



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 areas like Katendrecht, Afrikaanderwijk.



Municipality acknowledges the urgency to involve residents in regenerative placemaking.



The majority 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?



**Urban Leisure
& Tourism Lab
Rotterdam**



Methodology

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



Urban Leisure
& Tourism Lab
Rotterdam

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 encouing 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?



Urban Leisure
& Tourism Lab
Rotterdam




 tourismlabrotterdam ...

 tourismlabrotterdam De aanloop naar Koningsdag staat in het teken van saamhorigheid: vol feestvreugde, toffe activiteiten en het verjaardags- en jubileumfeest voor onze Koning. En dat doen we samen met alle Kings & Queens in onze stad.


En dat is niet het enige! Van zelfgemaakte kroontjes en vlaggen, bestickerde winkels, koekjes en producten voor een goed doel, vrijmarkten in stijl, aangeklede feestjes rondom Opzomer Mee & Oranjeverenigingen, 10+ door bewoners versierde woongebouwen en verlichte iconen; alles en iedereen versierd mee. 🇳🇱 onze studenten hielpen mee 🥰


#tourismlabrotterdam #zuid #concepting #inholland #urban #tourism #leisure #inhollandrotterdam #hartvanzuid #zuidplein #hogeschool #livinglab #lab

7 w.

 cvr_citymarketing ❤️❤️❤️
6 w. Reageren

👍 🗨️ 📌

 annemariavanklaveren en 33 anderen vinden dit leuk
APRIL 12

 Een opmerking toevoegen... Plaatsen

“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 ...
1d • 

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

 Hogeschool Inholland Rotterdam & Dordrecht
1,839 followers
1d • 

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, zo ...see more

[See translation](#)



KUNST & VLIEGFABRIEK PRESENTS

CARNISSE CONNECT

FRIDAY DRINKS TO
SOCIALIZE & NETWORK
WITH AND FOR PEOPLE
IN CARNISSE

27 MAY 17H00-19H00

WHEN? EVERY LAST FRIDAY OF THE MONTH

WHERE? KATENDRECHTSE LAGEDIJK 363



Thank you! Any questions?

Bianca.Kluin@inholland.nl

www.tourismlabrotterdam.nl

