



Foto: Iris van den Broek

Work with the Urban Leisure & Tourism Lab Rotterdam

What is the Urban Leisure & Tourism Lab Rotterdam?

The Urban Leisure & Tourism Lab Rotterdam was set up by Inholland University of Applied Sciences' Faculty of Creative Business. We explore how tourism in Rotterdam can work together with education, employment, sport, culture and health care, with the shared objective of making the city a better place. We do this in Rotterdam and the surrounding area, not only from our physical lab but also in areas of the city where there is an issue that needs resolving. In the lab, students from a wide range of degree programmes, scientists, professors, researchers and experts work together, producing co-creations between education, business and industry, entrepreneurs and residents. We also come up with solutions and concepts that add value for everyone - the city, residents and visitors alike.

Where is the lab located?

As of September 2021, the Urban Leisure & Tourism Lab Rotterdam will be based in the old ABN AMRO building near the Zuidplein shopping centre and metro station in Rotterdam-Zuid. That is where we are working on the Hart van Zuid redevelopment project together with local cultural institutions, residents and businesses. We prefer to do our research in the neighbourhood or district that is the location of the challenge, so we can also set up a mobile lab, such as a van or cargo bike, on site.

Why collaborate with the lab?

If you have an issue that you would like to explore further and you think expertise in the field of tourism and leisure would be helpful, please get in touch. By working together, we can explore social and urban issues with the partners who are directly involved with them.



'How do you ensure that the hospitality industry contributes in a positive way to the city as a place to live, work and visit? And how do you avoid problems and negative associations?'

Ko Koens, professor of New Urban Tourism and lab lead



As a partner, you will have access to:

- **experts in the field of tourism and leisure:** lecturers, researchers and professors with expertise in tourism and leisure all work in the lab;
- **the latest research methods:** we approach problems in a highly practical way, using the design thinking method, for example. We learn by doing and by experimenting;
- **research results:** our research produces specific tools that can be put into practice, such as new technologies, creative innovations, design concepts and serious gaming tools;
- **young talent:** the students involved in the projects will provide you with new insights, in the field of digital developments, for example. The students may also be of interest to your organisation in the context of a work placement or junior role;
- **a broad national and international network:** during our network meetings and knowledge sessions, you will meet like-minded individuals in the field of leisure and tourism and will be kept up to date with research, events and trends. When we are working on a project, you will gain access to a large, international network;
- **marketing and communication:** through our communication channels, we will convey your message to stakeholders in the field.

What forms does the collaboration take?

We will decide on the best form of partnership based on the intensity and duration of the collaboration.

<p>Key partner</p> <p>As a key partner, you will collaborate with the lab on a long-term basis for a minimum of two years. We will engage in an intensive partnership, involving you in multiple projects and in the development of the lab in general. Key partners help make decisions regarding issues and projects.</p>	<p>Project partner</p> <p>As a project partner, you will collaborate with the lab on specific research. This is a one-off collaboration with a pre-defined duration. This type of partnership is commonly used for events organisations, for example. Project partners that we work with over an extended period can still become key partners.</p>
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Before we take on a research project, we always look at what is needed to make the project a success and how much time and energy all the partners can invest in it. No two partner plans are ever alike.

Want to join us?

If you have any questions or would simply like to know more about us, please get in touch by emailing ultlab.rotterdam@inholland.nl or going to <https://www.tourismlabrotterdam.nl/en>.

OUR PARTNERS



Students devised concepts for the municipality of Rotterdam's digital platform, 3D Digital Twin. They demonstrated how the municipality can make use of this digital representation of the city.



In conjunction with the Dutch Centre for Intangible Cultural Heritage, we conducted research on the neighbourhood of West-Kruiskade based on the question: how can you safeguard intangible cultural heritage and combine it with tourism in a highly diverse city like Rotterdam?



In conjunction with POW! WOW! Rotterdam, we explored how the street art festival can continue to attract young people now that live music is no longer possible due to the coronavirus pandemic.