


Name and address of university	Breda University of Applied Sciences (BUAs) Mgr. Hopmansstraat 2, 4817 JS Breda, The Netherlands, www.buas.nl
Contact	 Eke Eijelaar, eijelaar.e@buas.nl
Short description of university	Breda University of Applied Sciences is a medium-sized higher education institute, that started HEI tourism and leisure programmes in 1966. Next to these domains, the approx. 7,000 Dutch and international students study programmes in Hotel and Facility Management, Logistics, Media and Games, the Built Environment, Imagineering, and Data Science & AI.
Relevant Faculty/ department	Academy for Tourism
Study programme(s) in (sustainable) tourism	(1) B.A. (International) Tourism Management (2) B.Sc. Tourism (joint degree with Wageningen University & Research) (3) M.A. Tourism Destination Management (4) M.Sc. Leisure and Tourism Studies (5) M.A. Sustainable Outdoor Hospitality Management
Duration and ECTS of programme(s)	(1) 4 years – 240 ECTS (2) 3 years – 180 ECTS (3) 1 year – 60 ECTS (4) 1 year – 60 ECTS (5) 2 years – 120 ECTS
Language(s) of instruction	(1) English and Dutch (2) English (3) English (4) English (5) English
Keywords describing programme(s)	(1) Business management, (digital) marketing, experience design, destination management (2) Combines social and economic with environmental sciences, sustainability (3) to be delivered (4) to be delivered (5) to be delivered
(Sustainable) tourism research/transfer institute (if any)	Centre for Sustainability, Tourism and Transport (CSTT), http://pure.buas.nl/en/organisations/centre-for-sustainability-tourism-and-transport-cstt Research group for Tourism Impacts on Society (RTIS), http://pure.buas.nl/en/organisations/research-group-for-tourism-impacts-on-society
Research/transfer topics	CSTT: aims to bridge the knowledge gap between the role of tourism and tourism transport in several global environmental challenges. Our research adopts an integrated perspective on tourism that includes all

	<p>tourist flows to and from destinations (domestic and international, and all travel purposes, including business travel). We use our research to help businesses, consumers, and policymakers to take actions that effectively address these challenges. To this end, we:</p> <ul style="list-style-type: none"> • Measure and forecast the effects of tourism and tourism transport on the environment – particularly carbon dioxide (CO₂) emissions – and possible consequences for consumers and businesses under current and alternative policy regimes. • Examine and influence processes of policy formation to guide policy actors in the development of alternative policies that effectively address specific tourism-related environmental challenges – particularly climate change. • Explore innovative approaches, measures, ideas, new applications. • Develop innovative tools – including serious gaming applications and enlightening translations of scientific outcomes for both policymakers, the public, and business-leaders – to assist policymaking. <p>RTIS: This professorship’s ambition is to help professionals in tourism destination management choose, design and evaluate interventions that improve the social and economic impacts of tourism.</p>
<p>Selected research projects on sustainable tourism</p>	<p>CSTT:</p> <p>Envisioning Tourism in 2030: on target to net zero (2022) This study focuses on the development of a necessary mix of actions and interventions that the tourism sector can undertake to achieve the goal of a 50% reduction in greenhouse gases by 2030 towards zero emissions by 2050. The study contributes to a better understanding of the paths that the tourism sector can take to achieve this and their implications for the sector. The aim of the report is to spark discussion, ideas and, above all, action. Report: Peeters, P., & Papp, B. (2023). Envisioning tourism in 2030 and beyond. The changing shape of tourism in a decarbonising world. The Travel Foundation.</p> <p>Exploring sustainable travel attitude and behaviour post COVID-19 (2021) The project focuses on sustainable travel attitude and behaviour with attention to balance, liveability, impact and climate change. The customer journey is approached from the consumer side and intends to shed light on the way COVID-19 has influenced (or not) the following aspects: consumer’s understanding and appreciation of sustainability, the extent to which this understanding has influenced their attitude towards sustainable travel choices, the extent to which this change is represented in their actual and projected travel behaviour throughout the travel decision-making process, conditions that may foster a more sustainable travel behaviour. Report: Papp, B., Heslinga, J., Peeters, P., & Neelis, I. (2022). Sustainable travel in an era of disruption. Assessing the impact of the COVID-19 pandemic on travellers’ sustainable tourism attitudes and projected travel behaviour. European Travel Commission.</p>

