



2026-2027

## Urban Tourism and Mobility



1 year, 60 ECTS



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



Master of Arts



Group size:  
approx. 10 -20 students



Study load:  
40 hours per week



EEA tuition fee \*  
€2,695 (2026-2027)

\* 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 a Urban Tourism and Mobility specialisation.

### WHO ARE WE WORKING WITH?

- > This master's specialisation programme has been developed by Breda University of Applied Sciences (BUas) together with Inholland University of Applied Sciences.
- > 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** you will conduct research at three European destinations. The first field will be of Urban Leisure. 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. After the first month, you will conduct similar team-based research in two other European cities for one month per destination.
- > 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 for one month
- + You will visit two other 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) Destination Stakeholders and Policy
- > Destination Development; Finance & Organisation
- > (Urban) Contemporary Marketing, Context and Trends
- > Team Performance & Creative Leadership
- > Cross-Cultural Studies
- > Research Processes & Methods
- > Context-Related Research

## Phase 2 Field Research 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

- > 22 November 2025 | 11.00 - 14.00 hrs
- > 7 March 2026 | 11.00 - 14.00 hrs
- > 9 April 2026 | 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 in local government

## 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 anything else? Ask them via **BUas.nl/en/chat** or send them to **master-utm@buas.nl**

In collaboration with

**inholland**  
university of  
applied sciences



CREATING MEANINGFUL EXPERIENCES