



Tourism



# Master Sustainable Outdoor Hospitality Management

# Who are we?



**Jos van der Sterren**  
Senior researcher &  
lecturer



**Danica Bošnjak**  
Master Sustainable  
Outdoor Hospitality  
Management student

# Unique international partnership

- Specializing in **large outdoor hospitality campsites**
- 18 months of study
- Multiple certified Master degrees:
  - Master of Arts in Tourism Destination Management
  - Professional specialist of Sustainable Outdoor Hospitality Management
  - Master of Science in Tourism Management and Planning
- Study in three countries:



# BUas

 Breda, the Netherlands

 Since 1966

 7,012 students

1,814 international students (26%)

89 different nationalities

 869 employees

# FHTM

 Opatija, Croatia

 Since 1960

 1,970 students

36 international students (2%)

31 different nationalities

 100 employees

# UdG


 Girona, Spain

 Since 1991

 13,545 students

442 international students (3%)

40 different nationalities

 1255 employees

# Why choose this university partnership?

- Three universities with high national and international rankings
- Informal, small-scale education; quality over quantity
- Personal approach and connection, you are not a number here
- Interactive and student-oriented education
- Many possibilities for international networking
- Earn three diplomas





# Campus

DISCOVER YOUR WORLD

# The outdoor hospitality world

- Fast growing segment in tourism accommodations
- Croatia, Catalonia leading the world's in novations (glamping)
- Need for sustainable and circular transition
- Growing importance of large scale corporations and resorts
- Complex management challenges



# Prepare for a changing world..





# Is it only about campsites...?

Yes:



No:



# ...in fact, it is about you (r future)!



**1ST SEMESTER  
BREDA,  
THE NETHERLANDS**



**2ND SEMESTER  
OPATIJA,  
CROATIA**



**3RD SEMESTER  
GIRONA,  
SPAIN**



**4TH SEMESTER  
THESIS AND  
TRANSFORMATION  
PROJECT**

Context of  
Tourism and  
Camping industry

Business  
Operations and  
Management

Critical Analysis,  
Strategic Thinking  
and Planning

Applied Research  
and Management  
Solutions

# Phase 1 (Sep- Jan) Breda, the Netherlands

Context of Tourism and Camping Industry	ECTS
Contemporary Marketing in Outdoor Hospitality	6
Destination Stakeholders & Policy	6
Destination Development Finance and Organization	6
Team Performance and Creative Leadership	2
Qualitative Research Methods	6
Cross Cultural Studies	4
<b>Total</b>	<b>30</b>



# Phase 2 – (Feb-May) Opatija, Croatia

Business Operations and Management	ECTS
Management and Operations	9
Customer Relationship and Sales Management	6
Sustainable Management and Investments in Outdoor Hospitality	9
Financial Reporting	3
Outdoor Hospitality Innovation	3
<b>Total</b>	<b>30</b>

- Put theory in practice
- Real-live company assignments



# Phase 3 – (Jun- Sep) Worldwide

Applied Research and Management Solutions	ECTS
Personal Transformation Project: Traineeship	12
Destination Transformation Project: Group assignment	6
<b>Total</b>	<b>18</b>



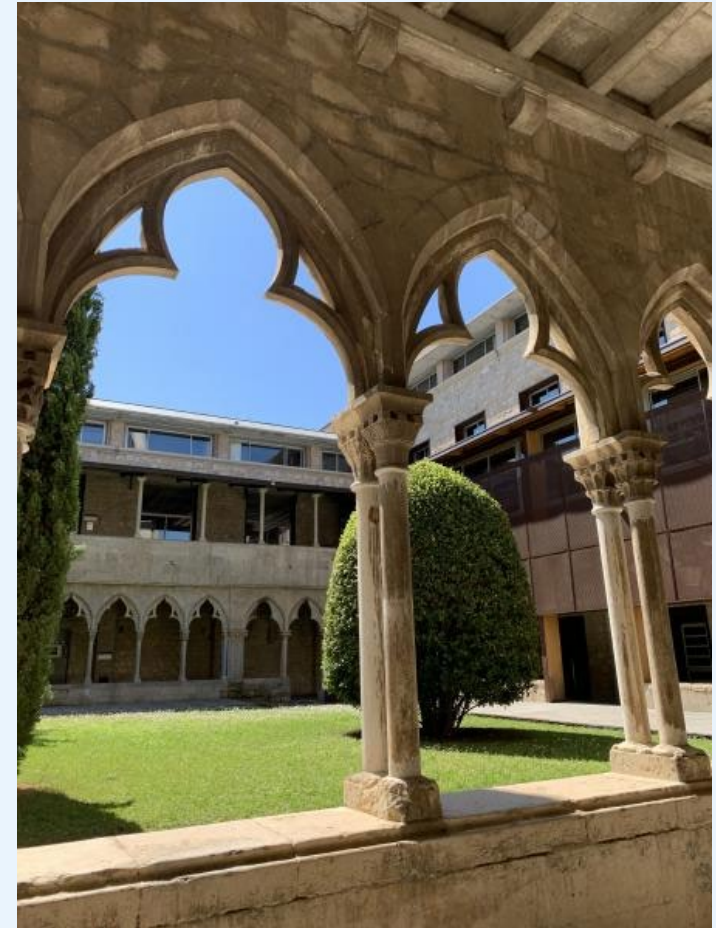
# Personal transformation project

- Traineeship in a camping resort (12 weeks)
- Complex management challenges
- Start searching a company in Phase 2
  - SOHM strategic business partners
- BUas/UdG/FHTM supervisor
- Gateway to a job!



