Breda University of Applied Sciences

TOURISM AND HOSPITALITY INNOVATIONS



A unique multiple master's degree programme

Eco-resorts, glamping and boutique hotels are booming and the industry needs new leaders. In this unique 20-month programme across the Netherlands, Croatia and Spain, you will complete a professional traineeship and earn a multiple master's degree in **sustainable outdoor hospitality management.**

2027-2028

1.5 to 2 years,120 ECTS

APPLY

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

Master of Arts
(BUas)
Master of Economics
(University of Rijeka)
Master of Science
(University of Girona)

Group size:
approx. 10-25 students
(65% international)

Study load:
40 hours per week

EEA tuition fee *
approx. €12,000

* Please check BUas.nl for detailed information

Three titles

> 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:
1. Master in Tourism Destination Management with a Sustainable Outdoor Hospitality Management specialisation at **BUas**
2. Master in Sustainable Outdoor Hospitality Management at the **University of Rijeka**
3. Master in Tourism Management and Planning at the **University of Girona**

Study at three different locations

> **Year 1 | Semester 1:** you start at **BUas** alongside Master Tourism Destination Management students.
> **Year 1 | Semester 2:** takes you to the **University of Rijeka** to study hospitality innovation in camping resorts and apply it hands-on in Croatia and surrounding countries.
> A professional traineeship follows, with the flexibility to work in high season and study in low season.
> **Year 2 | Semester 3:** is based at the **University of Girona**, where you deepen your academic and business management skills alongside the Master in Tourism Management and Planning, before completing your individual thesis during the last semester.

Campsite Industry Scholarship programme
A limited amount of scholarships are made available by our industry partners. Please email master-thi@buas.nl for current information.

Curriculum overview

Year 1

Breda and Rijeka

Semester 1: Breda
> Destination Stakeholders and Policy
> Contemporary Marketing

Semester 2: Rijeka
> Sustainable Management in Outdoor Hospitality
> Outdoor Hospitality Innovation

Tranformation Project
> Traineeship (in the summer between semesters 2 & 3)

Year 2

Girona and a destination of your choice

Semester 3: Girona
> Revenue and Yield Management
> Strategic Management of Hospitality Concepts

Semester 4
> Master's Thesis anywhere in the world

The above mentioned courses are just a few examples. Go to **BUas.nl** for a complete curriculum overview.

Examples of jobs

> Marketing Manager at eco-based resorts
> Human Resource Manager at Huttopia
> Concept Designer at OYO Vacation Homes
> Resort Landscape Designer at Pierre et Vacances
> Product Developer at ANWB
> Marketing Manager at ACSI
> Sustainability Advisor

Breda University OF APPLIED SCIENCES

Universitat de Girona

UNIVERSITY OF RIJEKA
FACULTY OF TOURISM AND HOSPITALITY MANAGEMENT
OPATIJA, CROATIA

WHAT'S NEXT



Is this programme for you?

You are more than welcome if you have:

> A bachelor's degree in a relevant field of study such as: tourism, hotel management, international business, economics, finance, e-commerce, law, urban development, geography or social sciences.

> Research experience and academic writing skills, preferably in English.

> A clear link with and motivation for the (outdoor) tourism industry, demonstrated by international or intercultural work or other experience.

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: master-thi@buas.nl



Breda University
OF APPLIED SCIENCES