

Course Title	Lab track Urban Leisure & Tourism Lab Amsterdam		
Term	Term 1 and 2 Term 3 and 4		
Inholland Faculty	Faculty of Creative Business		
Language of instruction	English		
Cycle	First cycle/undergraduate/Bachelor level		
Inholland Location	Amsterdam/Diemen External Living Lab Urban Leisure & Tourism Lab		
Code Subjects¹	Code	Subject Title	ECTS
	3821ULAE1Z	Urban Leisure & Tourism Lab Amsterdam multidisciplinary project	30
	Code	Assessments	Study hours
	3821ULAE1A	ULT Lab Amsterdam portfolio	280
	3821ULAE1B	ULT Lab Amsterdam project 1	280
	3821ULAE1C	ULT Lab Amsterdam project 2	280
Number of ECTS	30		
Content subjects	<p>Are you ready to get creative and to work with a diverse group of students from different courses on tricky real-world problems?</p> <p>During the Lab track of the Urban Leisure & Tourism Lab, you will work within a multidisciplinary team for one of our partners on a challenge. The track lasts 20 weeks (1 semester) and consists of several 'climbs'; discover & define phase, development phase, deliver and document phase. Using Design Thinking techniques you will be build physical and digital prototypes of your concept.</p>		
			

¹ Codes and title of subject and assessments are subject to change.

In the Urban Leisure & Tourism Lab Amsterdam (ULT-Lab), you will explore how Amsterdam (North) and its northern region can become more attractive for visitors while staying livable for its residents. How can we connect people with their living environment and with each other? You will explore these questions with the local council, and with (non) profit-, cultural-, social- organizations and city users.



The ULT-Lab is one of the Inholland Living Labs connected to the Creative Business Research Group. The ULT-Lab focuses on the Northern neighbourhoods of the city of Amsterdam. In the Lab we use the Design Thinking methodology and a co-design research approach. You will build, test and refine multiple physical and digital prototypes in several cycles. You will collect feedback on your design concepts from experts, users and lecturers.

Partners and Projects

Our partners include SAIL Amsterdam, the Public Prosecution Service, the Municipality of Amsterdam, Cinekid and Visit Beemster. Together with them, your coaches and fellow students your project group will co-design concepts that tackle complex and challenging societal issues such as inclusivity and sustainability. Such as finding ways to raise awareness plastic pollution or to start a dialogue with the young generation about the consequences of drug use for our environment and society. Concepts that improve the relationship between divided social groups (like in Amsterdam North). Our students develop a broad range of products, services, or systems such as apps, events, art, workshops, and others - you can let your creativity run free!

Personal Roadmap

Each student has freedom to work on their personal development. Recent examples of subjects students have explored are; reviewing books and films that have always interested you (Deep Dive), learning to play a musical instrument(Adventure), following a course on 3d animation (Skills Mastery), arranging a food festival for fellow students (Community), and meditation in relation to deeper life goals (Bildung).

	<p>Our common goal at the Lab is to co-create new innovative and sustainable tourism & leisure experiences that positively impact the Northern neighbourhoods and their residents. At this moment, the ULT-Lab uses the 'Modestraat' at the Buikslotermeerplein near the Amsterdam Noord metro station as a living lab to be right at the heart of the youngest developments and also at the Inholland location in Amsterdam/Diemen.</p>  <p>Participate? Are you ready to get creative and work with us on real challenges in the city of Amsterdam and its northern regions? Then register with the ULT Labtrack!</p>
<p>Lableads</p>	<div data-bbox="395 1088 700 1375">  <p>Wina Smeek Professor Societal Impact Design Empathic Co-Design research</p> <p>https://www.tourismlabamsterdam.nl/en/network/wina-smeenk/</p> </div> <div data-bbox="395 1408 700 1713">  <p>Roos Gerritsma Associate Professor Urban Sociology & Regenerative Tourism</p> <p>https://www.tourismlabamsterdam.nl/en/network/roos-gerritsma/</p> </div>
<p>More information</p>	<p>Website https://www.tourismlabamsterdam.nl/en/</p> <p>E-mail ultlab.amsterdam@inholland.nl</p> <p>Instagram https://www.instagram.com/urbantourismlabamsterdam/</p> <p>LinkedIn https://www.linkedin.com/company/77108224/admin/</p> <p>Twitter https://twitter.com/UrbanTourismlab</p> <p>YouTube https://www.youtube.com/watch?v=uIF3mZkPGNE https://www.youtube.com/watch?v=_WWIjq_faI0</p>

Projects

Our Lab has different projects every semester.

Examples of projects of the Urban Leisure & Tourism Lab 2021-2022.

Partner: Visit Beemster

Challenge: Reinvent Leisure & Tourism - Focus is on the area between Amsterdam-Noord and Alkmaar.



Co-designing a pure, authentic, social, and fair concept that draws attention to the cultural history of the landscape of the Recreational Authority of North Holland and Beemster and takes into account the Amsterdam-Noord station as starting and access point. The concept should attract visitors and generate a positive social impact. Pay attention to aspects such as water, food, cultural heritage, and war/security concerning the area's history. Ultimately, it's about designing experiences that are unique and memorable but also educational.

Partner: SAIL Amsterdam

Challenge: Developing a 'positive provocation' in the context of the SAIL event in Amsterdam.



