INFORMATION ON THE HOLDER OF THE QUALIFICATION

1.1 Surname(s) / 1.2 First name(s)

1.3 Date of birth (dd/mm/yyyy)

1.4 Matriculation number or code to identify the student (if available)

2. INFORMATION ON QUALIFICATION

2.1 Name of qualification and degree awarded (if any) (in the original language)

Master of Arts (M.A.)

2.2 Main subject or subjects for the qualification

Sustainable tourism management

2.3 Name and status (type/sponsorship) of the institution that awarded the qualification (in the original language)

Eberswalde University for Sustainable Development (Brandenburg University of Applied Sciences, state institution)

Department of Sustainable Economy

2.4 Name and status (type/sponsorship) of the institution (if not identical to 2.3) that conducted the study program (in the original language)

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2.5 Language(s) used in the lesson / examination

German, English

Date of certification:

Chairperson of the Audit
Committee

3. INFORMATION ON THE LEVEL AND DURATION OF QUALIFICATION

3.1 Level of qualification

University degree, consecutive, including Master's thesis

3.2 Official duration of the degree program (standard period of study) in credit points and/or years

3.5 years / 7 semesters (part-time study), 120 ECTS credits

3.3 Admission requirement(s)

University entrance qualification or equivalent, first academic degree related to tourism and special language skills (English B2 CEFR)

The following first academic degrees are recognized for admission:

- At least a three-year (180 ECTS credit points) tourism-related Bachelor's degree (in business administration or geography)
- At least a three-year (180 ECTS credit points) Bachelor's degree or a higher qualification such as Diplom (FH), Magister, Diplom or 1st state examination in another subject with a tourism or leisure studies curriculum of at least 30 ECTS credit points
- At least three years (180 ECTS) of tourism-related accredited training at a state-recognized vocational academy

4. INFORMATION ON THE CONTENT OF THE STUDY PROGRAM AND THE RESULTS ACHIEVED

4.1 Form of study

Part-time, modularized, integrated project internship, transfer project or semester abroad (24 ECTS)

4.2 Learning outcomes of the degree program

Aim of the Master's degree program:

Graduates of the Master's degree program have special specialist and methodological knowledge for the development, promotion and implementation of sustainable tourism practices at company and destination level. This includes knowledge of planning processes, management skills as well as marketing and technological expertise. Graduates of the Master's program have special professional knowledge in the following areas:

- ecological, structural and socio-cultural foundations and prerequisites for sustainable tourism,
- 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 and protected areas.

Furthermore, depending on the specialization, specialist knowledge has been acquired in the following areas:

- Social Entrepreneurship in Tourism
- Applied Data Science in Tourism
- Nature-based Tourism and Protected Area Management
- Fleximodule

Graduates of the degree program also have well-founded decision-making and action skills for problem solving. They are able to independently plan, implement and evaluate practice-relevant projects on sustainable tourism. In addition, they will have acquired the ability to plan, carry out and evaluate their own research projects on sustainable tourism based on scientific methods from the field of empirical social research.

Due to the diverse teaching methods, graduates of the course have acquired comprehensive social skills (communication, motivation and conflict management skills, team spirit).

Qualification profile of the graduate

During their studies, students acquire qualifications in various areas of their future field of work. The overarching study objectives focus on the most common areas of application. Nevertheless, the possible fields of application are more extensive than shown in the following overview, which lists the future qualifications of all students.

Overarching study objectives	Capability goals in the sense of learning outcomes	Modules
<p>Tourism Destination Manager Graduates are trained in Germany and internationally in the management of tourism destinations. They develop and implement tourism and marketing strategies.</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the management of tourism destinations, accommodation or tour operators, technology companies and the planning, communication and implementation of strategies.</p> <p>Skills Graduates are qualified for the strategic planning, management and marketing of tourism resorts, destinations and companies.</p> <p>Competencies Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership skills and conflict management skills.</p>	<p>Particularly important for study objectives PM Sustainability in destination management PM Data literacy PM Sustainable Marketing Management Cases & CRM PM Applied Tourism Management Project PM Project internship or transfer project Important for study objectives PM Tourism Economics, Digital Transformation and Ethics PM Tourism in the environmental, social and cultural dimensions WPM Social Entrepreneurship in Tourism</p>
<p>Tourism consultant Graduates work in tourism consulting and marketing companies where they develop sustainable tourism strategies and concepts on behalf of public and private clients in a national and international context</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the strategic development and marketing of tourism destinations as well as the planning, communication and implementation of strategies.</p> <p>Skills Graduates are qualified for the strategic planning, management and marketing of tourism resorts, destinations and companies.</p> <p>Competencies Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership skills and conflict management skills.</p>	<p>Particularly important for Study goals PM Sustainability in Destination management PM Data literacy PM Sustainable Marketing Management Cases & CRM PM Applied Tourism Management Project PM Project internship or Transfer project Important for study objectives PM Tourism Economics, Digital Transformation and Ethics PM Tourism in the environmental, social and cultural dimensions WPM Social Entrepreneurship in Tourism</p>
<p>Specialist for sustainable tourism in environmental and nature conservation organizations and in large protected areas Graduates develop sustainable tourism strategies and implement them within the framework of broader sustainability and nature conservation strategies.</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge in the context of nature conservation and sustainable land use strategies</p> <p>Skills Graduates are qualified for strategic planning, management and marketing of sustainable tourism in large protected areas.</p> <p>Competencies Graduates have skills in the areas of self-organization and time management, information management as well as communication and teamwork skills, Leadership skills and the ability to</p>	<p>Particularly important for Study goals PM Tourism in the environmental, social and cultural dimensions WPM Nature-based Tourism and Protected Area Management PM Sustainability in Destination management Important for study objectives PM Project internship or transfer project</p>

Research assistant in research and teaching of sustainable tourism

Graduates work in research and development projects in the field of sustainable tourism and other topics that affect tourism (climate change, demographic change, etc.).

Conflict management.

Knowledge

Graduates have knowledge of the fundamental ecological, economic, social and organizational processes of sustainability in tourism as well as of natural and social science methods and instruments.

Skills

Graduates are able to scientifically analyze the ecological, economic, social and organizational components and interrelationships of tourism and derive conclusions from them.

Competencies

Graduates are proficient in analytical and theoretical thinking.

Particularly important for Study goals

PM Data Literacy
PM Master's thesis
PM Master's colloquium and Research methods
Important for study objectives PM Tourism economics, digital transformation and Ethics
PM Tourism in the environmental, social and cultural dimensions
WPM Social Entrepreneurship in Tourism

Employee with tour operators

Graduates develop and market sustainable travel. They develop and implement sustainable business strategies.

