



2025-2026

Master of Science Leisure and Tourism Studies



1 year, 60 ECTS



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



Master of Science



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



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

In this **academic master's programme** you learn about the value of leisure and tourism in a more complex society. It builds on the knowledge and expertise from various disciplines. We look at leisure and tourism from the perspectives of Experiences & Storytelling and Placemaking & Events.

AN INTEGRATED AND MULTIDISCIPLINARY APPROACH

- > 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 and management.

WANT TO APPLY?

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.
- > a bachelor's degree in a relevant field of study such as: sociology, psychology, economics, management or geography.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Recognised by WLO as a World Leisure Centre of Excellence
- + The only academic master's programme in Leisure and Tourism in the Netherlands
- + Multidisciplinary approach; strongly related to topics in the international leisure and tourism industry

Phase 1

Master's courses on leisure in a network society

- > Understanding Leisure and Tourism Attractions and Events
- > Organizing Strategy and Entrepreneurship (Tilburg University)
- > Experience Marketing in Leisure and Tourism
- > Analysing Leisure Interactions
- > Leisure, Creativity and Space

Phase 2

Master's thesis

Preparing your master's thesis individually or in seminars together with other students and writing your individual thesis

Go to [BUas.nl](https://www.buas.nl) for a complete curriculum overview.



Examples of jobs after graduation

- > Strategic Planner
 - > Consultant
 - > Policy Developer
 - > Researcher
 - > Lecturer
- in profit or non-profit organisations in the tourism or leisure industry.

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via [BUas.nl/en/chat](https://www.buas.nl/en/chat) or send them to leisurestudies@buas.nl

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check [BUas.nl/en/ddd](https://www.buas.nl/en/ddd)

I learnt a lot about emotion-based research

"I discovered a great deal about the development of recreation in urban areas. I learnt how to measure people's emotions, and I gained many insights into the real meaning of attractions and events. I'm very interested in emotion-based research; this led to me being involved in the BUAs Experience Lab, using psychophysiological and neuroscientific methods to measure emotions during experiences."

Gunther

Master's student

