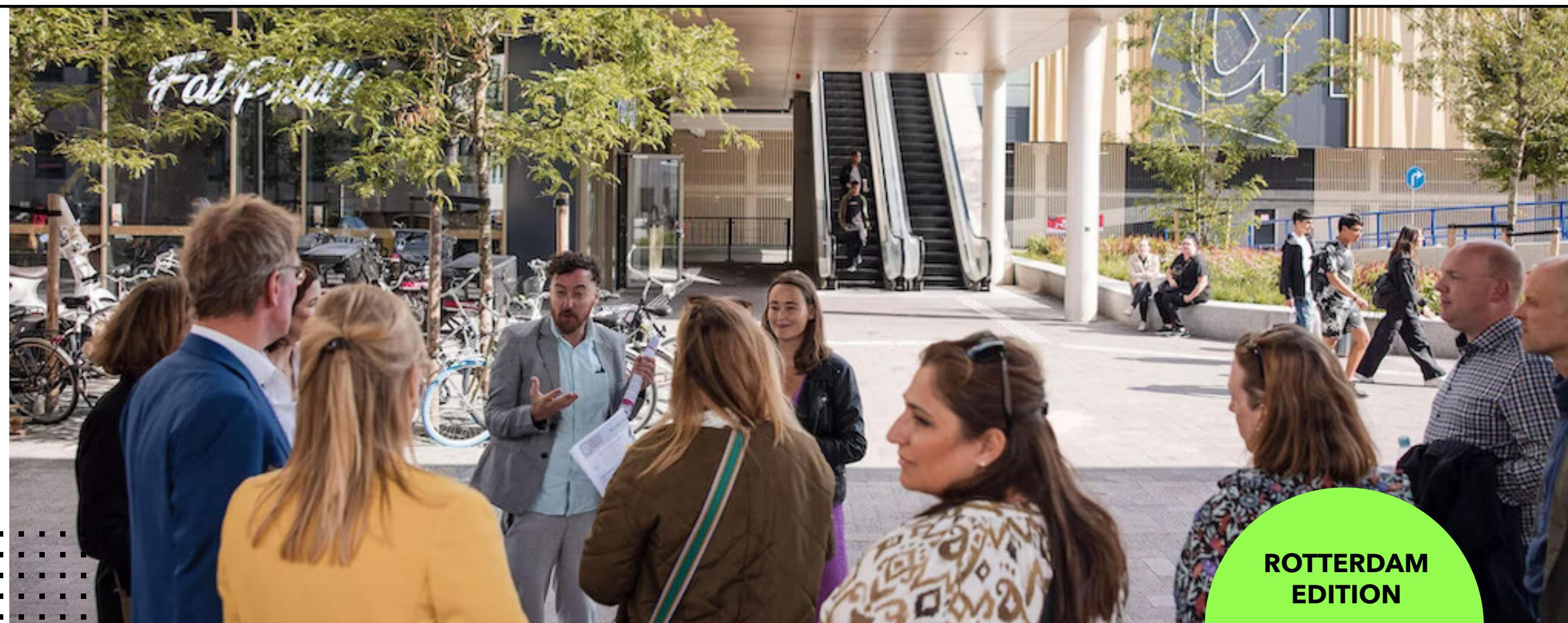


DESIGNING FUTURE CITIES



Urban Leisure & Tourism Lab Rotterdam

inholland
university of
applied sciences



ROTTERDAM
EDITION

PHOTO: GUIDO PUIKER

JOIN US!



Making an immediate impact - together - on the future of residential areas and cities all over the world, starting in Rotterdam; that is what happens in the Urban Leisure & Tourism Lab Rotterdam at Inholland University of Applied Sciences. Join us to find answers to urban challenges! We connect researchers, partners, institutions, residents and students right in the heart of Rotterdam. We do this not only in our own city, but also internationally and by means of comparative research!

Improving the city

What will the city of the future look like? Could you help to design it? Who will live there? Who will the entrepreneurs be? What issues will be relevant in residential areas? What could the role of tourism be? Questions like these can be researched in our lab. 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

Researchers from various disciplines, from our country and abroad, are working together in the lab with students, lecturers, partners and experts. Businesses and residents participate too - impacting the future together!



JOIN US
AS A RESEARCHER.
CONTACT US!



PORTFOLIO



The Urban Leisure & Tourism Lab Rotterdam participates in multiple international networks and research projects. Among other things, we have joined the European SmartCul-Tour project for cultural tourism. We host Blended Intensive Programmes (BIP) involving students from various European countries and disciplines who work together on urban challenges. We have performed research into new indicators for the measuring of tourism for the municipality of Rotterdam.

RESEARCH PARTNERS



Anyone who has a research question pertaining to an urban environment is welcome as a research partner. We are interested in all manner of social issues. How can tourism provide a solution? For example: how can you make the city safer for visitors and residents alike? If you perform sociological, legal or anthropological research and are looking for a location to conduct in-depth interviews with residents, you will be more than welcome in the Heart of South!