Knowledge

Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the strategic development and marketing of sustainability in tourism as well as the planning, communication and implementation of corporate strategies.

Skills

Graduates are qualified for strategic planning, management and marketing of sustainability in tourism.

Competencies

Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership skills and conflict management skills.

Particularly important for Study goals

PM Tourism economics, digital transformation and ethics
PM Sustainable Marketing Management Cases & CRM
PM Applied Tourism Management Project
PM Project internship or Transfer project
WPM Social Entrepreneurship in Tourism
Important for study objectives PM Tourism in the environmental, social and cultural dimensions

Setting up a business in the field of sustainable tourism

Graduates set up their own company in the field of sustainable tourism (tour operator, consultant, accommodation, co-working space, events, start-ups in the technology sector, etc.).

Knowledge

Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the strategic development and marketing of sustainability in tourism as well as the planning, communication and implementation of strategies. They have their own business ideas.

Skills

Graduates are able to develop their own business ideas in sustainable tourism and to plan, develop and implement them strategically.

Competencies

Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership skills and entrepreneurship.

Particularly important for Study goals

PM Tourism economics, digital transformation and ethics
WPM Social Entrepreneurship in Tourism
PM Sustainability in Destination management
WPM Nature-based Tourism and Protected Area Management
PM Data Literacy
Important for study objectives PM Tourism in the Dimensions environment, social and culture
PM Sustainable Marketing Management Cases & CRM
PM Applied Tourism Management Project

Tourism expert in development cooperation

The graduates design tourism strategies for the implementation support

Knowledge

Graduates have a broad, discipline-related knowledge base and are familiar with the fundamentals and theories in the context of Development and international

Particularly important for Study goals

PM Tourism in the environmental and social dimensions

of the Sustainable Development Goals in developing and emerging countries. They manage tourism projects and advise other development projects on the implementation of tourism components.

Development cooperation.

Skills

Graduates are qualified for the strategic planning, management and monitoring of tourism projects in development cooperation.

Competencies

In particular, graduates have communication and teamwork skills as well as conflict management skills in an international and intercultural environment.
Context.

and culture
PM Tourism economics,
digital transformation and
ethics
PM Sustainability in
Destination management
PM Data literacy

4.3 Details of the degree program, individually acquired credit points and grades achieved

The course is a part-time course with a standard period of study of seven semesters. The student workload for one ECTS credit point is estimated at 30 hours.

Individually acquired credit points and grades achieved are shown on the degree certificate.

4.4 Grading system and, if available, transcript of records

The grading system corresponds to the standards of the European Credit Transfer and Accumulation System (ECTS).

4.5 Overall grade (in original language)

The overall grade is calculated as a weighted average of the module grades, in which the module grades, including the grades for the project work and the Master's thesis, are weighted according to the academic credit points awarded to the student.

It is shown on the final certificate.

5. INFORMATION ON THE AUTHORIZATION OF THE QUALIFICATION

5.1 Access to further studies

The Master of Arts degree entitles the holder to a doctorate

5.2 Access to regulated professions (if applicable)

The Master of Arts degree, which is awarded with a certificate, entitles graduates to use the legally protected professional title "Master of Arts" (M.A.). The degree also entitles access to the higher civil service.

6. FURTHER INFORMATION

6.1 Further information

6.2 Further sources of information

7. CERTIFICATION OF THE DIPLOMA SUPPLEMENT

This Diploma Supplement refers to the following original documents:

Degree conferral certificate dated [date]

Examination certificate dated [date]

Transcript from [date]

Date of certification: _____

Official stamp/seal

Chairperson of the Audit Committee

8. INFORMATION ON THE NATIONAL HIGHER EDUCATION SYSTEM

The information about the national higher education system on the following pages provides information about the qualification and the status of the institution that awarded it.

8. INFORMATION ON THE HIGHER EDUCATION SYSTEM IN GERMANY¹

8.1 The different universities and their institutional status

Higher education in Germany is offered by three types of universities.²

- *Universities*, including various specialized institutions, offer the entire spectrum of academic disciplines. Traditionally, the focus at German universities has been particularly on basic research, so that advanced studies are primarily theoretical and research-oriented.

- *Universities of Applied Sciences (FH)/Universities of Applied Sciences (HAW)* focus their study programs on engineering, science and technology, economics, social work and design. The mission of applied research and development implies a practice-oriented approach and a similar orientation of studies, which often includes integrated and supervised internships in industry, companies or other relevant institutions.

- *Art and music colleges* offer degree courses for artistic activities, in fine arts, drama and music, in directing, production and screenwriting for theater, film and other media, as well as in design, architecture, media and communication.

Universities are either state or state-recognized institutions. They are subject to higher education legislation both in their actions, including the planning of study programs, and in the determination and awarding of degrees.

