



2025-2026

Master Tourism Destination Management



1 year, 60 ECTS



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



Master of Arts



Group size:
40 students
(65% international)



Study load:
40 hours per week



EEA tuition fee *
€2,601 (2025-2026)

* Please check BUas.nl
for detailed information

Learn how to develop strategies for responsible, resilient, and sustainable destination management. You will start this master's programme in Breda to gain theoretical knowledge and develop your professional skills in our international classroom. After that you will do field research for a period of three months at various destinations in the world.

STUDY AT FOUR LOCATIONS IN THE WORLD

- > During **phase 1** you will study in Breda in an international classroom setting. You will study theory, attend guest lectures and work on practical assignments and projects.
- > The field research project in **phase 2** focuses on the changing dynamics of three different destinations in the world with their own unique context. In previous years, destinations were Indonesia, Singapore, Australia, Fiji, Myanmar, Cambodia, Vietnam, Thailand, Sri Lanka, Malta and Chambéry.
- > In **phase 3** you will work on your individual thesis anywhere in the world.

WANT TO APPLY?

Applicants should have:

- > a bachelor's degree in a relevant field of study such as: tourism, hotel management, international business, economics, finance, e-commerce, law, urban development, geography 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.

Please check the English language requirements at [BUas.nl](https://www.buas.nl)

The pluses of this master's programme

- + Three months of field research at three different destinations in the world
- + Great opportunity to expand your international network
- + Internationally acknowledged by UNWTO and THE-ICE

Phase 1: Theory in Breda

- > Destination Stakeholders & Policy
- > Destination Development, Finance & Organisation
- > Contemporary Marketing, Contact & Trends
- > Team Performance & Creative Leadership
- > Cross-Cultural Studies
- > Research Process & Methods
- > Context-Related Research

Phase 2: Field Research

- > Field research at three destinations
- > Cross-cultural experiences

Phase 3: Final Thesis

- > Individual thesis anywhere in the world
- > Online supervision

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



Examples of jobs after graduation

- > Consultant
- > Project Manager
- > Marketing Manager
- > Destination Manager
- > Development Manager
- > Sales Manager
- > Researcher
- > Sustainability Advisor
- > Lecturer

Questions?

Do you have questions about the programme, admission requirements, selection procedure or something else? Ask them via **BUas.nl/en/chat** or send them to **master-tdm@buas.nl**

Some of our industry partners:



Open Days | On Campus

- > 16 November 2024 | 11.00 - 14.00 hrs
- > 8 February 2025 | 11.00 - 14.00 hrs
- > 3 April 2025 | 18.00 - 21.00 hrs

Digital Discovery Day | Online

Please check **BUas.nl/en/ddd**

A deeper appreciation of tourism complexities

"The combination of international travel, the integration of theory and practice, self-development, and the cultivation of a strong mindset made it an incredibly intriguing endeavour. It not only expanded my academic knowledge but also equipped me with practical skills, cultural awareness, and a deeper appreciation of tourism complexities."

Giannis

Master's student

