

## A UNIQUE MULTIPLE MASTER DEGREE PROGRAMME

### You graduate as a

- > Master in Tourism Destination Management with specialisation Sustainable Outdoor Hospitality Management at Breda University of Applied Sciences
- > Master in Sustainable Outdoor Hospitality Management at University of Rijeka
- > Master in Tourism Management and Planning at University of Girona



2025-2026

# Tourism and Hospitality Innovations

Global sustainable trends in tourism accommodations are growing fast. Eco- and nature-based resorts, outdoor camping and glamping concepts, and innovations in boutique hotels are on the rise. This unique programme in The Netherlands, Croatia and Spain, is all about hospitality innovation and includes a professional traineeship.

A unique 18 months multiple master degree programme in sustainable outdoor hospitality management.

### 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 to study on hospitality innovations in camping resorts. 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.
- > After this semester you will **work as a trainee** in the hospitality industry and write a field research report. This offers the opportunity to work in high season and study in low season.
- > 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. 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. For example in the field of tourism, hotel management, international business, facility 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 tourism and hospitality innovations
- + Study and field research in three different countries
- + Three master's degrees after graduation

APPLY VIA



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)

Master of Economics  
(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

## 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

### Transformation Project

- > Traineeship (in the summer between semesters 2 and 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

These are examples of courses and projects. Check out the full details at [BUas.nl](https://BUas.nl)

### 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://BUas.nl/en/ddd)



## Examples of jobs after graduation

- > Marketing Manager at Eco - and nature based resorts
- > Human Resource Manager at Huttopia
- > Concept Designer at OYO Vacation Homes
- > Resort Landscape Designer at Pierres et Vacances
- > Product Developer at ANWB
- > Marketing Manager at ACSi

### Campsite Industry Scholarship programme

A limited amount of scholarships are made available by our industry partners. Please contact [master-thi@buas.nl](mailto:master-thi@buas.nl) for current information.

Some of our industry partners:



## Questions?

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

## Improving the outdoor hospitality industry

"I believe this 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