8.2 Study programs and degrees

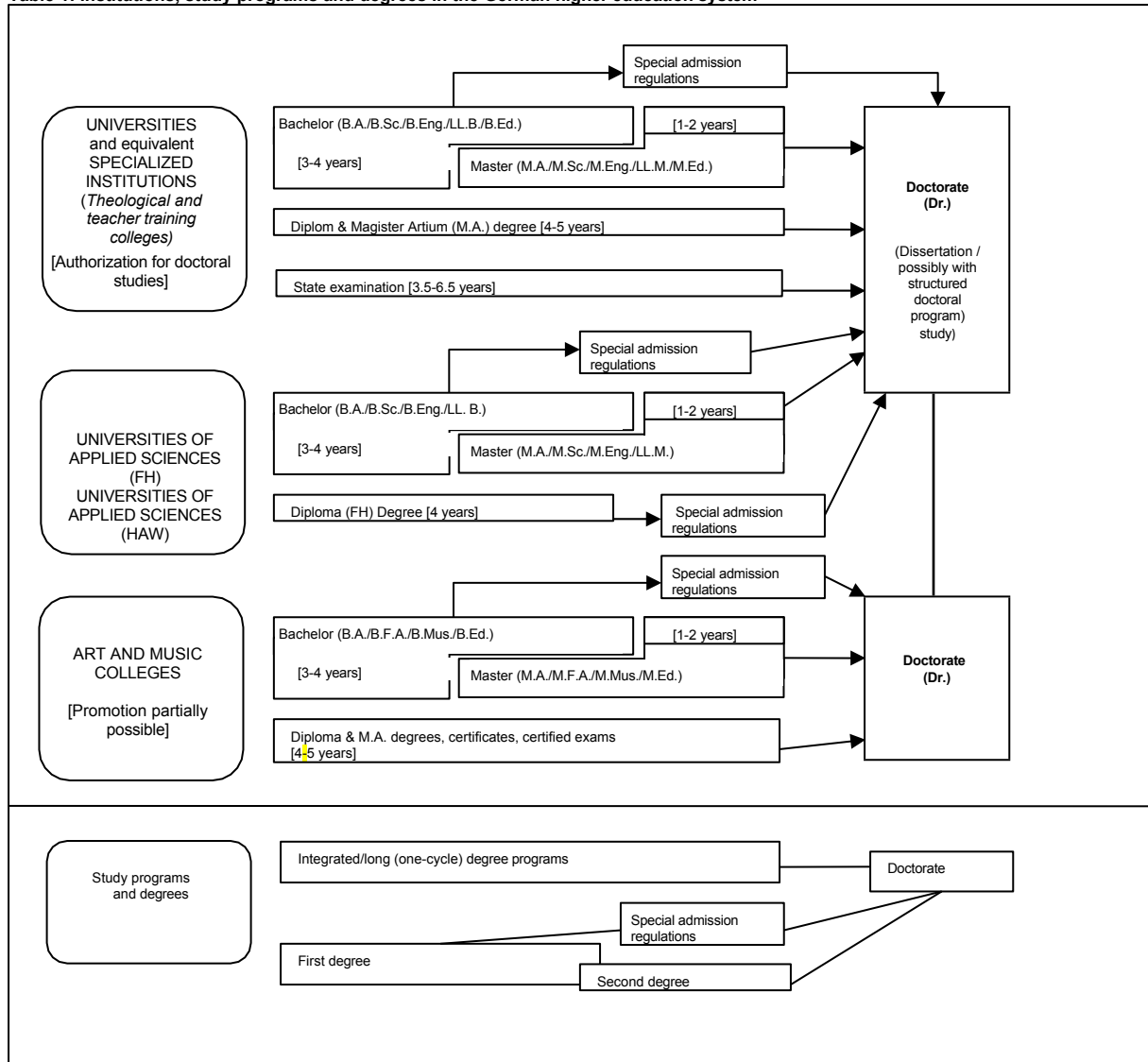
In all types of higher education institutions, degree courses were traditionally offered as integrated "long" (single-stage) courses leading to either a Diplom or Magister Artium degree or concluding with a state examination.

As part of the Bologna Process, the one-tier degree system is gradually being replaced by a two-tier system. Since 1998, tiered degrees (Bachelor's and Master's) have been introduced in almost all degree courses. This is intended to offer students more choice and flexibility in planning and pursuing their learning goals and to make degree courses more internationally compatible.

The qualifications of the German higher education system, including their allocation to qualification levels and the associated qualification objectives and competencies of graduates, are described in the Qualifications Framework for German Higher Education Qualifications (HQR)³ described. The three levels of the HQR correspond to levels 6, 7 and 8 of the German Qualifications Framework for Lifelong Learning (DQR)⁴ and the European Qualifications Framework for Lifelong Learning (EQF)⁵ are assigned.

For details, see sections 8.4.1, 8.4.2 and 8.4.3. Table 1 provides a summarized overview.

Table 1: Institutions, study programs and degrees in the German higher education system



8.3 Recognition/accreditation of study programs and degrees

In order to ensure the quality and comparability of qualifications, both the organization and structure of degree courses and the basic requirements for degrees must be based on the principles and regulations of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder (KMK).⁶ Since 1999, there has been a nationwide accreditation system for Bachelor's and Master's degree courses, according to which all newly introduced degree courses are accredited. Accredited degree courses are entitled to bear the quality seal of the Accreditation Council.⁷

8.4 Organization and structure of the degree programs

The following degree programs can be offered by all three types of higher education institutions. Bachelor's and Master's degree programs can be studied consecutively, at different universities, at different types of higher education institutions and with phases of gainful employment between the first and second qualification levels. Modules and the European Credit Transfer and Accumulation System (ECTS) are used for planning, with one semester corresponding to 30 credit points.

8.4.1 Bachelor's degree

Bachelor's degree courses teach scientific principles, methodological skills and qualifications related to the professional field. The Bachelor's degree is awarded after 3 to 4 years.

The Bachelor's degree course includes a written thesis. Degree courses leading to a Bachelor's degree must be accredited in accordance with the Interstate Treaty on the Accreditation of Studies.⁸ Degree courses at the first qualification level (Bachelor) lead to the degrees Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.), Bachelor of Music (B.Mus.) or Bachelor of Education (B.Ed.).

The Bachelor's degree corresponds to qualification level 6 of the DQR/EQR.

8.4.2 Master

The Master's degree is the second degree after a further 1 to 2 years. Master's degree courses can be differentiated according to the profile types "application-oriented" and "research-oriented". The universities determine the profile.

The Master's degree program includes a written thesis. Degree courses leading to a Master's degree must be accredited in accordance with the Interstate Treaty on the Accreditation of Studies.⁹ Degree courses at the second qualification level (Master) lead to the degrees Master of Arts (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (LL.M.), Master of Fine Arts (M.F.A.), Master of Music (M.Mus.) or Master of Education (M.Ed.). Postgraduate Master's degree programs may have other designations (e.g. MBA).

The Master's degree corresponds to qualification level 7 of the DQR/EQR.

8.4.3 Integrated "long" one-cycle degree programs: Diplom, Magister Artium, state examination

An integrated degree program is either mono-disciplinary (Diplom degrees and most state examinations) or consists of a combination of either two major subjects or one major and two minor subjects (Magister Artium). The preliminary studies (1.5 to 2 years) provide a broad orientation and a basic grounding in the respective subject. An intermediate examination (or intermediate diploma) is a prerequisite for admission to the main course of study, i.e. advanced studies and specialization. Prerequisites for graduation are the submission of a written thesis (lasting up to 6 months) and extensive written and oral final examinations. Similar regulations apply to the state examination. The qualification obtained is equivalent to a Master's degree.

- The standard period of study at *universities* for integrated degree courses is 4 to 5 years (Diplom, Magister Artium) or 3.5 to 6.5 years (state examination). Engineering, natural sciences and economics courses are completed with a Diplom. In the humanities, the corresponding degree is usually the Magister Artium (M.A.). In the social sciences, the practice varies depending on the tradition of the respective university. Law, medicine and pharmacy degree courses conclude with the state examination. In some countries, this also applies to teacher training courses.

The three qualifications (Diplom, Magister Artium and Staatsprüfung) are academically equivalent and at qualification level 7 of the DQR/EQR. They form the formal prerequisite for a doctorate. Further admission requirements may be specified by the university, see section 8.5.

