

Regenerating the heart and soul of Rotterdam-South

Bianca Kluin – Urban Leisure & Tourism Lab Rotterdam



Bridging cultures through travel

Rotterdam southside of the river – from 'no-go area' to thriving quarter

How to accommodate encounters between hosts and visitors?





Towards a new vision for urban tourism

Gemeente Rotterdam, 2019

- 1. Tourism should contribute to employment and income for the citizens of the city.
- 2. Tourism in Rotterdam should contribute to a more sustainable city.
- 3. Tourism in Rotterdam should lead to dynamic and liveable residential areas.
- 4. In Rotterdam we want to stay true to ourselves and share our pride in our city.

Meanwhile in South...



Tourists are increasingly finding their way across the bridge towards the Southside of the city.

Gentrification
processes are occurring
in certain area's like
Katendrecht,
Afrikaanderwijk.





Municipality acknowledges the urgency to involve residents in regenerative placemaking.

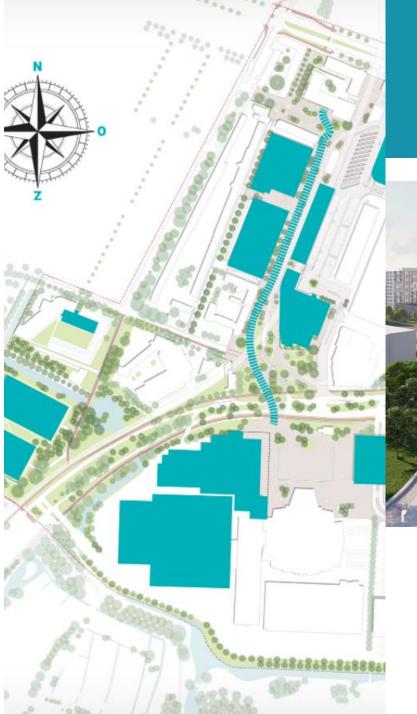
The mayority of residents feel neglected, not taken seriously or unable to participate.



Improve the urban space & Boost the visitor economy

- Extension shopping area Zuidplein
- Theatre and library
- Swimming centre
- Bus plaza
- Cinema
- Rotterdam Ahoy Convention Area
- Residential area
- Public spaces
- Green areas









Research question

• How do local residents perceive and validate the current developments of Hart van Zuid?





Methodology

- Qualitative semi-structured interviews
- 15 full interviews with residents
- 4 full interviews with local entrepeneurs
- An additional 100+ conversations by students
- Different residential areas: Carnisse, Tarwewijk, Charlois, Zuidwijk, Katendrecht, Kop van Zuid.



Main results qualitative interviews



Connectedness:

Permanent, long term residents do in fact feel proud and connected to their neighborhood and feel the need to be involved and speak their minds.



Safety:

Most residents feel safe and at home in South. They value the urban vibe combined with the relative calmth compared to the city centre.



Visitor economy:

The recent urban renewal and upgrading is highly appreciated (but may appear as 'un-southly', too upscale or encouring gentrifying effects)



Public space:

Green space is what is mentioned the most as 'lacking or insufficient'

Results generated by students: interviews and observations



Youth violence

Young, male residents often cause disturbances and hinder. There is a lot of rivalry and crime amongst different groups.



Lack of cohesion

Non Dutch speaking residents are much less connected to their neighbours. They are not aware of organisations or activities that might help them.



Degraded public spaces

There is a lack of areas for children that are inviting and safe for them to play.

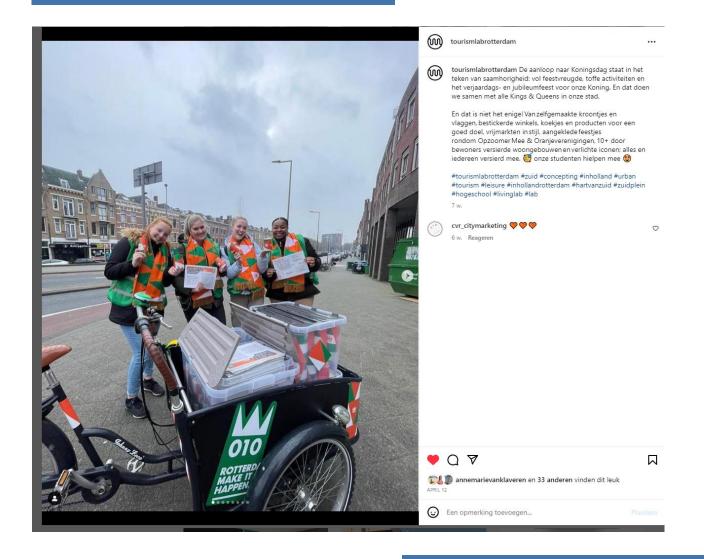


Garbage and infrastructure

There is too much garbage laying around the street and street furniture is regularly broken (garbage bins, benches, lamp posts etc).

And now what's next?





"ROLLING UP THE SLEEVES"

- Small scale interventions in co-creation with 'hidden' and overlooked residents
- Talking and listening to those who feel 'unheard'
- Connecting (with) people and taking care of the space
- Stay true to the DNA of South

"Action speaks louder than words"



Bianca Kluin • You

Lecturer | Track Coordinator Tourism Management | Researcher Urban ...

Weer een mooi programma op Zuid door een toffe samenwerking van onze lab-studenten!



Hogeschool Inholland Rotterdam & Dordrecht 1,839 followers

Het dak van het Urban Leisure & Tourism Lab Rotterdam op Zuidplein is onderdeel van de Rotterdamse Dakendagen (Rotterdam Rooftop Days) op 3 en 4 juni. Studenten van Hogeschool Inholland, zosee more

See translation







Thank you! Any questions?

Bianca.Kluin@inholland.nl www.tourismlabrotterdam.nl