Applying principles of circular economy to sustainable tourism (2021)

This consultancy was to: draft the input on drivers and developments to chapter 1.2 of UNECE's 7th pan-European environmental assessment related to the environmental theme "4.2 Applying principles of circular economy to sustainable tourism", suggest to UNECE and UNEP the most policy relevant indicators from UNECE-environmental, SDG indicators and from other indicator frameworks such as EEA or OECD for the environmental theme (4.2), and assess the current state, trends and recent developments related to the theme.

Report: Eijgelaar, E., Reinecke, T., Peeters, P., & van der Sterren, J. (2022). Applying principles of circular economy to sustainable tourism. In UNECE-UNEP (Ed.), *Europe's Environment. The Seventh Pan-European Environmental Assessment* (pp. 137-155). UN.

Carbon Management for Tour Operators (CARMATOP) (2013-2015)

The project goal of CARMATOP was to develop and test new knowledge about the measurement of tour package carbon footprints and translate this into a simple application which allows tour operators to integrate carbon management into their daily operations. It's main product, CARMACAL, is a user-friendly application allowing tour operators and other businesses to measure the complete and detailed carbon footprint of their tour packages, enabling the integration of carbon management into their daily operations. It is still in operation, [via Travelife](#).

RTIS:

TOURBAN - Accelerating SME capacity and innovation for sustainable urban tourism (2020-2023)

TOURBAN objective is to spearhead a transnational and cross-sectoral movement towards tourism sustainability in urban areas across Europe, leveraging SME capacities and skills to uptake best practices and develop innovative solutions that make them both more sustainable and competitive. It will do so by tackling current urban tourism challenges in an era of increasing tourism visitor pressure, acting in European cities such as Amsterdam, Barcelona, Copenhagen, Dubrovnik, Kiel, Budapest and Tallinn. To achieve the objective, TOURBAN will share knowledge on sustainability strategies and the advantages of adopting sustainable solutions and practices, including EU/internationally recognised certificates and labels (e.g. EU Eco Label, EMAS) and circular economy models. These will be based on case studies and stories from SMEs and other frontrunners in sustainability.

Project website: <http://www.tourban.eu/>

Smart Cultural Tourism as a Driver of Sustainable Development of European Regions (SmartCulTour) (2020-2023)

SmartCulTour will propose and validate innovative interventions directed at sustainable cultural tourism that supports the development of European regions rich of tangible and intangible cultural assets.

Project website: <http://www.smartcultour.eu/>

CSTT/RTIS:

Overtourism: impacts and possible policy responses (2018)

This study addresses the complex phenomenon of overtourism in the EU. By focusing on a set of case studies, the study reports on