- The standard period of study at *universities of applied sciences (FH)/universities of applied sciences (HAW)* is 4 years for integrated courses of study and concludes with a diploma (FH). This is at qualification level 6 of the DQR/EQR. Qualified graduates of universities of applied sciences can apply for admission to the

Apply for a doctorate at universities authorized to award doctorates, see section 8.5.

- The organization and structure of studies at *colleges of art and music* depend on the respective subject area and individual objectives. In addition to the Diplom or Magister degree, integrated degree programs offer certificates and certified final examinations for specific fields and professional purposes.

8.5 Promotion

Universities, equivalent higher education institutions as well as some universities of applied sciences (FH)/universities of applied sciences (HAW) and some universities of art and music are entitled to award doctorates. The formal requirement for admission to doctoral studies is a qualified Master's degree (universities of applied sciences and universities), a Magister degree, a Diplom, a state examination or an equivalent foreign degree. Corresponding degrees from art and music colleges may be accepted in exceptional cases (academic degree programs, e.g. music theory, musicology, art and music education, media studies) may formally open up access to doctoral studies. Particularly qualified holders of a Bachelor's degree or a diploma (FH) can be admitted to doctoral studies without a further degree by means of an aptitude assessment procedure. The universities or higher education institutions authorized to award doctorates regulate both admission to doctoral studies and the type of aptitude test. A further prerequisite for admission is that the doctoral project is accepted by a university lecturer as a supervisor.

The doctorate corresponds to qualification level 8 of the DQR/EQR.

8.6 Grading scale

The German grading scale usually comprises 5 grades (with numerical equivalents; intermediate grades can also be awarded): "Very good" (1), "Good" (2), "Satisfactory" (3),

"Sufficient" (4), "Not sufficient" (5). A minimum grade of "Sufficient" (4) is required to pass. The designation for the grades may differ in individual cases and for the doctorate.

In addition, a grading table based on the ECTS guide model is used, which shows the relative distribution of grades in relation to a reference group.

8.7 University admission

The general higher education entrance qualification (Abitur) after 12 to 13 years of school gives access to all courses of study. The Fachgebundene Hochschulreife allows access to all courses of study at universities of applied sciences, universities and equivalent institutions of higher education, but only to certain subjects. It is also possible to study at universities of applied sciences with the Fachhochschulreife, which is usually acquired after 12 years of schooling. Admission to degree courses at universities of art and music and corresponding degree courses at other universities as well as admission to a sports degree course may be based on other or additional requirements for proof of special aptitude.

Professionally qualified applicants without a school-based higher education entrance qualification receive a general higher education entrance qualification and thus access to all degree courses if they hold qualifications from certain state-regulated advanced vocational training courses (e.g. master craftsperson, industrial foreman, business administrator (IHK), business administrator (IHK) and (HWK), state-certified technician, state-certified business administrator, state-certified designer, state-certified educator). Professionally qualified applicants who have completed at least two years of state-regulated vocational training and generally at least three years of professional experience and who have successfully completed an aptitude assessment procedure at a university or state agency receive a subject-specific university entrance qualification; the aptitude assessment procedure can be replaced by a proven successful completion of a trial course of at least one year.¹⁰ In certain cases, the universities may carry out additional specific admission procedures.

8.8 Sources of information in the Federal Republic of Germany

- Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany (KMK); Graurheindorfer Str. 157, D-53117 Bonn; Tel.: +49(0)228/501-0; www.kmk.org; e-mail: hochschulen@kmk.org
- Central Office for Foreign Education (ZAB) as German NARIC; www.kmk.org; e-mail: zab@kmk.org
- German Information Center of the Länder in the EURYDICE network, for information on the education system in Germany; www.kmk.org; e-mail: eurydice@kmk.org
- German Rectors' Conference (HRK); Leipziger Platz 11, D-10117 Berlin, Tel.: +49 30 206292-11; www.hrk.de; e-mail: post@hrk.de
- "Hochschulkompass" of the German Rectors' Conference, contains comprehensive information on universities, degree programs, etc. (www.hochschulkompass.de)

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- 1 The information only takes into account those aspects that directly affect the Diploma Supplement.
- 2 Vocational academies are not universities; they only exist in some federal states. They offer courses of study in close cooperation with private companies. Students receive an official degree and complete an apprenticeship in the company. Some universities of cooperative education offer Bachelor's degree courses, whose degrees can be equated with a Bachelor's degree from a university if they are accredited by the Accreditation Council.
- 3 Qualifications Framework for German Higher Education Qualifications (Decision of the Standing Conference of the Ministers of Education and Cultural Affairs of 16.02.2017).
- 4 German Qualifications Framework for Lifelong Learning (DQR), joint resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the Länder in the Federal Republic of Germany, the Federal Ministry of Education and Research, the Conference of Economics Ministers and the Federal Ministry of Economics and Technology (resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of 15.11.2012). Detailed information can be found at www.dqr.de.
- 5 Recommendation of the European Parliament and of the European Council on the establishment of the European Qualifications Framework for lifelong learning of 23.04.2008 (2008/C 111/01 - European Qualifications Framework for lifelong learning - EQF).
- 6 Model ordinance pursuant to Article 4 (1 - 4) of the Interstate Treaty on the Accreditation of Studies (resolution of the Conference of Ministers of Education and Cultural Affairs of 07.12.2017).
- 7 State Treaty on the Organization of a Joint Accreditation System for Quality Assurance in Studies and Teaching at German Universities (State Treaty on Study Accreditation) (KMK resolution of 08.12.2016) Entered into force on 01.01.2018.
- 8 See footnote no. 7.
- 9 See footnote no. 7.
- 10 Access to higher education for professionally qualified applicants without a school-based higher education entrance qualification (resolution of the Conference of Ministers of Education and Cultural Affairs of March 6, 2009).

Diploma Supplement

This Diploma Supplement model was developed by the European Commission, Council of Europe and UNESCO/CEPES. The purpose of the supplement is to provide sufficient independent data to improve the international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the nature, level, context, content and status of the studies that were pursued and successfully completed by the individual named on the original qualification to which this supplement is appended. It should be free from any value judgements, equivalence statements or suggestions about recognition. Information in all eight sections should be provided. Where information is not provided, an explanation should give the reason why.

1. INFORMATION IDENTIFYING THE HOLDER OF THE QUALIFICATION

1.1 Family name(s) / 1.2 First name(s)

1.3 Date of birth (dd/mm/yyyy)

1.4 Student identification number or code (if applicable)

2. INFORMATION IDENTIFYING THE QUALIFICATION

2.1 Name of qualification and (if applicable) title conferred (in original language)

Master of Arts (M.A.)

