

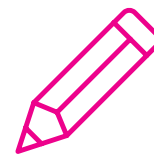


Urban Leisure & Tourism Lab
Rotterdam

inholland
university of
applied sciences

#1

POSTERZINE
for anyone who
wants to find out
more about our
urban lab in
Rotterdam



Who we are

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your ideas on the
poster page!

Tourism in Rotterdam

Inholland University of Applied Sciences' Urban Leisure & Tourism Lab Rotterdam is a hub in which scientists, professors, researchers and students from a wide range of degree programmes work together on relevant issues.

The issues that the lab researches are associated with the themes of tourism and leisure. The idea is to bring together as many stakeholders as possible to come up with concepts and solutions that will help make Rotterdam a great city to live in. Because why would you create attractions just for tourists if you can create places, and why would you not use a school hall as a conference venue at the weekends? That way, you can move towards sustainable tourism, where not only is the city a better place to be, but locals, businesses and sectors such as education, sport, culture and health care also benefit from the influx of visitors. In a nutshell, how do you ensure that tourism benefits the city?

Education working with professional practice

Inholland University of Applied Sciences has been exploring how tourism can become an integral part of the urban environment for some time now, through the New Urban Tourism research focus area of Professor Ko Koens, for example. The unique thing about the new lab is that all the partners involved work together. Students from a wide range of degree programmes, as well as lecturers and researchers, work on issues with partners from professional practice. For example, a project with the municipality of Rotterdam, in which groups of students come up with opportunities for a digital representation of the city known as 3D Digital Twin, has been under way for several years now. This gives students the opportunity to work on real-life cases, and businesses, authorities and other organisations can benefit from the knowledge and expertise that the educational institute has in this field. The lab in Rotterdam works closely with Inholland University of Applied Sciences' other Living Labs: the Urban Leisure & Tourism Lab Amsterdam, SLUISlab, in the Sluisbuurt neighbourhood of Zeeburger-eiland, Citylab Haarlem and International Music Academy Lab.

Based in Rotterdam-Zuid

As of September 2021, the lab will be based in the old ABN AMRO building near Zuidplein in Rotterdam-Zuid, where a major project in which professors, researchers and students will contribute to the development of Hart van Zuid will shortly get under way. Under the Hart van Zuid project, the Zuidplein neighbourhood, including the shopping centre and metro station, will be redeveloped. The project involves a large number of partners, such as local cultural institutions, residents and businesses. It is a great case for the Urban Leisure & Tourism Lab Rotterdam. You can find out more about the activities in Rotterdam-Zuid on page 4.

Close to residents and businesses

The issues that the researchers and students research often play out in the various districts of the city. For example, the Urban Leisure & Tourism Lab Rotterdam is due to start a research project in the Hook of Holland, and a project on the West-Kruiskade neighbourhood has been running for some time now. In order to stay close to where things are happening, in future, mobile labs in the form of a van or cargo bike, for example, will be deployed. And events like POW! WOW! Rotterdam and the Eurovision Song Contest are also using students from Inholland University of Applied Sciences to explore the issues they are facing. The research often results in specific tools that can be put into practice by the party that commissioned the research, such as new technologies, creative innovations, design concepts and serious gaming tools.



PILLAR 1: The living lab is an experimental

The lab approaches its research with a focus on application. The issues being researched come from partners such as the municipality, businesses and non-profit organisations. One of the methods used is design thinking, learning by doing and by experimenting. This takes place in the heart of the city, in the neighbourhoods, with visible projects.



PILLAR 2: In the living lab, we practise co-creation

This means that a wide range of partners are involved. From the lab itself, these are lecturers, researchers, students and professors. From professional practice, these are government bodies, organisations, residents, visitors and businesses. Sectors such as education, sport, culture and health care can also work with the lab to find a solution to a tourism-related issue.



PILLAR 3: In the living lab, we develop practical concepts

Our research produces specific tools that can be put into practice, such as new technologies, creative innovations, design concepts and serious gaming tools. The results are of interest to anyone involved in tourism and leisure in a city. For organisations, they are useful tools that they can put into practice straight away.

Collaborating with partners

The Urban Leisure & Tourism Lab Rotterdam brings together students, local residents, professional partners and professors from Inholland University of Applied Sciences. They tell us about the projects and collaboration with the lab.



