

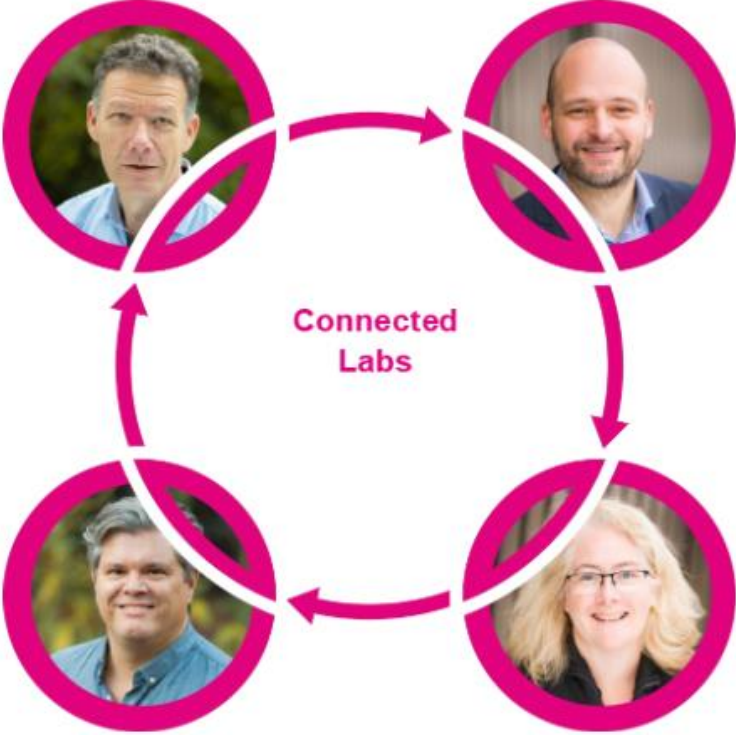


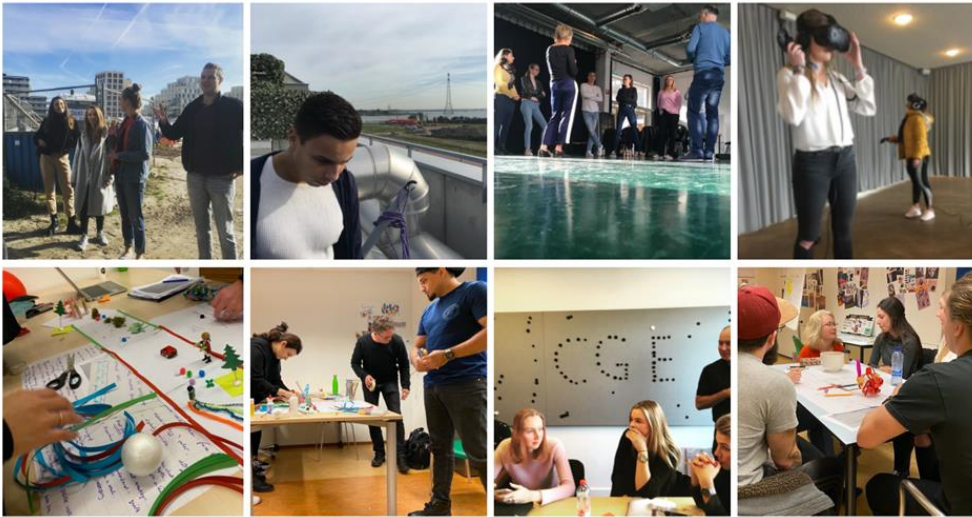


Course Title	Creative Future
Term	Term 1 and 2
Inholland Faculty	Faculty of Creative Business
Course code	Communication course
Inholland location	<p>Meetings and classes online via Microsoft Teams, research in the field, occasional face-to-face meetings (if allowed following Corona restrictions) on Campus or in the Field Lab.</p> <p>Creative Growth Experience (CGE) is an educational experience within our Inholland Labs in cooperation with the Creative Business research group. A Lab is a learning community where education, research and practice meet. Labs are organized around a relevant theme and located at a specific location. The Creative Business research group has four labs. The Urban Leisure and Tourism Lab based in Amsterdam Noord, the SLUISlab focused on placemaking in Amsterdam East, Haarlem Citylab, and Urban Leisure & Tourism Lab Rotterdam. Labs are lead by professors, as shown in this illustration:</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>Citylab Haarlem: Jürg Thölke</p>  </div> <div style="text-align: center;"> <p>Rotterdam Events & Tourism Lab: Ko Koens</p>  </div> </div> <div style="text-align: center; margin: 10px 0;"> <p>Connected Labs</p>  </div> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p>SLUISLab: Karel Koch</p>  </div> <div style="text-align: center;"> <p>Urban Leisure & Tourism Lab Wina Smeenk</p>  </div> </div>