2.2 Main field(s) of study for the qualification

Sustainable Tourism Management

2.3 Name and status of awarding institution (in original language)

Eberswalde University for Sustainable Development
(University of Applied Sciences)
Faculty of Sustainable Economics

2.4 Name and status of institution (if different from 2.3) administering studies (in original language)

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2.5 Language(s) of instruction/examination

German, English

3. INFORMATION ON THE LEVEL AND DURATION OF THE QUALIFICATION

3.1 Level of the qualification

Second university degree, consecutive, including Master's thesis

3.2 Official duration of program in credits and/or years

3.5 years / 7 semesters (Part-time degree), 120 ECTS credit points

3.3 Access requirement(s)

University entrance qualification or equivalent, first academic degree related to tourism and special language skills (English B2 CEFR)

The following first academic degrees are recognized for admission:

- At least three-year (180 ECTS credit points) tourism-related Bachelor's degree (business or geography-related)
- Bachelor's degree of at least three years (180 ECTS credit points) or a higher qualification such as Diplom (FH), Magister of 1st state examination in another subject with a tourism-related or leisure science curriculum of at least 30 ECTS credit points
- At least three years (180 ECTS credit points) of tourism-related accredited training at a state-recognized vocational academy.

4. INFORMATION ON THE PROGRAM COMPLETED AND THE RESULTS OBTAINED

4.1 Mode of study

Part-time, modularized, integrated project internship, transfer project or semester abroad (24 ECTS)

4.2 Program learning outcomes

Graduates of the Master's degree program have special expertise and methodological knowledge for the development, promotion and implementation of sustainable tourism practices at company and destination levels. This includes knowledge of planning processes, management skills as well as marketing and technological competencies. Graduates of the Master's program have particular knowledge in the following areas:

- ecological, structural, and socio-cultural foundations and prerequisites of sustainable tourism,
- economic and digital aspects of a tourism industry oriented towards sustainability and transformation,
- Data literacy, as the ability to deal confidently with data, 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 regarding digital media,
- Sustainability in destination management, in terms of the sustainable development of regions and protected areas.

Depending on the specialization, students also acquire specialist knowledge in the following areas:

- Social Entrepreneurship in Tourism
- Applied Data Science in Tourism
- Nature-based Tourism and Protected Area Management
- Flexi Modules

Graduates of the degree program also have profound decision-making and problem-solving skills. They can independently plan, implement, and evaluate practice-relevant projects on sustainable tourism. Furthermore, they have acquired the ability to plan, carry out and evaluate their own research projects on sustainable tourism based on scientific methods from the field of empirical social research.

Due to the diverse teaching methods, graduates of the degree program have acquired comprehensive social skills (communication, motivation and conflict management skills, team spirit).

Qualification profile of the graduate

During their studies, students acquire qualifications in various areas of their future field of work. The overarching study objectives focus on the most common areas of application. Nonetheless, the possible areas of employment are more extensive than shown in the following overview, which lists the future qualifications of all students.

Overall study goals	Capability goals in terms of learning outcomes	Modules
<p>Tourism Destination Manager Graduates work in the management of tourism destinations in Germany and internationally. They develop and implement tourism and marketing strategies.</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular applied knowledge of the management of tourism destinations, accommodation or tour operators, technology companies and the planning, communication, and implementation of strategies.</p> <p>Skills Graduates are capable of strategic planning, management and marketing of tourism resorts, destinations, and companies.</p> <p>Competences Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership, and conflict management skills.</p>	<p>Particularly important for study objectives CM Sustainability in Destination CM Management CM Data Literacy CM Sustainable Marketing Management Cases & CRM CM Applied Tourism Management Project CM Project Internship or Transfer Project</p> <p>Important for study objectives CM Tourism Economics, digital Transformation & Ethics CM Dimensions of Sustainable Tourism EM Social Entrepreneurship in Tourism</p>
<p>Tourism Consultant Graduates work in tourism consulting and marketing companies where they develop sustainable tourism strategies and concepts on behalf of public and private clients in a national and international context</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the strategic development and marketing of tourism destinations as well as the planning, communication, and implementation of strategies.</p> <p>Skills Graduates are capable of strategic planning, management and marketing of tourism resorts, destinations, and companies.</p> <p>Competences Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership, and conflict management skills.</p>	<p>Particularly important for study objectives CM Sustainability in Destination Management CM Data Literacy CM Sustainable Marketing Management Cases & CRM CM Applied Tourism Management Project CM Project Internship or Transfer Project</p> <p>Important for study objectives CM Tourism Economics, digital Transformation and Ethics CM Dimensions of Sustainable Tourism EM Social Entrepreneurship in Tourism</p>
<p>Specialist for sustainable tourism in environmental and nature conservation organizations and large protected areas Graduates develop sustainable tourism strategies and implement them within the framework of broader sustainability and nature conservation strategies.</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge in the context of nature conservation and sustainable land use strategies.</p> <p>Skills Graduates are able to strategically plan, manage and market sustainable tourism in large, protected areas.</p> <p>Competences Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership, and conflict management skills.</p>	<p>Particularly important for study objectives CM Dimensions of Sustainable Tourism EM Nature-based Tourism and Protected Area Management CM Sustainability in Destination Management</p> <p>Important for study objectives CM Project internship or transfer project</p>
<p>Research Assistant in sustainable tourism research and teaching Graduates work in research and development projects in the field of sustainable tourism and other topics that affect tourism (climate change, demographic change, etc.).</p>	<p>Knowledge Graduates have knowledge of the fundamental ecological, economic, social, and organizational processes of sustainability in tourism as well as of natural and social science methods and instruments.</p> <p>Skills</p>	<p>Particularly important for study objectives CM Data Literacy CM Master's Thesis CM Master's Colloquium and Research Methods</p> <p>Important for study objectives</p>

