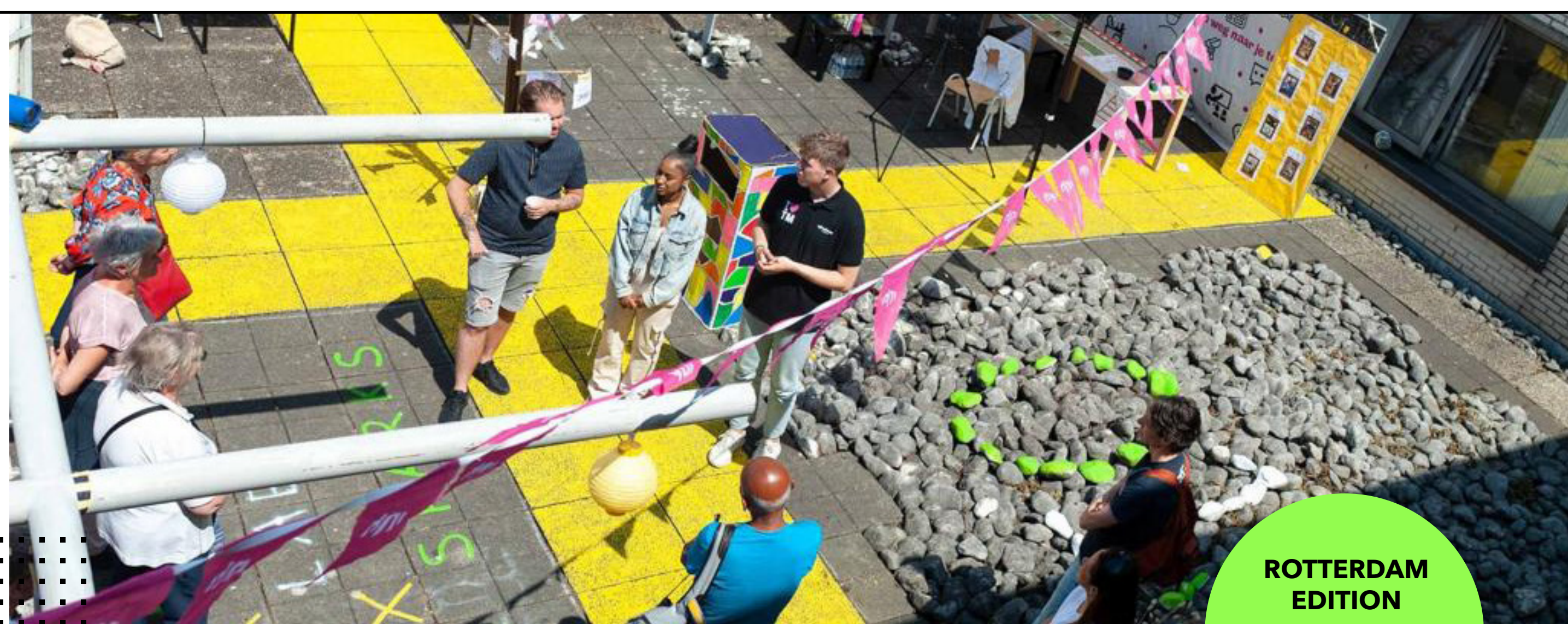


DESIGNING FUTURE CITIES



Urban Leisure & Tourism Lab Rotterdam

inholland
university of
applied sciences



ROTTERDAM
EDITION

JOIN US!