Design concepts that connect young people with the city of Amsterdam, the harbour, and its history, to ensure that they know what SAIL as an event can mean for their generation. SAIL is a five-yearly, nautical public event that connects the whole world. In 2015, SAIL Amsterdam received more than 2.4 million visitors. The event will take place in 2025. A positive provocation as a concept can mean stimulating statements, unexpected actions, challenging events, or random objects in public space. These interventions surprise, inspire or provoke younger visitors, passers-by, or participants positively, and thus make them think about social issues connected to SAIL in a relevant way. They challenge people at least to start a dialogue, to interact and ideally to act. The current issues and situations surrounding sustainability and inclusion that play around the IJ, the banks and the quays are central to this project. Think of water quality, gentrification, accessibility, mobility. As a student, you will design, realise and test Positive Provocations with courage and imagination.

Partner: Public Prosecution Service/Openbaar Ministerie (OM)

Challenge: 'A pill here, a line there'- Our students are asked to find a constructive and positive way to draw the attention of young people to the problems, social and criminal impact of drugs.



The Public Prosecution Service (OM) is responsible for the investigation and prosecution of criminal offences. It directs the investigation, acts in court, and ensures that sentences are carried out. Partly as a result of various publications (such as the report 'De Achter van Amsterdam' and the criticism thereof) and the

murder of lawyer Derk Wiersum and crime reporter Peter R. de Vries, the discussion has flared up about the normalisation of drug use (coke, ecstasy) use in the Netherlands and the criminal world that hides behind it. The Public Prosecution Service notices that the discussion about this often has a polarising effect. By pointing at each other, the real conversation about it usually stays out, and so does the awareness of the world behind it. Without wanting to moralise, norm or point out the culprits, the OM asks our students to find a way to involve young people constructively and positively in making the social impact of drugs visible and negotiable. How can they ensure an open conversation and awareness, and involvement?

Partner: Municipality of Amsterdam / placemaking Buikslotermeerplein

Challenge: Developing a concept that brings old and new residents of Amsterdam-Noord closer together.



Lab students are asked to come up with a concept for the young Northerners that brings the residents of Amsterdam-Noord closer together and stimulates the conversation with each other. The substantial transformation of the neighbourhood has a significant and not always positive influence on the people's lives in the area. Together with the municipality and the learning coaches of the Lab, our students come up with possible solutions that allow the various social groups to get in touch with each other and connect. The municipality has been working since 2020 to enliven the area around the Buikslotermeerplein and thus bring different social groups together so that everyone feels at home and welcome in Amsterdam-Noord. Cinekid, one of our partners, is also affiliated with the challenge. This organisation annually organises the Cinekid Film Festival, the largest children's media festival in the world, on the Buikslotermeerplein. Cinekid Film Festival is an example of how connecting people can function on a small scale. The students must therefore consider the bridging of the differences between the Northerners when co-designing their concept.

<p>Learning outcomes</p>	<p>We work with three overarching learning outcomes or competences.</p> <p>These are:</p> <ol style="list-style-type: none"> 1. Experimenting Based on analysis and via a process of successive iterations and development loops, the student designs and realizes creative solutions for complex problems from the urban area. This is done in collaboration with partners from the professional field and other disciplines from the creative sector. 2. Interdisciplinary collaboration The student brings in their own (professional) expertise and appreciates and uses the perspective. The active role in teamwork and constructive work ethic has led to a collaborative solution-oriented result. 3. Professionalization The student proactively manages their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct results in adequate self-reflection. <p>The learning objectives are:</p> <ul style="list-style-type: none"> • Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service. • Developing innovative and relevant solutions for your collaborating client's complex, wicked problem, in a multi-disciplinary environment, based on creative analysis. • Critically reflecting on underlying conceptual perspectives and premises of a professional practice, using relevant scientific theoretical concepts. Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.
<p>Mode of delivery, planned activities and teaching methods</p>	<p>Creative Future lab and its partnerships provide you the context in which you can learn. Both individually and as a team. The lab educational approach is based on authentic leadership, design-driven research and self-directed learning.</p> <p>You will work in a team together with students from different programs from the Faculty of Creative Business and some international exchange students. You will work together, using the Design Thinking approach. You and your team will work to resolve issues that matter while working on your personal learning goals. And there is a large degree of intrinsic motivation needed to chart your own learning path.</p>



Assessment methods and criteria

There are three assessments on the course: your individual portfolio, and the project (part 1 and 2)

In your individual portfolio you will have freedom to explore yourself. Through regular coaching sessions and feedback, you will gain a deeper insight into your own sense of identity and purpose. There is a great deal of freedom in this component for you to choose what you study and how you develop yourself. There are five themes: Deep Dive, Adventure, Skills Mastery, Community and Bildung.

The program for the individual portfolio will be based upon individual activities and guided through individual coaching. Based on several feedback moments you will develop your personal learning journey. Final assessment will be based on a portfolio including your reflection on the outcomes attained and your growth and personal development during this lab program. Your final presentation and interview will be with a learning coach.

	<ul style="list-style-type: none"> • The Process Biography is a reflective document on your project group development. It gives insights into the process, the team effort & the individual activities. • The Design Rationale shows your project group's design decisions in the iterative co-design process and experimenting • The Experimental Outcome is your group's concept prototype and its value proposition and business model. • The Final Presentation for the collaborating partners. • Learning Road Map – individual portfolio of your learning journey • Learning Road Map – Presentation and final assessment with your coach <p>Each part of the course must be assessed as 'satisfactory' as a condition for successful completion of the course. In the event of a 'insufficient' result for one of the components, you will be able to retake the component in question up to two weeks after the term has ended.</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 can handle uncertainty and see this as a chance to learn • 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>In your application, explain who you are and why you are motivated and qualified to join this course. This could be a video, a letter or any other medium of your choice. If there are questions based on your application, you may be invited to attend a short interview. Based on your motivation we can make the best match with a project.</p>