

**Urban Leisure & Tourism Lab
Amsterdam**

Course guide 2025-2026

Semester	Fall and Spring (semester 1 and 2)
Inholland location(s)	Amsterdam
Inholland faculty	Creative Business
Language of instruction	English
Cycle	Bachelor level
Number of ECTS	30

Subjects

Subject title	ECTS	Course code
ULT Lab Amsterdam Group Project	30	38458
ULT Lab Amsterdam Individual Portfolio		

Content subjects

From Amsterdam central station, you can travel by metro to Amsterdam Noord in a few minutes and find yourself right in the heart of our living lab! On Buikslotermeerplein, the Urban Leisure & Tourism Lab is located in the cultural breeding ground: Modestraat. We chose this location on purpose, because an incredible amount is happening here around Buikslotermeerplein, also known as Amsterdam North Centre. New houses, shops, hotels, green areas, museums, offices and sports areas are being created at a rapid pace. The changes are almost impossible to keep up with and sometimes cause frustration among various users of this district.

Some residents and organisations think it is going too fast, others cannot wait to get started. You will meet many of them and become immersed in this place and the areas around it. Tourists and visitors from other parts of Amsterdam and the Netherlands, are increasingly coming to Noord, but don't really know what there is to do. How do we inform and entice visitors to shop in Noord and then cycle on to Rural Noord to enjoy local foods, for example? On the other hand: how do we ensure that tourists/visitors contribute to the community in a positive way?

What you will do

In the Urban Leisure & Tourism Lab Amsterdam, you will use your creativity and skills to design solutions that show how tourism and leisure can help us make an (even) better and more sustainable city. Ideas and inspiration will be provided in many different ways. Each week, you will meet organisations, experts, entrepreneurs and residents who will share their experiences and help you on your way. We will also go out together, so you will learn to look, listen and experience from different perspectives: because what one person finds attractive, another finds unsafe or not appropriate for the neighbourhood....

Together we ask questions such as: How do we ensure that everyone gets and/or stays involved in Amsterdam Noord and its surroundings? We get signals that residents, entrepreneurs and visitors experience some places in and around Amsterdam as unsafe and lacking in vibrancy. What are the police, municipality, entrepreneurs and residents actually doing about this themselves? And to what extent can we contribute thanks to an innovative range of tourism and leisure activities? How can we use methods such as design thinking, storytelling and regenerative design? How do other cities approach this? We will therefore also explore in Rotterdam and just across the border with our lab partners in Ghent (Belgium).

Examples of project themes

Develop an experience tour with stories from the local community, a creative neighborhood event through which residents and visitors get to know each other or how about a new fitting Nordic Icon in the middle of the square?

We do not yet know exactly what you and your project group will deliver during this lab minor. That is precisely the exciting thing: first, you will have extensive opportunity to talk to all stakeholders and explore and understand their needs. By testing your concepts and prototypes

within the community of Amsterdam Noord, it will become increasingly clear what you will eventually make. By the way, each group will also have some money available to help you do justice to your design.

Learning outcomes

We work with three overarching learning outcomes or competences. These are:

1. **Experimenting**
Based on analysis and via a process of successive iterations and development loops, the student designs and realizes creative solutions for complex problems from the urban area. This is done in collaboration with partners from the professional field and other disciplines from the creative sector.
2. **Interdisciplinary collaboration**
The student brings in their own (professional) expertise and appreciates and uses the perspective. The active role in teamwork and constructive work ethic has led to a collaborative solution-oriented result.
3. **Professionalization**
The student proactively manages their professional development by making content related choices and formulating personal learning issues and (SMART) learning objectives. Feedback received on professional conduct results in adequate self-reflection.

The learning objectives are:

- Independently initiating and achieving innovative cooperation with external partners that result in a prototype of an economic and/or societally relevant product or service.
- Developing innovative and relevant solutions for your collaborating client's complex, wicked problem, in a multi-disciplinary environment, based on creative analysis.
- Critically reflecting on underlying conceptual perspectives and premises of a professional practice, using relevant scientific theoretical concepts. Formulating possible alternative points of departure and establishing the resultant consequences for society and/or professional practice.

To increase the relevance of learning, students are required to spend 4 hours a week to transfer what they learn in the labs to the learning outcomes of their home course. They will deliver a Personal & Professional Growth Portfolio. Students will be coached at in creating this portfolio.

Mode of delivery, planned activities and teaching methods

The lab and its partnerships provide you the context in which you can learn. Both individually and as a team. The lab educational approach is based on authentic leadership, design-driven research and self-directed learning. Be prepared to take the lead in your own learning, to take risks, embrace uncertainty and be creative. We are here to support you in that learning journey.

Design thinking is a tried and tested approach to solving complex problems. Professionals and educational organizations (such as Inholland) use this method. You will be guided with a clear structure and appropriate tools as part of your learning journey.

Our working method is inspired by the metaphor of a climbing wall: you climb towards the next 'boulder' in order to get to the top. In line with our defined design thinking framework, we work with four big Climbs. Every Climb consists of a diverging and a converging phase.

Prerequisites and co-requisites

- You are at least a third-year Bachelor student, or an Associate Degree student in the final phase of the study.
- You can be open to uncertainty and see this as a chance to learn.
- You are enthusiastic, creative, innovative and can work autonomously.
- You are open for new and pioneering forms of education and assessments: showcase portfolio and conscious reflection in and on action.
- You are passionate to tackle complex challenges together with stakeholders and peers.
- Your development is self-directed supported by setting your own educational goals.
- You are ready to define your own educational path supported by a teachers' coaching and within the opportunities of your team.

Recommended or required reading and/or other learning resources/tools

Van den Hee, Desomviele, Woolfitt & Vandevyvere (2024). *Learning in a Living Lab; Knowing what to do when you don't know what to do*. Owl Press, Ghent. Approximate costs: € 35.

Assessment methods and criteria

There is a Group Portfolio that consists of:

1. A Process Biography: a reflective document on the team development gives insights in the process, the team effort and the individual activities
2. The Design Rationale: shows the design decisions in the iterative codesign process and experimenting
3. The Experimental Outcome: the concept prototype and its value proposition and business model
4. The Final Presentation: for the collaborating partners.

In your Individual Portfolio, you will have freedom to explore yourself. Through regular coaching sessions and feedback, you will gain a deeper insight into your own sense of identity and purpose.

Additional costs

During the lab track you are likely to travel to an inspiring city in the Netherlands or abroad with a similar issue that you will be working on. Paid excursions may also be part of the program. The costs for the trip and excursions are approximately € 500 (European city) or € 50 (city in the Netherlands) excluding food and drinks.

Within the lab minor we use mandatory literature. Costs are approximately € 50.

Lecturer(s)

Roos Gerritsma, Associate Professor Urban Sociology & Regenerative Tourism.

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