TYEISHA FELIPA, student:

'At the request of the municipality of Rotterdam, we devised a solution for the events sector. Using our application, organisers can view and design events locations digitally using a digital representation of the city known as the 3D Digital Twin. They can also see which sites are vacant and could potentially be used as a location. This saves international organisations a huge amount of travel time.' •



ALBERT VAN DER ZEIJDEN,

partner: 'Students from the Tourism Management degree programme are conducting applied research on the neighbourhood of West-Kruiskade. Here at the Dutch Centre for Intangible Cultural Heritage, we wanted to explore how tourism can help give intangible cultural heritage a future. The street has now become a bit like a research laboratory. And an example for other highly diverse neighbourhoods in the Netherlands.' •



DAVE VANDERHEIJDEN, partner:

'Together with students, we explored how our street art festival POW! WOW! Rotterdam can continue to attract young people if we can't include live music due to coronavirus restrictions. During the project, I worked with the various groups of students on practical concepts for the next edition of the event, which will take place in September 2021.' •



LARISSA MOLENAAR, partner:

'Because of the pandemic, many events are taking place in hybrid form. In other words, they take place both online and in a physical location. In my role at Rotterdam. Make It Happen, I worked with students from the Urban Leisure & Tourism Lab to explore how we can ensure that the public continue to be engaged with such events. The Eurovision Song Contest was a good test case.' •



KO KOENS, professor:

'As professor of the New Urban Tourism research focus area, I explore new forms of tourism that ensure that the views of residents are taken into account and that the city is not adversely affected by the influx of tourists. I'm looking forward to working with stakeholders and devising solutions to the challenges that Rotterdam faces.' •



GISELLA SILVA, resident:

'As someone who lives in Rotterdam-Zuid, I see huge potential for the Urban Leisure & Tourism Lab Rotterdam, especially now that it will be based in the Hart van Zuid area. It's important to be based in the area where you're doing your research, close to residents and businesses, so you can see where the challenges lie. You can't devise solutions for a neighbourhood from an ivory tower.' •

Hart van Zuid

The area between the Zuidplein shopping centre and Rotterdam Ahoy has been under development for five years now. From autumn 2021, the Urban Leisure & Tourism Lab Rotterdam will be based in the area to carry out research.

P People used to think of Zuidplein as a concrete transport hub without personality, but nowadays it features the vibrant Annie M.G. Schmidtplein with its outdoor dining, the new Theater Zuidplein, the library and the Rotterdam swimming complex with its swimming, fitness and wellness facilities.

The whole area, including the Zuidplein shopping centre, Rotterdam Ahoy and the outdoor spaces, is being completely Wouter van de Braak, project director of Hart van Zuid, says, 'People used to come to Rotterdam Ahoy from the city centre for an event, and when it finished, they would go straight back with the metro. Nobody would have stayed around for a drink. Now that the area is becoming so much more attractive, things are changing. Visitors stay around for a drink or grab a bite to eat after an event.' Developers Heijmans and Ballast Nedam are currently redeveloping the outdoor spaces and expanding the Zuidplein shopping centre and the new bus terminal for the municipality of Rotterdam. There'll also be a walkway to Rotterdam Ahoy with trees, benches and hospitality.

From north to south

Although the developers see the area changing, they also realise that people who live on the north bank will not automatically start thinking of Hart van Zuid as somewhere to spend their leisure time. According to Van de Braak, 'Loads of people go to Het Park (by the Euromast) or the Vroesepark, but they completely forget that there's a perfect option here too: the Zuiderpark, the biggest city park in the Netherlands. And the same applies to shopping, cultural visits and swimming. With the arrival of Inholland University of Applied Sciences' Urban Leisure & Tourism Lab Rotterdam, we'll be able to conduct more in-depth research in this field and, hopefully, make this area attractive to locals too. If you ask people in Rotterdam-Noord how often they go to Zuidplein to shop, you'll find that they haven't been there for 15 years. I think it's interesting to find out why that is. My dream is that locations in Rotterdam-Zuid will soon be on a par with visitor locations in the city centre, that people will sometimes decide to go shopping on Lijnbaan and sometimes at the Zuidplein shopping centre.' You can find more on this at www.allesisopzuid.nl.

25

ZUIDPLEIN is one of the 25+ neighbourhoods of Rotterdam-Zuid and is located in the Carnisse district of the city.

430

HET ZUIDERPARK is the largest city park in the Netherlands; it is the size of 430 football stadiums.

1,500

THERE IS SPACE for some 1,500 new homes in Hart van Zuid; the first 98 new homes are currently being built near the Zuiderpark.

2025

IT IS EXPECTED that the main Hart van Zuid projects, such as the outdoor spaces, will be completed in 2025.

210,000

ROTTERDAM-ZUID has 210,000 residents. That is almost as many as the city of Eindhoven.

Want to join us?

We invite businesses and government and other organisations to share their issues with us. Who knows, we may be able to come up with inspiring solutions together. Our projects do not just involve students. Scientists, professors, researchers and experts in the field of tourism also work together on innovative solutions. Get in touch by emailing coordinator Iris Kerst via ultlab.rotterdam@inholland.nl or check

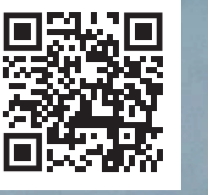
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Urban Leisure
& Tourism Lab
Rotterdam

How do you ensure that tourism
can contribute to Rotterdam in
a positive and sustainable way?



Jot your creative ideas down here!