	<p>overtourism indicators, discusses management approaches implemented within different destinations and assesses policy responses. It concludes that a common set of indicators cannot be defined because of the complex causes and effects of overtourism. Avoiding overtourism requires custom-made policies in cooperation between destinations' stakeholders and policymakers.</p> <p>Report: Peeters, P., Gössling, S., Klijs, J., et al. (2018). Research for TRAN Committee - Overtourism: impact and possible policy responses. European Parliament, Policy Department for Structural and Cohesion Policies.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>CSTT regularly has projects with consortia spanning knowledge institutes, governmental bodies and SME's (e.g. CARMATOP, SASTDes).</p> <p>The Academy for Tourism has strong partnerships with industry throughout curricula. Internships, learning communities, fieldwork assignments, commissioned thesis work, etc.</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>BUAs, CSTT and RTIS have a large network of partner universities, cooperate intensively with many national and international government, NGO and branch organisations, and are member of a range of (sustainable) tourism and transport networks.</p> <p><u>HEIs and other training institutions</u></p> <p><i>Partner institutions</i></p> <p>IMC Fachhochschule Krems, AT, FH Joanneum - University of Applied Sciences, AT, Modul University Vienna, AT, MCI Innsbruck, AT, Salzburg University of Applied Sciences, AT, FH Wien der WKW, AT, Thomas More Mechelen, BE, University of Rijeka, CR, UCL University College, DK, Erhvervsakademi Dania, DK, University College of Northern Denmark, DK, Jyväskylä Ammattikorkeakoulu, FI, Haaga-Helia Ammattikorkeakoulu, FI, South-Eastern Finland University of Applied Sciences (XAMK), FI, University of Lapland, FI, Lapland University of Applied Sciences, FI, Savonia University of Applied Sciences, FI, Laurea University of Applied Sciences, FI, Université de Savoie Mont Blanc, FR, Université d'Angers, FR, Hochschule Heilbronn, GER, Hochschule München, GER, Cologne Business School, GER, Karlshochschule International University, GER, Hochschule Kempten, GER, Budapest Business School, HU, Technology University Dublin, IRE, National University of Ireland, IRE, Università degli Studi di Roma 'Tor Vergata', IT, Alma Mater University of Bologna, IT, IULM University of Milan, IT, University of Naples Parthenope, IT, Biznesa Augstskola Turība, LV, Vidzemes Augstskola, LV, University of Stavanger, NO, University of Southeastern Norway, NO, Jagiellonian University, POL, Universidade do Algarve, POR, Escola Superior de Hotelaria e Turismo do Estoril, POR, Universidade Europeia, POR, Instituto Superior de Administração e Gestão ISAG, POR, Univerza na Primorskem - Università del Litorale, SLO, CETT - Universitat de Barcelona, SP, Universitat de les Illes Balears, SP,</p>

Universidad Politécnica de Valencia, SP, Universidad de Málaga, SP, Escuela Superior de Hostelería y Turismo Sant Ignasi, SP, Universidad de Granada, SP, Universidad de Deusto, SP, Centro Superior de Hostelería de Galicia, SP, Universidad de Zaragoza, SP, Höskolan Dalarna, SE, University of Applied Sciences of the Grisons, CH, HES-SO Valais Wallis, CH, Dokuz Eylül University, TUR, Akdeniz Üniversitesi, TUR, Atilim Üniversitesi, TUR, Bilkent Üniversitesi, TUR, Bogaziçi Üniversitesi, TUR, Istanbul Bilgi Üniversitesi, TUR, Yasar University, TUR, Bournemouth University, UK, London Metropolitan University, UK, Edinburgh Napier University, UK, Manchester Metropolitan University, UK, Oxford Brookes University, UK, University of Hertfordshire, UK, Liverpool John Moores University, UK, Northumbria University, UK

Tourism associations and individual companies

- Netherlands Board of Tourism & Conventions (NBTC)
- General Dutch Association of Travel Agencies (ANVR)
- Royal Dutch Touring Club ANWB
- Dutch Campervan Club (NKC)
- TUI Benelux
- Sunweb
- Better Places
- DMO Visit Zuid-Limburg

Government organisations

- Ministry of Economic Affairs & Climate (EZK)
- Statistics Netherlands (CBS)
- Various Dutch municipalities

Non-government organisations

- Nature and Environment Foundation
- European Centre for Ecological and Agricultural Tourism (ECEAT)
- Green Destinations

Business and project partners

- Dutch Research Institute for Recreation and Tourism (NRIT)
- To be extended

Tourism and transport networks

- Centre of Expertise Leisure, Tourism and Hospitality (CELTH)
- TRIANGLE
- to be extended