	<p>Graduates can scientifically analyse the ecological, economic, social and organizational components and interrelationships of tourism and derive conclusions from this.</p> <p>Competences Graduates are proficient in analytical and theoretical thinking.</p>	<p>CM Tourism Economics, digital Transformation and Ethics CM Dimensions of Sustainable Tourism EM Social Entrepreneurship in Tourism</p>
<p>Employee of a tour operator Graduates develop and market sustainable holidays. They develop and implement sustainable business strategies.</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the strategic development and marketing of sustainability in tourism as well as the planning, communication, and implementation of corporate strategies.</p> <p>Skills Graduates can strategically plan, manage and market sustainability in tourism.</p> <p>Competences Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership, and conflict management skills.</p>	<p>Particularly important for study objectives CM Tourism Economics, digital Transformation and Ethics CM Sustainable Marketing Management Cases & CRM CM Applied Tourism Management Project CM Project internship or transfer project EM Social Entrepreneurship in Tourism</p> <p>Important for study objectives CM Dimensions of Sustainable Tourism</p>
<p>Founding a business in the field of sustainable tourism Graduates set up their own company in the field of sustainable tourism (tour operator, consultant, accommodation, co-working space, events, start-ups in the technology sector, etc.).</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base, in particular application-related knowledge of the strategic development and marketing of sustainability in tourism as well as the planning, communication and implementation of strategies. They have their own business ideas.</p> <p>Skills Graduates are able to develop their own business ideas in sustainable tourism and to plan, develop and implement them strategically.</p> <p>Competences Graduates have skills in the areas of self-organization and time management, information management, communication and teamwork skills, leadership skills and entrepreneurship.</p>	<p>Particularly important for study objectives CM Tourism Economics, digital Transformation and Ethics EM Social Entrepreneurship in Tourism CM Tourism Economics, Digital Transformation and Ethics CM Sustainability in Destination Management EM Nature-based Tourism and Protected Area Management CM Data Literacy</p> <p>Important for study objectives CM Dimensions of Sustainable Tourism CM Sustainable Marketing Management Cases & CRM CM Applied Tourism Management Project</p>
<p>Tourism Expert in development cooperation Graduates design tourism strategies to support the implementation of the Sustainable Development Goals in developing countries and emerging economies. They manage tourism projects and advise other development projects on the implementation of tourism components.</p>	<p>Knowledge Graduates have a broad, discipline-related knowledge base and are familiar with the fundamentals and theories in the context of development and international development cooperation.</p> <p>Skills Graduates can strategically plan, manage and monitor tourism projects in development cooperation.</p> <p>Competences Graduates have communication and teamwork skills as well as conflict management skills in an international and intercultural context.</p>	<p>Particularly important for study objectives CM Dimensions of Sustainable Tourism CM Tourism economics, digital transformation, and ethics CM Sustainability in Destination Management CM Data Literacy</p>

4.3 Program details, individual credits gained and grades/marks obtained

The course is a part-time course with a standard period of study of four semesters. The student workload for one ECTS credit point is estimated at 30 hours.

Individually acquired credit points and grades are shown on the degree certificate.

4.4 Grading system and, if available, grade distribution table

The grading system corresponds to the standards of the European Credit Transfer and Accumulation System (ECTS).

4.5 Overall classification of the qualification (in original language)

The overall grade is calculated as a weighted average of the module grades, in which the module grades, including the grades for the project work and the Master's thesis, are weighted according to the academic credit points awarded to the student.

It is shown on the degree certificate.

5. INFORMATION ON THE FUNCTION OF THE QUALIFICATION

5.1 Access to further study

The degree qualifies to apply for admission to a doctorate (doctoral thesis).

5.2 Access to a regulated profession (if applicable)

The Master of Arts degree, which is awarded with a certificate, entitles graduates to use the legally protected professional title "Master of Arts" (M.A.). The degree also entitles the holder to access the higher civil service.

6. ADDITIONAL INFORMATION

6.1 Additional information

6.2 Further information sources

7. CERTIFICATION

This Diploma Supplement refers to the following original documents:

Document on the award of the academic degree [date]

Certificate [date]

Transcript of Records [date]

Certification Date:

(Official Stamp/Seal)

Chairwoman/Chairman Examination Committee

8. NATIONAL HIGHER EDUCATION SYSTEM

The information on the national higher education system on the following pages provides a context for the qualification and the type of higher education institution that awarded it.

8. INFORMATION ON THE GERMAN HIGHER EDUCATION SYSTEM¹

8.1 Types of Institutions and Institutional Status

Higher education (HE) studies in Germany are offered at three types of Higher Education Institutions (HEI).²

- *Universities*, including various specialized institutions, offer the whole range of academic disciplines. In the German tradition, universities focus in particular on basic research so that advanced stages of study have mainly theoretical orientation and research-oriented components.

- *Fachhochschulen (FH)/Hochschulen für Angewandte Wissenschaften (HAW)* (Universities of Applied Sciences, UAS) concentrate their study programs in engineering and other technical disciplines, business-related studies, social work, and design areas. The common mission of applied research and development implies an application-oriented focus of studies, which includes integrated and supervised work assignments in industry, enterprises or other relevant institutions.

- Universities of Art/Music offer studies for artistic careers in fine arts, performing arts and music; in such fields as directing, production, writing in theater, film, and other media; and in a variety of design areas, architecture, media and communication.

Higher Education Institutions are either state or state-recognized institutions. In their operations, including the organization of studies and the designation and award of degrees, they are both subject to higher education legislation.

8.2 Types of Programs and Degrees Awarded

Studies in all three types of institutions have traditionally been offered in integrated "long" (one-tier) programs leading to *Diplom* or *Magister Artium* degrees or completed by a *Staatsprüfung* (State Examination).

Within the framework of the Bologna Process one-tier study programs are successively being replaced by a two-tier study system. Since 1998, two-tier degrees (Bachelor's and Master's) have been introduced in almost all study programs. This change is designed to enlarge variety and flexibility for students in planning and pursuing educational objectives; it also enhances international compatibility of studies.