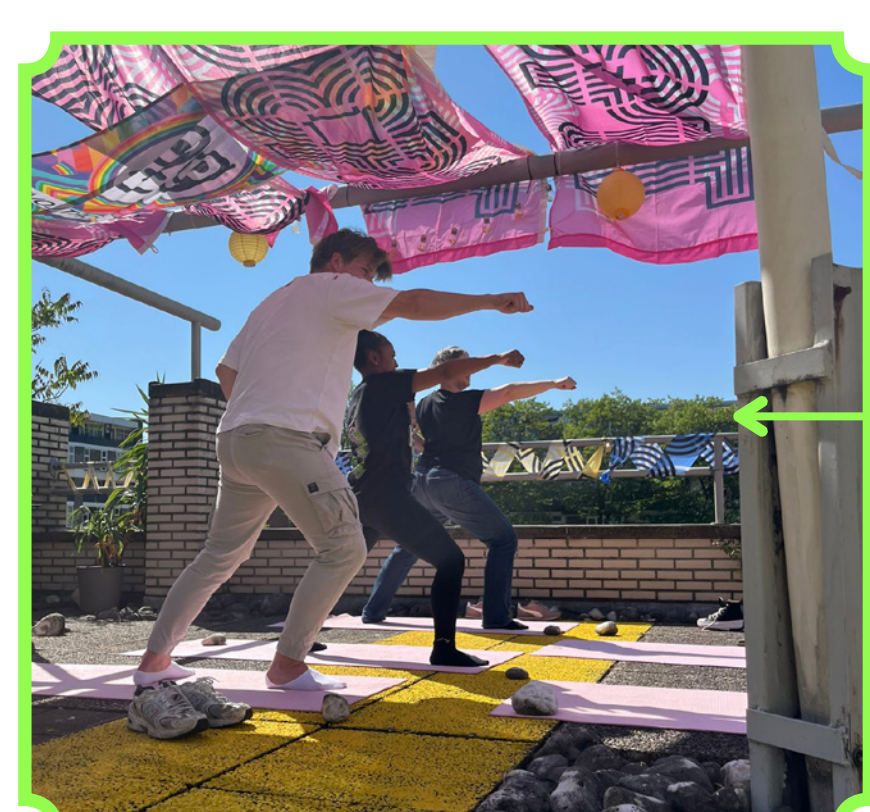
Making an immediate impact on the future of residential areas and cities all over the world together, starting in Rotterdam; that is what happens in the Urban Leisure & Tourism Lab Rotterdam at Inholland University of Applied Sciences. Join us to do research and find answers to urban challenges. Join us to connect residential areas and people or get in touch with organisations. Whatever year you're in, whatever your challenge, join us to get started on a traineeship or a graduation thesis.

Improving the city

What will the city of the future look like? Could you help to design it? Who will live there? How will they meet each other? What could the role of tourism be? What will makes residents and visitors tick? These are the kinds of question you will be researching with us. It is no coincidence that we are situated in the Heart of South, a project development area that we will plan to put on the map together going forward.

Impact on the future

In our lab, students from several disciplines work together with teachers, lectors and experts. Businesses and residents participate too - impacting the future together!



GRADUATE
WITH A REAL
PRODUCT
OR SERVICE

LAB TRACK



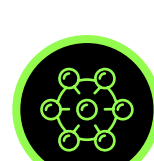
All 3rd and 4th year students, whether from Inholland University of Applied Sciences or elsewhere, can follow our lab track, including law students! Employing several disciplines, we work on issues and solutions whereby tourism is key. Thirty ECT's are allocated to students working on a concept and/or innovation for 20 weeks and each semester is dedicated to a new theme.

GRADUATE



Whether your subject is **tourism as solution** to a social question, leisure, placemaking, development area or sustainable tourism, you can graduate on any of these themes with us, either at the lab and/or with one of our stakeholders. Are you writing a graduation report or crafting a product? You choose, we take care of the guidance and sparring partners. Are you developing a product in your own business? We would be delighted to help you!

INTERNSHIP



Do you have ambitions in **research** or education, or would you prefer to gain experience as a community manager? Find out during an internship at the Urban Leisure & Tourism Lab Rotterdam. You will be mentored by one of our co-workers, enabling you to take advantage of their expertise. Grab the chance to dive into both Rotterdam-based and international networks. The number of weeks will be determined in consultation.

1ST + 2ND YEAR STUDENTS



Are you looking for an issue that you can solve during your first or second year? We have plenty of ideas for all disciplines and would be delighted to help you. For example, 2nd year students from the Communication section are already working on communication issues for our lab and its stakeholders. With us, you will get the chance to put many of the things you learn into practice immediately!

JOIN OUR CHALLENGE

Rotterdam-South is currently making its mark through culture and events in Theater Zuidplein, Rotterdam Ahoy and with festivals, and the area also has quite a few societal challenges. You could be involved in taking the ambitions of this challenge further to enhance the safety of residents and visitors alike?

