



**Open Days** | On Campus  
 > 18 November 2023 | 11.00 - 14.00 hrs  
 > 03 February 2024 | 11.00 - 14.00 hrs  
 > 11 April 2024 (subject to change)

**Webinars** | Online  
 Please check [BUas.nl/meetus](https://BUas.nl/meetus) for the timetable!

2024 - 2025

**MULTIPLE DEGREE PROFESSIONAL MASTER'S PROGRAMME**

**Master Sustainable Outdoor Hospitality Management**

Large-scale camping resorts are important actors in the sustainable development of an area. As the demand for this type of accommodation is growing fast in Europe, the industry of outdoor hospitality management requires highly qualified professionals who are able to manage the business well in cooperation with local authorities. In a real work situation, you will learn about the sustainable transition and strategic management of hospitality resorts.

**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 for an independent programme. 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.
- > 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. In the **last semester** you will combine working as a trainee with a field research project and a thesis in a key outdoor hospitality region in Europe of your choice.

**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, 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](https://BUas.nl)

**The pluses of this master's programme**

- + Specialising in sustainable large-scale outdoor hospitality accommodation
- + Study and field research in three different countries
- + Three master's degrees after graduation

  
2 years, 120 ECTS

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

  
Master of Arts (BUAs)  
Master of Science (University of Girona)  
Professional Specialist (University of Rijeka)

  
Group size:  
preferably a small group of 10-25 students

  
Study load:  
40 hours per week

  
EEA tuition fee \*  
appr. €10,000 for 2 years  
\* Please check [BUas.nl](https://BUas.nl) for detailed information

## CURRICULUM OVERVIEW

### 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

### Year 2 (Girona and a destination of your choice)

#### Semester 3: Girona

- > Revenue and Yield Management
- > Strategic Management of Camping Resorts

#### Semester 4

- > Transformation Project: Traineeship
- > Master's Thesis

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



### Examples of jobs after graduation

- > Marketing Manager at Landal GreenParks
- > Human Resource Manager at Valamar Riviera
- > Concept Designer at OYO Vacation Homes
- > Resort Landscape Designer at Pierres et Vacances
- > Product Developer at ANWB
- > Marketing Manager at Capfun

#### Campsite Industry Scholarship programma

Ten students may receive a €5,000 grant. Please check the requirements at [BUas.nl](https://www.buas.nl)

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://www.buas.nl/en/chat) or send them to [master-sohm@buas.nl](mailto:master-sohm@buas.nl)

#### Improving the outdoor hospitality industry

"I believe this new 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