

MULTIPLE
DEGREE



2025-2026

Master Sustainable Outdoor Hospitality Management



1.5 to 2 years, 120 ECTS



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



Master of Arts
(BUAs)

Master of Science
(University of Girona)
Professional Specialist
(University of Rijeka)



Group size:
appr. 10-25 students



Study load:
40 hours per week



EEA tuition fee *
appr. €10,000
for 2 years

* Please check BUAs.nl
for detailed information

Large-scale camping resorts are important actors in the sustainable development of an area. As the demand for this type of accommodation is growing rapidly in Europe, the outdoor hospitality management industry requires highly qualified professionals who are able to effectively manage the business in cooperation with local authorities. In a real work setting, you will learn about the sustainable transition and strategic management of hospitality resorts.

WITH WHOM?

- > This master's programme has been developed by Breda University of Applied Sciences (BUAs), the University of Girona in Spain and the University of Rijeka in Croatia.
- > With this multiple-degree master's programme, you will receive three titles.

STUDY IN THE NETHERLANDS, CROATIA AND SPAIN

- > In the **first semester** in **year 1** you will attend lectures at BUAs together with the students of the Master Tourism Destination Management. In the **second semester** you will go to the University of Rijeka for an independent programme. Furthermore, you will work at camping resorts in Croatia on sustainable business challenges in the fields of park design, stakeholder engagement, human resource management, concept design or strategic management.
- > In the **third semester** in **year 2** the programme is combined with the Master in Tourism Management and Planning at the University of Girona to deepen your academic and business management skills. In the **last semester**, or as early as in the summer between semesters 2 and 3, you will combine working as a trainee with a Field Research Project in a key outdoor hospitality region of your choice in Europe. The last part of the programme is writing your individual thesis.

WANT TO APPLY?

- > Applicants should have a bachelor's degree in a relevant field of study in, for example, the field of tourism, hotel management, international business, management, economics, law, e-commerce, urban development, geography, social sciences, or finance.
- > You apply through BUAs. For the full admission and English language requirements, check **BUAs.nl**

The pluses of this master's programme

- + Specialising in sustainable large-scale outdoor hospitality accommodation
- + Study and field research in three different countries
- + Three master's degrees after graduation

Year 1 | Breda and Rijeka

Semester 1: Breda

- > Destination Stakeholders and Policy
- > Contemporary Marketing

Semester 2: Rijeka

- > Operational Management in Camping Resorts
- > Experience Design in Camping Resorts



Year 2 | Girona and a destination of your choice

Semester 3: Girona

- > Revenue and Yield Management
- > Strategic Management of Camping Resorts

Semester 4

- > Transformation Project: Traineeship (also possible in the summer between semesters 2 and 3)
- > Master's Thesis

These are examples of courses and projects. Check out the full details at BUas.nl

Examples of jobs after graduation

- > Marketing Manager at Landal GreenParks
- > Human Resource Manager at Valamar Riviera
- > Concept Designer at OYO Vacation Homes
- > Resort Landscape Designer at Pierres et Vacances
- > Product Developer at ANWB
- > Marketing Manager at Capfun

Campsite Industry Scholarship programme

Ten students may receive a €5,000 grant. Please check the requirements at 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

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via BUas.nl/en/chat or send them to master-sohm@buas.nl

Improving the outdoor hospitality industry

"I believe this new master's programme is a great opportunity as it combines multiple studies, and sustainability is a key topic in the industry. The staff were very helpful and supportive during the application process, and their passion and devotion to contribute to the improvement of the outdoor hospitality industry assured me that this is the right fit for me."

Danica

Master's student



CREATING MEANINGFUL EXPERIENCES