

**Urban Leisure & Tourism Lab  
Rotterdam**

Course guide 2024-2025

Semester	Fall and Spring (semester 1 and 2)
Inholland location(s)	Rotterdam
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

## Subjects

Subject title	ECTS	Course code
ULT Lab Rotterdam Group Project	30	3822ULRE1A
ULT Lab Rotterdam Individual Portfolio		3822ULRE1B

### Content subjects

Is the Rotterdam slogan 'niet lullen maar poetsen' (stop talking, start doing) also your personal motto? Then we invite you to join the Urban Leisure & Tourism Lab Rotterdam. In our Living Lab in Rotterdam South, you will work on solutions for tourism related issues, like designing concepts for Circular Tourism in Rotterdam South. You will collaborate with fellow students, researchers, entrepreneurs, and local residents to achieve this.

### What is the Urban Leisure & Tourism Lab Rotterdam?

We cannot deny that Rotterdam is on the rise. That seems like good news. But how does this gritty city with its warm-hearted inhabitants maintain its unique character? Rotterdam is searching for ways to develop leisure, tourism, and events in a sustainable and circular manner, with the aim of making the city more enjoyable and minimizing waste streams. Read more [here](#) about how a city like Rotterdam is currently working towards circularity.

But how do you achieve this? What are innovative concepts that contribute to this goal? How do you work with residents to ensure that these concepts fit into their living environment? And how do you deal with diversity in the city? In the Urban Leisure & Tourism Lab Rotterdam, you will seek answers to these questions.

We also conduct comparative research here. Because how do other cities in the Netherlands or Europe deal with tourism-related challenges, and what can we learn from them?

We believe that tourism and recreation should not only serve an economic purpose but can strengthen many other sectors in a city by entering into smart collaborations and discovering innovative solutions.

### What will you be doing?

In addition to the Circular Tourism in Rotterdam South challenge, you will attend various workshops and masterclasses on Urban Tourism, Design Thinking, Authentic Leadership, and Societal Impact Design. Experts will share their knowledge on tourism, leisure, events, sustainability, and entrepreneurship. You will also regularly explore various neighborhoods in Rotterdam with fellow students.

At the Urban Leisure & Tourism Lab Rotterdam, we look beyond your career. You have the freedom to work on your personal development. For example, students wrote reviews of their favorite books and films, designed a city safari, took a 3D animation course, organized a food festival for fellow students, and went on a trip with an analog camera.

To find out more, check the website of the [Urban Leisure & Tourism Lab Rotterdam](#).

### Good to know

- This lab is given in English and Dutch at the same time. This means that some lectures and guest lectures will be given in English or Dutch (with translator available). Your

assessment will be in the language of your choice. There will be a mix of Dutch and English speaking students in the project groups. This gives English speaking students the opportunity to dive into the Dutch situation and network, and Dutch speaking students can improve their English.

- ULT Lab Rotterdam is a living lab, a place for innovative education.
- You will spend an average of four days a week on location 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.
- We expect you to actively participate in this module and to prepare intensively for the offered educational activities and team meetings, even if there is no accompanying learning coach present. Your accompanying learning coach evaluates this (essential) active participation and collaboration.

## Learning outcomes

We work with three overarching learning outcomes or competences. These are:

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.

The learning objectives are:

- 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.

## Mode of delivery, planned activities and teaching methods

The 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.

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.

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 consist of a diverging and a converging phase.

### **Prerequisites and co-requisites**

- 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**

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### **Assessment methods and criteria**

There is a Group Portfolio that consists of:

1. A Process Biography: a reflective document on the team development gives insights in the process, the team effort and the individual activities
2. The Design Rationale: shows the design decisions in the iterative codesign process and experimenting
3. The Experimental Outcome: the concept prototype and its value proposition and business model
4. The Final Presentation: for the collaborating partners.

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.

### **Additional costs**

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 (depending on the destination).

### **Lecturer(s)**

Ko Koens, Lab lead & lector New Urban Tourism