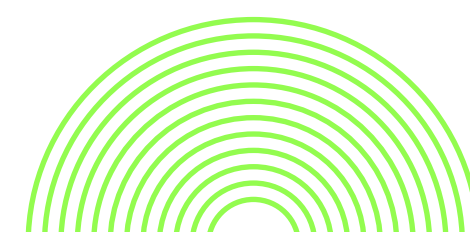
Let's go! If you want to be involved, help us to take this awesome challenge further after January 2024. Let's get cracking with safe and sustainable designs and concepts for the Heart of South. Don't miss the opportunity to participate in workshops and master classes with teams such as Urban Tourism, Design Thinking, Authentic Leadership and Societal Impact Design, in which experts share their knowledge about tourism, leisure and events.



Rabobank Zuid-Holland has made available **8,000 euros** for tomorrow's innovations. Why not **KICK-START** your sustainable business, product or service in our lab?

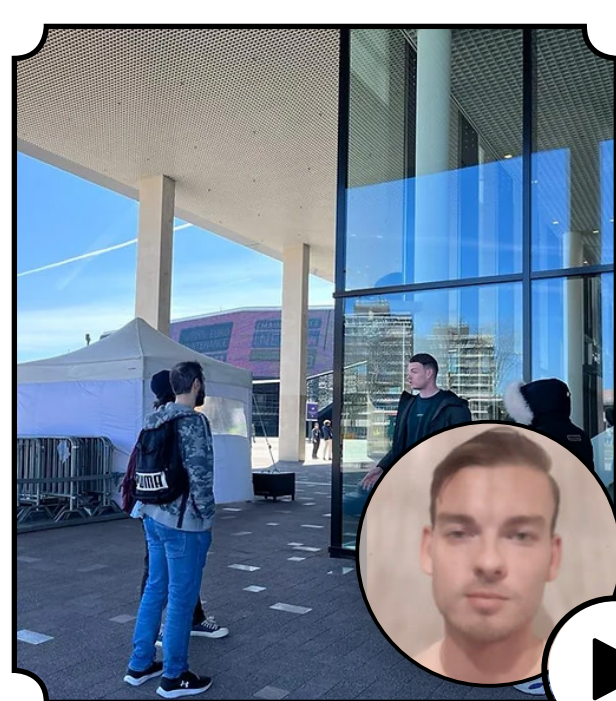
→ WELCOME TO ALL STUDENTS!

Are you a student somewhere other than Inholland, or a foreign student? You are also welcome to work & research in our lab. Check out: kiesopmaat.nl



STORIES FROM THREE STUDENTS ABOUT THEIR PROJECTS IN OUR LAB.

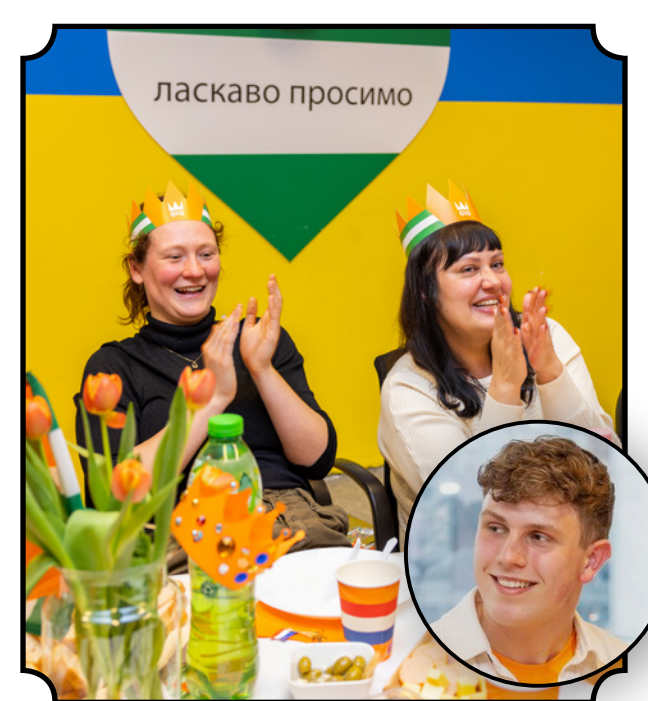
GET INSPIRED!



For his graduation project, **Remco van der Haas** introduced new residents of Rotterdam-South to a history of the city, giving them real feel-at-home vibes.



