



Course Title	Urban Leisure & Tourism lab Amsterdam
Term	Term 3 and 4
Inholland Faculty	Faculty of Creative Business
Course code	3821ULAE1A ULT Lab Amsterdam portfolio (EN) 3821ULAE1B ULT Lab Amsterdam project 1 (EN) 3821ULAE1C ULT Lab Amsterdam project 2 (EN)
Inholland location	Amsterdam / Diemen
Cycle	First cycle/undergraduate/Bachelor level
Number of ECTS	30
Language of instruction	English
Lab description	<p><i>How can Amsterdam North benefit from its visitors? Moreover, how can we make residents enjoy Amsterdam North and its northern region? In the ULT-Lab, we explore these questions with the municipality, and profit-, cultural-, social-organizations and city users.</i></p>  <p>The Urban Leisure &amp; Tourism Lab (ULT lab) is one of our Inholland labs connected to the Creative Business Research Group. The ULT Lab focuses on the Northern neighbourhoods of the city of Amsterdam. In the lab, co-design research takes place with students, city-users (visitors, commuters and residents) and the professional field taking on societal challenges. Eventually, the ULT lab aims to boost new innovative tourism &amp; leisure experiences and events which also bring a positive impact to the Northern neighborhoods and their people.</p>

	<p>The ULT lab has just hired a working space together with strategic partners near the Amsterdam Noord metro station where co-design and research processes then can physically take place. This station is a mobility hub between and entry point for the city centre of Amsterdam and its northern landscapes. We imagine that innovative tourism &amp; leisure experiences and events can be promoted, explained, and offered from this hub location by future students, neighborhood volunteers and professionals. But they can also all work together at this physical lab location and workspace and co-develop innovative tourism &amp; leisure experiences and events here.</p> <p><a href="https://www.tourismlabamsterdam.nl/en/">https://www.tourismlabamsterdam.nl/en/</a></p>
<p>Examples of projects (the Labs have different projects every semester)</p>	<p><b>Reinvent Leisure</b></p> <p>The year 2021 has been announced by the NBTC as theme year: ode to the landscape. They aim to make more people aware of our Dutch landscapes. This touches our lab partners' visions to make the Northern landscapes of Amsterdam more accessible and attractive for leisure. From earlier days onwards, Amsterdam (North) is connected to its northern regions and landscapes with regard to food production, think of milk, cheese, meat etc. Moreover, there are many cultural historic stories to be found on the role of this region towards Amsterdam is enormous. Therefore, the ULT lab and its partners want to explore together with your team how we can translate the cultural historical stories to interesting experiences in the northern landscapes starting from and/or ending at metro station Amsterdam north. We think of reinventing leisure interventions that really add value to the DNA of the areas, its cultural history and to the social-cultural challenges encountered here. From attractive for leisure to societal engagement.</p> <p><b>Amsterdam North Learning Community</b></p> <p>The Northern neighborhoods of Amsterdam show great diversity and demographic challenges. Three out of ten people are poor in comparison to one out of ten in the Netherlands. Moreover, this part of Amsterdam is in transition. A lot of new buildings and neighborhoods arise, and new (well to do) residents are moving in. Parallel worlds exist. Gentrification is an often heard theme. Urban leisure activities and events (cultural and social) cannot only be for the happy few, they should be worthwhile for all residents. Therefore, the ULT-lab and its partners want to connect and unite the several independent initiatives and organizations in an AMS North learning community, where everyone can give and gain something: a win-win situation. In this AMS North community, different people and backgrounds can meet, understand, support and learn from each other. Learn each other's languages, develop their talents etc. But how to start such an initiative and with which theme(s) to connect the first parties? How to</p>

	<p>build an eco-system where people can connect and communicate easily? Moreover, can this be done digitally? Or do we need hybrid learning environments? This project can and should improve all Amsterdam Norths' residents' quality of life.</p>
<p>Lab lead</p>	 <p>Wina Smeek - Professor Societal Impact Design   Empathic Co-Design research</p>
<p>Learning outcomes</p>	<p>We work with three overarching learning outcomes or competences. These are:</p> <ul style="list-style-type: none"> <li>•<b>Experimenting:</b> Based on analysis and via a process of successive iterations and development loops, the student designs and realize creative solutions for complex problems from the urban agglomeration. This is done in collaboration with partners from the professional field and other disciplines from the creative sector.</li> <li>•<b>Interdisciplinary collaboration:</b> The student brings in his 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.</li> <li>•<b>Professionalization:</b> The student proactively manage their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct has led to adequate self-reflection.</li> </ul> <p>The learning objectives are:</p> <ul style="list-style-type: none"> <li>•Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service.</li> <li>•Being able to develop innovative and relevant solutions for your collaborating client's complex, wicked problem, in a multi-disciplinary environment, based on a creative analysis.</li> <li>•Critically reflecting on underlying conceptual points of departure and premises of a professional practice, using relevant scientific theoretical concepts.</li> </ul> <p>Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.</p>
<p>Mode of delivery, planned</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. If you</p>

<p>activities and teaching methods</p>	<p>participate in this lab, you will work in a team together with students from the all programs of 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"> <li>•You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study</li> <li>•You are enthusiastic, creative, innovative and can work autonomously</li> <li>•You are passionate to tackle complex challenges together with stakeholders and peers</li> <li>•Your development is self-directed supported by setting your own educational goals</li> <li>•You choose your own educational path supported by a teachers' coaching and within the opportunities of your team</li> <li>•You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action.</li> </ul> <p>In your motivational content, state who you are and why you are motivated/qualified to participate. This could take the form of a video, a letter or any other medium of your choice. If there are questions further to your motivation, you may be invited to attend an explanatory interview. Based on your motivation we can make the best match with a project.</p>
<p>Assessment methods and criteria</p>	<ul style="list-style-type: none"> <li>•The Process Biography is a reflective document on the team development gives insights in the process, the team effort &amp; the individual activities.</li> <li>•The Design Rationale shows the design decisions in the iterative co-design process and experimenting</li> <li>•The Experimental Outcome is the concept prototype and its value proposition and business model.</li> <li>•The final Presentation for the collaborating partners.</li> </ul> <p>The professional products and process products indicated above must all be assessed as 'satisfactory' as a condition for successful completion of the project. 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>The program for the individual portfolio will mainly 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 your reached outcomes and</p>

	growth during this lab program and your final presentation and interview with your learning coach.
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