

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



2026-2027

About Breda University of Applied Sciences

- > Professional and academic master's degree programmes in the fields of:
 - > Games
 - > Leisure & Events
 - > Logistics
 - > Media
 - > Tourism
- > International and highly qualified staff
- > Interactive and student-centred teaching style
- > 7,000 students from over 80 countries
- > About 38,500 graduates, working around the globe
- > Only 100 km from both Amsterdam and Brussels
- > Green and modern campus near the city centre of Breda

Programme facts

- > English-taught
- > 1-year full-time programme
- > Study load: 60 ECTS (1 ECTS = approx. 28 hours of study a week)

Pre-master Leisure and Tourism Studies

In this one-year pre-master's programme you will work on a solid theoretical foundation and also on your academic and research skills. It is the best preparation possible for a smooth and direct transfer to the Master of Science Leisure and Tourism Studies at Breda University of Applied Sciences (BUas).

WHY CHOOSE THIS PRE-MASTER'S PROGRAMME?

- > You have a professional bachelor's degree and want to get an academic master's. After a fast-track bachelor's programme you can even obtain your academic master's degree in just five years!
- > You want to delve into the fields of Leisure and Tourism at an academic level. After this pre-master's you can go directly to the Master of Science Leisure and Tourism Studies at BUas. This is the only academic master's programme in these specific fields in the Netherlands.
- > We offer you a small-scale study environment as the number of students involved in the pre-master's track is limited. Lecturers can be easily reached and the programme coordinator is available to help you with day-to-day issues.

FOR WHOM

- > If you want to apply for this pre-master's, you should have a professional bachelor's degree, preferably in the fields of Leisure Management, Tourism Management or Hotel Management.
- > You are also eligible if you hold a Bachelor of Business Administration in any relevant field such as Economics, Commerce, or Finance. Please check the English language requirements at **BUas.nl**

WANT TO APPLY?

- > If you meet the admission requirements, you are invited to apply for this pre-master's programme. Please check out the full application procedure at **BUas.nl**



Course details

The programme consists of two semesters. In both semesters you will take several theoretical courses, you will learn how to conduct research and you will work on a real-life project. You will also work on your academic skills.

In the theoretical courses, you will dive into ethical dilemmas in the field of leisure, learn about sociological theories to explain leisure behaviour, study the role of stories, storytelling and narratives in leisure and tourism, master the topic of placemaking, and learn more about experience measurement and design.

You will develop research skills in both quantitative and qualitative methods, and apply these skills in real-life projects. In addition, you will participate in the Academic Skills & Coaching module.

Semester 1

- > Leisure Ethics: Theories, Cases and Tools
- > Sociology of Leisure
- > Advanced Qualitative Research Methods
- > Qualitative Field Research Project
- > Storytelling & Cultural Narratives

Semester 2

- > Leisure Networks
- > Leisure & Placemaking
- > Statistics
- > Experience Measurement and Design
- > Survey Research Project

I am planning to continue my studies with the master's

"After graduating from the International Tourism Management bachelor's programme, moving on to the pre-master Leisure and Tourism Studies at BUas was a logical next step. But for newcomers too, BUas – with its small classes and personal, practical approach – is a good choice. For now, I am planning to continue my studies with the master's. After that, I see myself working for a Dutch-Caribbean travel or event company."

Kerli

Pre-master's student



CREATING MEANINGFUL EXPERIENCES