# Phase 4 – (Oct-Dec) Girona, Spain

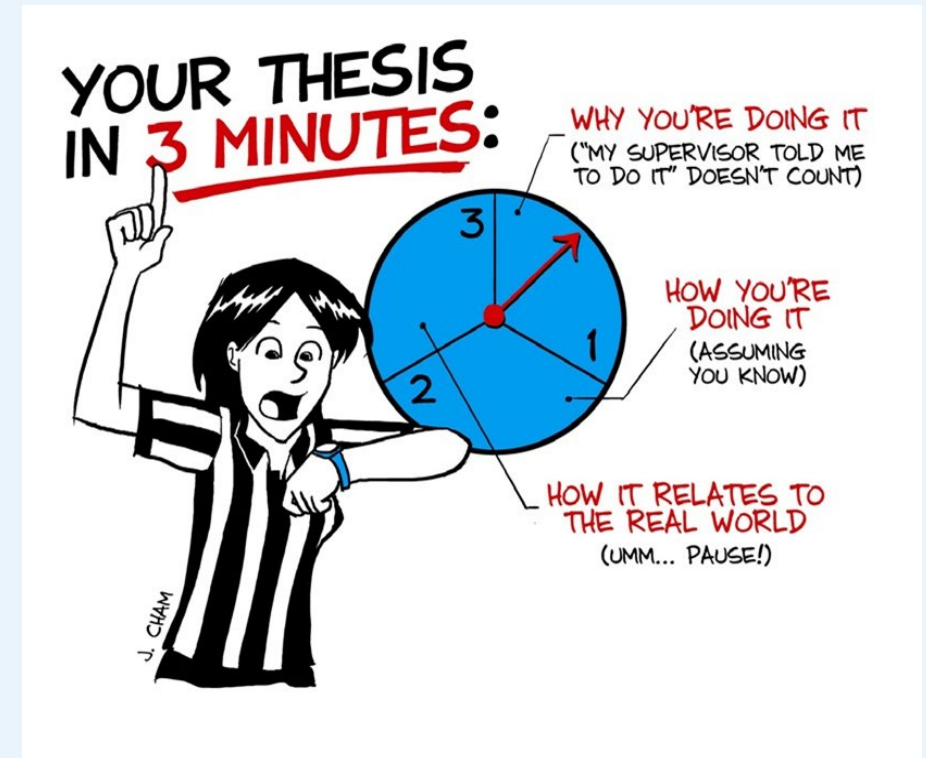
Critical Analysis, Strategic Thinking and Planning	ECTS
Sustainable Development of Tourism	3
Tourism Science and Research	3
Quantitative Research Methods	3
Destination Economic Management	3
Management Skills	3
Revenue and Yield Management	3
Experience Design	3
Strategic Management	3
Food and Beverage Management	3
Financial Management of Tourism Products	3
<b>Total</b>	<b>30</b>



# Phase 4 – (Jan-Mar) Worldwide

Applied Research and Management Solutions	ECTS
Thesis	12
<b>Total</b>	<b>12</b>

- Topic of your choice or commissioned by industry
- BUas/UdG/FTHM supervisor
- Commissioned by industry





# Why Sustainable Outdoor Hospitality Management?

- Study in three different countries
- Specialize in sustainability issues on campsite resorts
- International classroom
- Personal contact
- Multiple master degrees
- Applied knowledge: diversity of assignments, presentations, essays and guest lectures
- Accredited by ECA Certification Group on quality in program internationalization



# Application

## Application goes through BUAs

1. Enrolment application via Studielink
2. Apply via My Online Application  
- CV, motivation letter and two references
3. Intake interview(s)
4. Complete your enrolment
5. Payment of tuition fee of BUAs component (2023: ± €2,200)



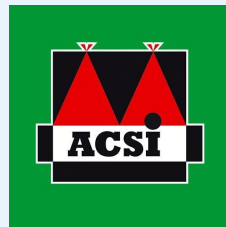
# Application

## Admission deadline:

- EU/EEA: 15 August 2024
- Non-EU/EEA: 1 June 2024

## Costs 2024-2025 (check website) for 2 years:

- Total costs for all stages app. € 10,000
- Non-EU/EEA App € 22,000
- Excl. housing, travel costs and books/readers
- Paid traineeship (app. EUR 400/m)
- Two scholarships available via



## Basic requirements:

- Bachelor's degree
- Sufficient English level

## Additional requirements

- Research skills
- International/hospitality experience
- Motivation

# Housing

## Breda:

- High demand for rooms
- Facebook, housing buddy
- €450-€700 per month

## Opatija:

- €150-€200 per month
- Holiday homes

## Girona:

- High demand for rooms
- €300-€500 per month





# Student life

# Questions?



@bredauniversityas  
@buas\_tourism



@bredauniversityas



BredaUniversityofAppliedSciences



Breda University of Applied Sciences



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[www.buas.nl/yourroadtobuas](http://www.buas.nl/yourroadtobuas)