



2025-2026

Urban Tourism and Mobility



1 year, 60 ECTS



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



Master of Arts



Group size:
appr. 10-20 students



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

In a world where over 70% of the population will be living in urban areas, we need fresh insights from professionals who can blend high-quality tourism and leisure services with deep knowledge of visitor flows, city planning, and regenerative placemaking. If you are ready to take on this challenge, our one-year Urban Tourism and Mobility master's specialisation is your next step, focusing on sustainable approaches to urban development. Start engaging and collaborating with stakeholders from tourism and beyond to enhance the quality of urban spaces and address their mobility challenges.

You will graduate as a Master in Tourism Destination Management with the specialisation of Urban Tourism and Mobility.

WHO ARE WE WORKING WITH?

- > This master's specialisation programme has been developed by Breda University of Applied Sciences (BUas) together with Hogeschool Inholland.
- > During the programme we work together with The Urban Leisure & Tourism Lab (ULT Lab) in Amsterdam. In this lab, you will conduct field research to explore policies and interventions in urban tourism and leisure as well as mobility challenges.

THE PROGRAMME (STUDY IN BRED, AMSTERDAM AND EUROPE)

- > During **phase 1**, you will attend lectures at BUas in Breda together with students of the Master Tourism Destination Management. You will study in an international environment. Among other topics, we will look into urban tourism stakeholders and policy, research, urban liveability and marketing, and creative leadership. You will study theory, attend guest lectures, and work on practical assignments and projects.
- > In **phase 2**, your home base will be the Urban Leisure & Tourism Lab in Amsterdam. From there, you will work in small groups and apply the theory from the first semester to the real urban complexity. You will analyse tourism and mobility issues for a geographical area, from different stakeholder perspectives. The field research on urban tourism and mobility issues will allow you to deepen your research skills and knowledge. Additionally, you will have the opportunity to conduct similar team-based research in two other European cities for one month.
- > In **phase 3** of the programme you will work on your individual thesis.

Why this master's specialisation

- + You will specialise in the sustainable management of urban tourism destinations.
- + You will collaborate with other students in the Urban Leisure & Tourism Lab in Amsterdam.
- + You will visit two major European urban tourism areas for one month.
- + You will focus on the interaction between urban mobilities and urban tourism and leisure.

Phase 1

Breda

- > Urban Tourism Stakeholders & Policy
- > Destination Development; Finance & Organisation
- > Urban Liveability & Marketing
- > Team Performance & Creative Leadership
- > Cross-Cultural Studies
- > Research Processes & Methods
- > Context-Related Research

Phase 2

Amsterdam + cities in Europe

- > Urban tourism and mobility destination field research

Phase 3

Final thesis

- > Individual thesis

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

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**



Examples of jobs after graduation

- > Urban Tourism Consultant
- > Mobility Manager at the City of Amsterdam
- > Urban Planner at major cities
- > Project Manager in Destination Management Organisation
- > Sustainability Manager in the department of Infrastructure and Mobility at a city government authority

Want to apply?

- > Applicants should have a bachelor's degree in a relevant field of study, such as tourism, hotel management, built environment, urban development and planning, geography, social sciences, supply chain management, international business, economics, e-commerce or finance.
- > You apply through BUas. For the full admission and English language requirements, check **BUas.nl**.

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-utm@buas.nl**.

In collaboration with

inholland
hogeschool



CREATING MEANINGFUL EXPERIENCES