MINORS & TRACKS



We are open to all minors and tracks in our Living Lab, which means that tourism is not our sole focus. Other educational institutions can also make use of our facilities! For instance, we have run 'Event Experience' as an educational track, giving students the opportunity to learn how to organise an event from A to Z. Please contact us about the possibilities.

GRADUATE

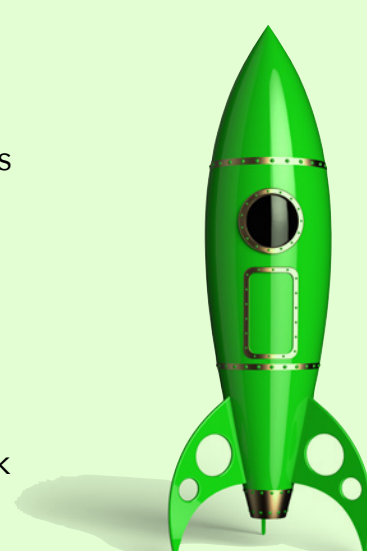


Tourism as solution to a social question, leisure, placemaking, development area or sustainable tourism; your students can graduate on all of these themes with us, either at the lab and/or with one of our stakeholders. Are they writing a graduation report or crafting a product? You choose, we take care of the guidance and sparring partners. And if a student is keen to pursue developments in their own business, be sure to refer them to us!

TRY IT!

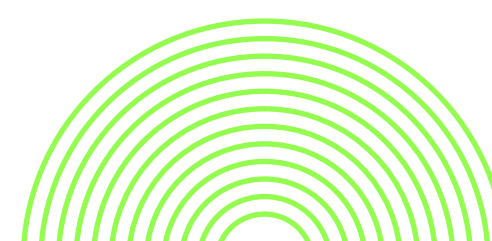
Are you a municipality or institution with an issue that you would like to research or explore further in a metropolitan environment? We would be delighted to hear from you. By working together, we can research social and urban issues with stakeholders who are directly involved. Research, fieldwork and education are a joint force in this context.

Let's go! Not only can we provide access to experts in the field of tourism and leisure and to the latest research methods that we use, like the design-thinking method; we can do this in a practice-oriented fashion. Our research results can be deployed for concrete instruments, such as new technologies or serious gaming tools. There is a lot of young talent around in our lab; students who are involved in our projects. We also have access to an extensive national and international network tapping into all kinds of expertise.

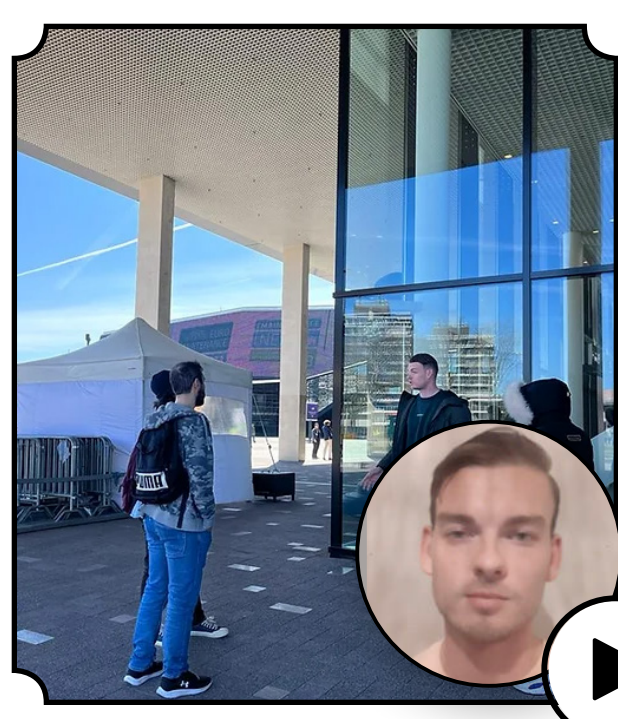


→ LOCATION, LOCATION!

If you are looking for a vibrant venue in the Heart of South for a lecture, book presentation or workshop, please contact us!



THREE EXAMPLES OF WORK FROM 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.



Ante Mandic is an assistant professor at the University of Split. We have collaborated with him in the European SmartCul-Tour project, working on themes such as cultural tourism, visitor management, city marketing and hospitality.



Bo Vuik researched residents of the Tarwewijk to find out how she could motivate them to create a cleaner street image for themselves. Bo also did her graduate research at our Urban Leisure & Tourism Lab.

LAB WORK

WHO? researchers, municipalities, social institutions, residents, lecturers, experts, entrepreneurs, businesses and students
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

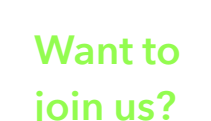
MAKE IT HAPPEN

Why opt for the Urban Leisure & Tourism Lab Rotterdam?

- **In residential areas and international:** thought out locally, researched in-depth internationally
- **Practice-oriented research:** all residential areas of Rotterdam as a field for research
- **Lab As Partner:** performing research together, sharing expertise and networks
- **Network:** within Rotterdam and major international cities
- **Complex urban research issues:** Come and share them with us!
- **Part of:** Sustainable Urban Tourism expertise network: ENSUT



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