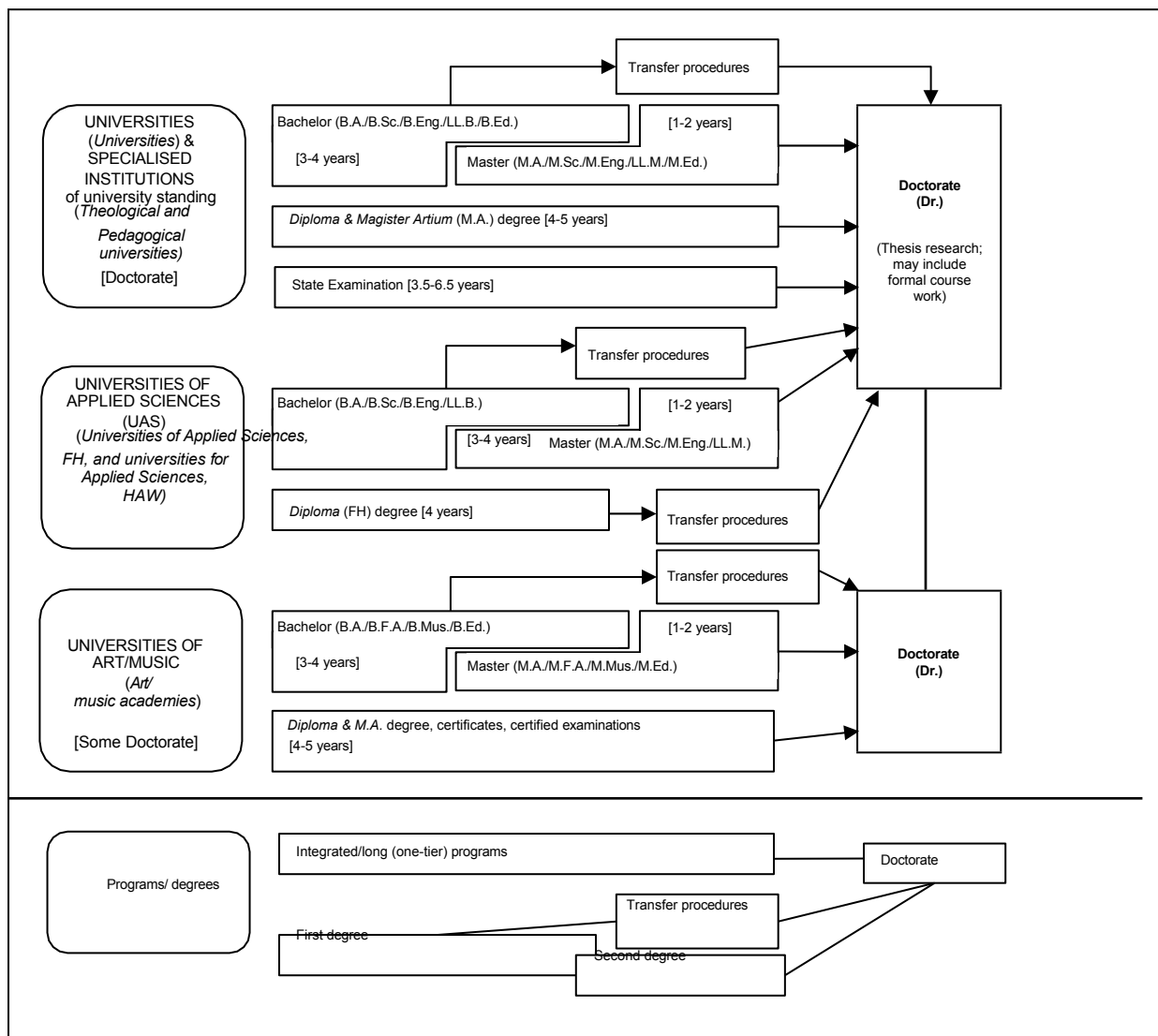
The German Qualifications Framework for Higher Education Qualifications (HQR)³ describes the qualification levels as well as the resulting qualifications and competences of the graduates. The three levels of the HQR correspond to the levels 6, 7 and 8 of the German Qualifications Framework for Lifelong Learning⁴ and the European Qualifications Framework for Lifelong Learning⁵.

For details cf. Sec. 8.4.1, 8.4.2, and 8.4.3 respectively. Table 1 provides a synoptic summary.

8.3 Approval/Accreditation of Programs and Degrees

To ensure quality and comparability of qualifications, the organization of studies and general degree requirements have to conform to principles and regulations established by the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany (KMK).⁶ In 1999, a system of accreditation for Bachelor's and Master's programs has become operational. All new programmes have to be accredited under this scheme; after a successful accreditation they receive the seal of the Accreditation Council.⁷

Table 1: Institutions, Programs and Degrees in German Higher Education



8.4 Organization and Structure of Studies

The following programs apply to all three types of institutions. Bachelor's and Master's study programmes may be studied consecutively, at various higher education institutions, at different types of higher education institutions and with phases of professional work between the first and the second qualification. The organization of the study programmes makes use of modular components and of the European Credit Transfer and Accumulation System (ECTS) with 30 credits corresponding to one semester.

8.4.1 Bachelor's degree

Bachelor's degree programs lay the academic foundations, provide methodological competences and include skills related to the professional field. The Bachelor's degree is awarded after 3 to 4 years. The Bachelor's degree program includes a thesis requirement. Study programmes leading to the Bachelor's degree must be accredited according to the Interstate study accreditation treaty.⁸ First degree programs (Bachelor) lead to Bachelor of Arts (B.A.), Bachelor of Science (B.Sc.), Bachelor of Engineering (B.Eng.), Bachelor of Laws (LL.B.), Bachelor of Fine Arts (B.F.A.), Bachelor of Music (B.Mus.) or Bachelor of Education (B.Ed.). The Bachelor's degree corresponds to level 6 of the German Qualifications Framework/ European Qualifications Framework.

8.4.2 Master

Master is the second degree after another 1 to 2 years. Master's programs may be differentiated by the profile types "practice-oriented" and "research-oriented". Higher Education Institutions define the profile. The Master's degree program includes a thesis requirement. Study programmes leading to the Master's degree must be accredited according to the Interstate study accreditation treaty.⁹ Second degree programs (Master) lead to Master of Arts (M.A.), Master of Science (M.Sc.), Master of Engineering (M.Eng.), Master of Laws (L.L.M.), Master of Fine Arts (M.F.A.), Master of Music (M.Mus.) or Master of Education (M.Ed.). Master's programs which are designed for continuing education may carry other designations (e.g. MBA). The Master's degree corresponds to level 7 of the German Qualifications Framework/ European Qualifications Framework.

8.4.3 Integrated "Long" Programs (One-Tier): Diplom degrees, Magister Artium, state examination

An integrated study programme is either mono-disciplinary (*Diplom* degrees, most programs completed by a *Staatsprüfung*) or comprises a combination of either two major or one major and two minor fields (*Magister Artium*). The first stage (1.5 to 2 years) focuses on broad orientations and foundations of the field(s) of study. An Intermediate Examination (*Diplom-Vorprüfung* for *Diplom* degrees; *Zwischenprüfung* or credit requirements for the *Magister Artium*) is prerequisite to enter the second stage of advanced studies and specializations. Degree requirements include submission of a thesis (up to 6 months duration) and comprehensive final written and oral examinations. Similar regulations apply to studies leading to a *Staatsprüfung*. The level of qualification is equivalent to the Master's level.

- Integrated studies at *universities (U)* last 4 to 5 years (*Diplom* degree, *Magister Artium*) or 3.5 to 6.5 years (*Staatsprüfung*). The *Diplom* degree is awarded in engineering disciplines, the natural sciences as well as economics and business. In the humanities, the corresponding degree is usually the *Magister Artium* (M.A.). In the social sciences, the practice varies as a matter of institutional traditions. Studies preparing for the legal, medical and pharmaceutical professions are completed by a *state examination*. This also applies to studies preparing for teaching professions of some *Länder*.

The three qualifications (*Diplom*, *Magister Artium* and *Staatsprüfung*) are academically equivalent and correspond to level 7 of the German Qualifications Framework/European Qualifications Framework. They qualify to apply for admission to doctoral studies. Further prerequisites for admission may be defined by the Higher Education Institution, cf. Sec. 8.5.

