

Course title	Urban Leisure & Tourism Lab Amsterdam		
Semester	Fall and Spring (semester 1 and 2)		
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 subjects Codes and title of subject and assessments are subject to change.	Code	Subject title	ECTS
	3822ULAE1Z	Urban Leisure & Tourism Lab Amsterdam multidisciplinary project	30
	Code	Assessments	Study hours
	3822ULAE1A	ULT Lab Amsterdam group project	420
	3822ULAE1B	ULT Lab Amsterdam individual portfolio	420
Number of ECTS	30		
Lecturer(s)	Roos Gerritsma Associate Professor Urban Sociology & Regenerative Tourism		
Course content	<p>Welcome to Buikslotermeerplein in Amsterdam-Noord, a city square that will be completely renewed in the coming years. Would you like to help to transform it into a lively, attractive and safe space? If so, come to the Urban Leisure & Tourism Lab Amsterdam. Here, you can use your creativity to design solutions with leisure and tourism that show how we can contribute to a future-proof city.</p> <p>What is the Urban Leisure & Tourism Lab Amsterdam? The Urban Leisure & Tourism Lab Amsterdam is located in the Modestraat building, an breeding place in the heart of Amsterdam-Noord. In the lab, you will explore how to connect people with each other and with their environment. How can Amsterdam-Noord be made more attractive to visitors and entrepreneurs, while at the same time becoming even more liveable for its residents.</p> <p>With the Gemeente Amsterdam, the shopping centre Boven 't IJ, cultural and civil society organisations and other city users, you will seek out possible answers to this question. Our aim is to design innovative, inclusive and regenerative spaces.</p>		

What are you going to do?

We work with open-ended and complex issues. You will be tackling these issues with our partners, experts, researchers, coaches and fellow students. Design Thinking will form your guiding principle.

Placemaking will also play a role, as you will be shaping an environment together with the residents. You will be provided with various tools and models for experimenting, designing and testing. Unleash your creativity!

At the same time, in the context of local value creation, we ask that you contribute to local initiatives. Each student commits once to a local initiative. You decide what you want to contribute to.

The Urban Leisure & Tourism Lab Amsterdam also gives you a great deal of freedom to work on your personal development. For example, students taken a course in 3D animation, organised a food festival for fellow students, learned to play a musical instrument, and explored life goals in a joint meditation session.

City trip

Join us on a trip to an inspiring city at home or abroad with a similar issue that you will work on in our lab track (costs approximately 500 euros).

Examples of issues

You will be working on challenging issues with a context in leisure and tourism. Students can take part regardless of their academic discipline. As a result, the lab will see you working with both Dutch and international students from a wide range of degree programmes.

Together, you will come up with creative solutions - from alternative light festivals and food events to tourist routes. Would you like to find out more? Consult the website of the [Urban Leisure and Tourism Lab Amsterdam](#), or look at the [glimmer of light in the darkness](#) that students developed together. They worked with a creative lighting artist to design fairy-tale lighting installations that help to create a safe and atmospheric Buikslotermeerplein.

	<p>Good to know</p> <ul style="list-style-type: none"> • Urban Leisure and Tourism Lab Amsterdam is a living lab, a place for innovative education. Curious to find out what this means for you as a student? Discover what a living lab involves. • You will spend an average of four days a week on location (Diemen and in our lab in Amsterdam-Noord), where you will be working on a relevant issue. • Forget cramming for exams: your knowledge and expertise will be tested by means of a group project and an individual portfolio.
<p>Learning outcomes</p>	<p>We work with three overarching learning outcomes or competences. 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>It is believed that design thinking can solve complex problems and is educated to many professionals nowadays, also within Inholland. We guide students with a structure and tools and we send them off on a learning journey.</p> <p>Our working method is inspired by the metaphor of a climbing wall: you climb towards the next boulder in order to get to the top. In line with our defined design thinking framework, we work with four big Climbs. Every Climb consists of a diverging and a converging phase.</p>
Prerequisites and co-requisites (if applicable)	<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.
Recommended or required reading and/or other learning recourses/tools	<p>N/A</p>
Assessment methods and criteria	<p>You will work on a group project and your individual portfolio.</p> <p>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.</p>
Additional costs	<p>During the lab track you are likely to travel to an inspiring city in the Netherlands or abroad with a similar issue that you will be working on. Paid excursions may also be part of the program. The costs for the trip and excursions are approximately € 500.</p> <p>Within the lab track we use mandatory literature.</p> <p>Costs are approximately € 50.</p>
More information	<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>