Bo Vuik researched residents of the Tarwewijk to find out how she could motivate them to create a cleaner street image for themselves.



Niels Aantjes organised a 'Multicultural Dinch', connecting refugees from Ukraine with other residents and familiarising them with King's Day.

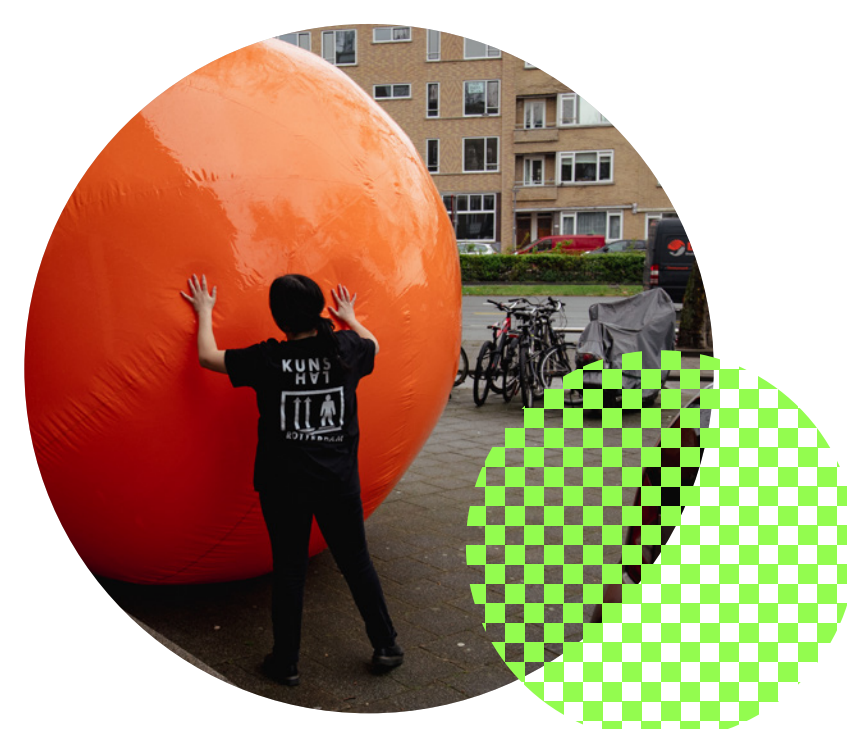
LAB LEARNING

WHO? students, researchers, lectors, experts, entrepreneurs, businesses, social institutions
WHAT? researching, co-creating and devising concepts and solutions
WHERE? in the heart of the city or a residential area
WHY? to improve the city together
HOW? tourism in collaboration with education, work, sport, culture and healthcare

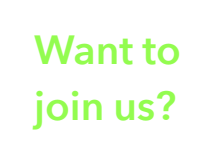
MAKE IT HAPPEN

Why opt for the Urban Leisure & Tourism Lab Rotterdam?

- **In residential areas** and international: thought out locally, researched in-depth internationally
- **Truly crafting something:** bring your ideas to life in the lab
- **Student as partner:** building together in place of traditional employer/employee roles
- **Access** to an outstanding Rotterdam network
- **Help with starting** your business



OUR PARTNERS



CONTACT



TAKE A LOOK INSIDE THE LAB



If you would like to know more or have any questions, please e-mail us at: ultlab.rotterdam@inholland.nl or simply drop in at Zuidplein 54, 3083 CW Rotterdam. Opening hours: Monday to Thursday from 08.30 to 16.00 hrs.



Fabienne Serfilia, former lab student who now lives in the Carnisse residential area:

'The lab strengthens the neighbourhood, resulting in a more tightly-knit community'.



Timo van de Lagemaat, education coach:

'I see students at the lab really growing as human beings, and the lab gives them the necessary scope to do this'.



Loes van der Weerd, collaboration partner at Heart of South:

'Our collaboration is exceptionally valuable and gives rise to the creative ideas that we apply in practice'.



Joel Ferdinandus, collaboration partner at the Rotterdam Experience:

'I am truly delighted with our cooperation. Together, we are building a hospitable and vibrant Rotterdam'.



Urban Leisure & Tourism Lab Rotterdam