- Integrated studies at *Fachhochschulen (FH)/Hochschulen für Angewandte Wissenschaften (HAW)* (Universities of Applied Sciences, UAS) last 4 years and lead to a *Diplom (FH)* degree which corresponds to level 6 of the German Qualifications Framework/European Qualifications Framework.

Qualified graduates of FH/HAW/UAS may apply for admission to doctoral studies at doctorate-granting institutions, cf. Sec. 8.5.

- Studies at *Kunst- and Musikhochschulen* (Universities of Art/Music etc.) are more diverse in their organization, depending on the field and individual objectives. In addition to *Diplom/Magister* degrees, the integrated study programme awards include certificates and certified examinations for specialized areas and professional purposes.

8.5 Doctorate

Universities as well as specialized institutions of university standing, some of the FH/HAW/UAS and some Universities of Art/Music are doctorate-granting institutions. Formal prerequisite for admission to doctoral work is a qualified Master's degree (UAS and U), a *Magister* degree, a *Diplom*, a *Staatsprüfung*, or a foreign equivalent. Comparable degrees from universities of art and music can in exceptional cases (study programs such as music theory, musicology, pedagogy of arts and music, media studies) also formally qualify for doctoral work. Particularly qualified holders of a Bachelor's degree or a *Diplom (FH)* degree may also be admitted to doctoral studies without acquisition of a further degree by means of a procedure to determine their aptitude. The universities respectively the doctorate-granting institutions regulate entry to a doctorate as well as the structure of the procedure to determine aptitude. Admission further requires the acceptance of the dissertation research project by a professor as a supervisor. The doctoral degree corresponds to level 8 of the German Qualifications Framework/ European Qualifications Framework.

8.6 Grading Scheme

The grading scheme in Germany usually comprises five levels (with numerical equivalents; intermediate grades may be given): "*Sehr Gut*" (1) = Very Good; "*Good*" (2) = Good; "*Befriedigend*" (3) = Satisfactory; "*Ausreichend*" (4) = Sufficient; "*Nicht ausreichend*" (5) = Non-Sufficient/Fail. The minimum passing grade is "*Ausreichend*" (4). Verbal designations of grades may vary in some cases and for doctoral degrees. In addition, grade distribution tables as described in the ECTS Users' Guide are used to indicate the relative distribution of grades within a reference group.

8.7 Access to Higher Education

The General Higher Education Entrance Qualification (*Allgemeine Hochschulreife, Abitur*) after 12 to 13 years of schooling allows for admission to all higher educational studies. Specialized variants (*Fachgebundene Hochschulreife*) allow for admission at *Fachhochschulen (FH)/Hochschulen für Angewandte Wissenschaften (HAW)* (UAS), universities and equivalent higher education institutions, but only in particular disciplines. Access to study programs at *Fachhochschulen (FH)/Hochschulen für Angewandte Wissenschaften (HAW)* (UAS) is also possible with a *Fachhochschulreife*, which can usually be acquired after 12 years of schooling. Admission to study programs at Universities of Art/Music and comparable study programs at other higher education institutions as well as admission to a study program in sports may be based on other or additional evidence demonstrating individual aptitude.

Applicants with a qualification in vocational education and training but without a school-based higher education entrance qualification are entitled to a general higher education entrance qualification and thus to access to all study programs, provided they have obtained advanced further training certificates in particular state-regulated vocational fields (e.g. *master craftsperson, industrial foreman, business administrator (IHK), business economist (IHK) and (HWK), state-certified technician, state-certified business economist, state-certified designer, state-certified educator*). Vocationally qualified applicants can obtain a *Fachgebundene Hochschulreife* after completing a state-regulated vocational education of at least two years' duration plus professional practice of normally at least three years' duration, after having successfully passed an aptitude test at a higher education institution or other state institution; the aptitude test may be replaced by successfully completed trial studies of at least one year's duration.¹⁰ Higher Education Institutions may in certain cases apply additional admission procedures.

8.8 National Sources of Information

- *Kultusministerkonferenz (KMK)* [Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany]; Graurheindorfer Str. 157, D-53117 Bonn; Phone: +49(0)228/501-0; www.kmk.org; E-Mail: hochschulen@kmk.org
- Central Office for Foreign Education (ZAB) as German NARIC; www.kmk.org; E-Mail: zab@kmk.org
- German information office of the *Länder* in the EURYDICE Network, providing the national dossier on the education system; www.kmk.org; E-Mail: Eurydice@kmk.org
- *Hochschulrektorenkonferenz (HRK)* [German Rectors' Conference]; Leipziger Platz 11, D-10117 Berlin, Phone: +49 30 206292-11; www.hrk.de; E-Mail: post@hrk.de
- "Higher Education Compass" of the German Rectors' Conference features comprehensive information on institutions, programs of study, etc. (www.higher-education-compass.de)

¹ The information covers only aspects directly relevant to purposes of the Diploma Supplement.

² *Berufsakademien* are not considered as Higher Education Institutions, they only exist in some of the *Länder*. They offer educational programs in close cooperation with private companies. Students receive a formal degree and carry out an

apprenticeship at the company. Some *Berufsakademien* offer Bachelor courses which are recognized as an academic degree if they are accredited by the Accreditation Council.

³ German Qualifications Framework for Higher Education Degrees. (Resolution of the Standing Conference of the Ministers of Education

-
- and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 16 February 2017).
- 4 German Qualifications Framework for Lifelong Learning (DQR). Joint resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany, the German Federal Ministry of Education and Research, the German Conference of Economics Ministers and the German Federal Ministry of Economics and Technology (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 15 November 2012). More information at www.dqr.de
- 5 Recommendation of the European Parliament and the European Council on the establishment of a European Qualifications Framework for Lifelong Learning of 23 April 2008 (2008/C 111/01 - European Qualifications Framework for Lifelong Learning - EQF).
- 6 Specimen decree pursuant to Article 4, paragraphs 1 - 4 of the interstate study accreditation treaty (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 7 December 2017).
- 7 Interstate Treaty on the organization of a joint accreditation system to ensure the quality of teaching and learning at German higher education institutions (Interstate study accreditation treaty) (Decision of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 8 December 2016), Enacted on 1 January 2018.
- 8 See note No. 7.
- 9 See note No. 7.
- 10 Access to higher education for applicants with a vocational qualification, but without a school-based higher education entrance qualification (Resolution of the Standing Conference of the Ministers of Education and Cultural Affairs of the *Länder* in the Federal Republic of Germany of 6 March 2009).