Breda University of Applied Sciences

MASTER OF SCIENCE LEISURE & TOURISM STUDIES



2027-2028

This academic master's explores the role of leisure and tourism in an increasingly complex world. Drawing on multiple disciplines, you will develop a broad, critical perspective through two key lenses: Experience & Well-Being and Placemaking & Events.

1 year, 60 ECTS

APPLY

EU/EEA: before 15 August
non-EU: before 1 June

Master of Science

Group size:
approx. 20 students
(35% international)

Study load:
40 hours per week

EEA tuition fee *
€2,771 (2027-2028)

* Please check BUas.nl for detailed information

In general

> Our leisure time is a vital resource that can be used for creative and physical activity, building relationships, forging identities and developing skills. The experiences that fill our leisure time are provided by an industry which accounts for 6% of the workforce in the Netherlands.
> The phenomena of leisure and tourism are increasing in complexity and require an integrated and multidisciplinary approach.
> Courses of this programme build on knowledge and expertise from various fields such as sociology, psychology, geography, economics, organisation studies and management.

Examples of jobs

After graduation, you will have access to a wide range of career opportunities in management, policy, research and education in leisure and tourism.

Some examples:

> Strategic Planner at Port of Rotterdam
> Consultant at European Commission (DG GROW)
> Researcher at UN Tourism (UNWTO)
> Sustainability Advisor at Efteling
> Lecturer

Curriculum overview

Phase 1

Master's courses on leisure in a network society

> Understanding Leisure & Tourism Attractions and Events
> Organising Strategy and Entrepreneurship (in partnership with Tilburg University*)
> Experience Marketing in Leisure & Tourism
> Analysing Leisure Interactions
> Leisure, Creativity and Space

* Besides studying at the BUas campus, you will also make regular visits to the beautiful campus of Tilburg University during the first semester.

Phase 2

Master's thesis

> To ensure a smooth transition from the course phase (phase 1) to the thesis phase (phase 2), you will attend the Leisure Studies Seminar to select and develop a thesis topic.
> A structured process will lead to a finalised individual thesis proposal, culminating in a research thesis of academic and societal relevance.

Go to **BUas.nl** for a complete curriculum overview.

WHAT'S NEXT



Is this programme for you?

The Master of Science Leisure & Tourism Studies welcomes applicants from diverse backgrounds.

You are more than welcome if you have:

> Completed one of the following programmes at BUas:
  - Bachelor of Science Leisure Studies
  - Bachelor of Science Tourism
  - Pre-master Leisure and Tourism Studies
  - Pre-master Strategic Business Management and Marketing
> An academic bachelor's degree in a relevant field of study such as: sociology, psychology, economics, management, organisational studies or geography.

Coming from a professional bachelor's?

If you hold a professional bachelor's degree (HBO), you are not eligible for direct admission to this master's programme. You will first need to complete a one-year pre-master's, such as our Leisure and Tourism Studies, or a pre-master's in a relevant field of study.

Not sure? Check the full admission requirements at **BUas.nl**.

BUas in short

> Over **60 years of applied education and research**, with 40,000+ graduates worldwide
> Master's degrees in **Logistics, Media, Games, Tourism, Leisure & Events, Imagineering**
> **International classroom** and teaching staff with strong industry connections
> **Personal, small-scale environment**, lecturers know you by name and are readily accessible
> **Green, safe, innovative campus**, a short walk from Breda city centre (the Netherlands)

Your next step?

Still exploring?
Read more at **BUas.nl**, join a webinar, visit our open day or chat with a student or staff member.

Ready to apply?
Check the application procedure and full admission requirements. Deadlines: EU/EEA before 15 August, non-EU before 1 June.

Questions?
Email: leisurestudies@buas.nl



Breda University
OF APPLIED SCIENCES