Cycle	First cycle/undergraduate/Bachelor level
Number of ECTS	30
Language of instruction	English
Course content	 <p>In these dynamic times, creative professionals are the people who will prominently explore opportunities for change and can adapt to a complex context with a diversity of stakeholders. They recognize that understanding new developments, taking leadership and collaborating with stakeholders can lead to exciting new ideas and directions. Our labs are a central meeting place for researchers, students, partners and stakeholders to explore and experiment with new ideas and to discover new personal and collective opportunities together.</p> <p>Each semester, we continue to uncover new ways to support our learning community and bring a better quality of life to society. Within the Labs, we work on several aligning themes, such as: inclusiveness, participation, co-design, social innovation, design thinking, positive provocations, innovative business cases.</p>
Examples of projects (the Labs have different projects every semester)	<p>1,5-meter-experience in tourism, events and culture</p> <p><i>The Coronapandemic has impacted heavily upon tourism. It is safe to say that, as long as social distancing remains the norm, the visitor economy will have to adapt. Tourism products, festivals and cultural activities cannot continue in their current form. In addition, it is not clear yet, which types of guests the city can host in the near future. Will they mainly come from across the world, Europe, the Netherlands, or local surroundings?</i></p> <p><i>In this project, you are challenged to develop new experiences and products that fit within the age of social distancing. The idea is that such experiences also contribute to the liveability of the city and stimulate inclusiveness and equality – fitting with the wider tourism and hospitality strategy of the city.</i></p>

	<p>Tourism development tools for intangible heritage communities</p> <p><i>The Netherlands has a rich history of intangible cultural heritage. In contrast to physical heritage, which has a physical presence (i.e. a building, piece of art, a monument, an artifact), intangible cultural heritage refers to nonphysical intellectual wealth. This includes performing arts, language, social practices and events, traditional knowledge and craftsmanship.</i></p> <p><i>Not all intangible cultural heritage practices have been able to use tourism for their benefit. As such they may miss out on potential new revenue streams or get less interest than they might otherwise get (also from younger generations).</i></p> <p><i>The Dutch Centre for Intangible Cultural Heritage wants to help communities and practitioners of intangible cultural heritage who want to learn how to use tourism for their benefit. They have asked Inholland students to develop a 'tourism toolkit', which contains a variety of practical instruments and ideas on how intangible heritage communities can develop tourism in a fitting way. The idea is here that the 'tourism toolkit' will go beyond simple manuals, or instruction guidebooks, and instead contain a diverse selection of interactive and creative tools or prototypes (e.g. using gamification, serious play, theatre etc).</i></p>
<p>Mode of delivery, planned activities and teaching methods</p>	<p>CGE and its partnerships provide you the context in which you can learn. Both individually and as a team. The CGE educational approach is based on authentic leadership, design-driven research and self-directed learning. If you participate in CGE, you will work in a team together with students from the Communication course and other programs from the Creative Business domain. You will work together, in a design-oriented way, you will create and present. Together with your team you will work on resolving issues that matter while you are working on your personal learning goals at the same time.</p>
<p>Prerequisites and co-requisites (if applicable)</p>	<ul style="list-style-type: none"> •You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study •You are enthusiastic, creative, innovative and can work autonomously •You are passionate to tackle complex challenges together with stakeholders and peers •Your development is self-directed supported by setting your own educational goals •You choose your own educational path supported by a teachers' coaching and within the opportunities of your team •You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action

<p>Learning resources/tools</p>	<p>Sources on design based research, concepting and prototyping, personal leadership and more relevant topics, will be given in the workshops. The electronic learning environment is Moodle, all communication is in MS Teams.</p>
<p>Assessment methods and criteria</p>	<p>All deliverables from your project(s) are evaluated by the learning coach. At the end of the semester all students deliver their Showcase portfolio. It consists of:</p> <ul style="list-style-type: none"> - The Personal Process Biographies for all assignments, including interim feedback. - All CGE deliverables, including interim feedback. - The CGE evaluation(s) by the learning coach and the corresponding feedback received. - A video of your presentation about yourself as a professional and any other products relating to your presentation, along with the feedback you have received. <p>The showcase portfolio will be assessed on the following learning objectives: Research, design and analysis; Organize, manage and execute; Communication; Personal leadership.</p>