Breda University of Applied Sciences

In collaboration with inholland university of applied sciences

URBAN TOURISM & MOBILITY



Cities are growing and so is the pressure on urban spaces, mobility and tourism. If you are ready to meet this challenge, this one-year specialisation combines sustainable urban development with real stakeholder collaboration across tourism, planning and beyond. You will graduate as a Master in Tourism Destination Management with a specialisation in Urban Tourism and Mobility.

2027-2028

1 year, 60 ECTS

APPLY

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

Master of Arts

Group size:
approx. 40 students
(65% international)

Study load:
40 hours per week

EEA tuition fee *
€2,771 (2027-2028)

* Please check BUas.nl for detailed information

In general

Throughout the programme, you will work with the Urban Leisure & Tourism Lab (ULT Lab) of InHolland, conducting field research into urban tourism and leisure policies, interventions and mobility challenges.

Study at four different locations

Phase 1

> Takes place at BUas in Breda, where you will study alongside Master Tourism Destination Management students in a truly international environment.
> You will also visit the Urban Leisure & Tourism Lab at our partner institution InHolland University of Applied Sciences, with locations in Rotterdam and/or Amsterdam.
> Topics during this phase include urban tourism stakeholders and policy, urban liveability, marketing and creative leadership - explored through theory, guest lectures and hands-on projects.

Phase 2

> Takes you into the field across three European destinations, spending roughly a month at each location and deepening your research skills along the way.
> The first destination will be combined with one of the InHolland research labs.
> Working in small groups, you will apply theory to real urban complexity, analysing tourism and mobility challenges from multiple stakeholder perspectives.

Phase 3

> You will work on your individual thesis anywhere in the world.

Curriculum overview

Phase 1 - Breda

> (Urban) Destination Stakeholders and Policy
> Destination Development; Finance & Organisation
> Contemporary Marketing, Context and Trends
> Team Performance & Creative Leadership
> Cross-Cultural Studies
> Research Processes & Methods
> Context-Related Research

Phase 2 - Field Research in Europe

> Field research in Urban Tourism and Mobility (at a destination in Europe)
> Cross-cultural experiences

Phase 3 - Final Thesis

> Individual thesis anywhere in the world

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

Examples of jobs

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

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, international business, economics, finance, urban development, geography mobility, built environment, architecture or social sciences.
- Research experience and academic writing skills, preferably in English.
- A clear link with and motivation for the 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-utm@buas.nl



Breda University
OF APPLIED SCIENCES