

**Urban Leisure & Tourism Lab  
Amsterdam**

Course guide 2024-2025

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	3822ULAE1A
ULT Lab Amsterdam Individual Portfolio		3822ULAE1B

### Content subjects

Welcome to Buikslotermeerplein in Amsterdam-Noord, a city square that is undertaking a complete renovation over the next few years. Would you like to help transform it into an attractive leisure hotspot for visitors and locals? Then please join the Urban Leisure & Tourism Lab Amsterdam for 20 weeks. You can showcase your creativity to design solutions for leisure, tourism and social issues that contribute to a dynamic and future-proof city.

### What is the Urban Leisure & Tourism Lab Amsterdam?

The Urban Leisure & Tourism Lab Amsterdam is located in the Modestraat building, a local community space in the heart of Amsterdam-Noord. In the lab, you will explore how to connect people with each other and with their environment. Finding ways for Amsterdam-Noord to be more attractive to visitors and entrepreneurs, while at the same time staying true to the authentic character of this diverse neighbourhood, ensuring it remains liveable for its residents. With the local council (Gemeente Amsterdam), the shopping centre Boven 't IJ, local cultural organisations and other city users, you will explore possible answers to this question. You will design innovative, inclusive and regenerative spaces.

### What will you be doing?

You will work with open-ended and complex issues. You will be tackling these issues with our partners, experts, researchers, coaches and fellow students. Design Thinking is your guiding principle. Placemaking plays a role, as you shape the environment together with residents. You will use various tools and models for experimenting, designing and testing. The course is designed to allow you plenty of space to unleash your creativity and to bring in your own expertise and interests. At the same time, in the context of local value creation, we ask that you contribute to local initiatives. As part of your personal portfolio, you will choose which local community initiatives you work with.

In the Urban Leisure & Tourism Lab Amsterdam, you will have 280 hours to work on your personal development. Using a variety of personality tests and models, you will outline your starting position. Where have you come from, what has made you who you are and where are you now on your learning journey. The learning goals you write will help you develop in specific areas of your choice. You will use the time allocated to work on improving (new) skills. For example, lab learners have taken courses in 3D animation, organised a food festival, learned to play a musical instrument, and explored life goals in a joint meditation session.

### Examples of project themes

You will work on some of the challenging issues in leisure and tourism. One of the recent projects was Glimmer of light in the darkness, that students developed together. They worked with a creative lighting artist to design fairy-tale lighting installations that helped to create a safe and atmospheric space around our lab location.

Students from a variety of academic disciplines are welcome to join the course. The lab works with Dutch and international students from a wide range of degree programmes. This mix of

backgrounds and academic perspectives helps you to come up with creative solutions - from alternative light festivals and food events to tourism routes and unexpected concepts.

To find out more, consult the website of the [Urban Leisure and Tourism Lab Amsterdam](#) or check this [YouTube video](#).

### **Good to know**

- This lab is given in English and Dutch at the same time. This means that some lectures and guest lectures will be given in English or Dutch (with translator available), your assessment will be in the language of your choice. There will be a mix of Dutch and English speaking students in the project groups. This gives English speaking students the opportunity to dive into the Dutch situation and network, and Dutch speaking students can improve their English.
- ULT Lab Amsterdam is a living lab, a place for innovative education.
- You will spend an average of four days a week on location (Amsterdam Campus and in our lab in Amsterdam-Noord), where you will be working on a relevant issue.
- Forget cramming for exams: your knowledge and expertise will be tested by means of a group project and an individual portfolio.

### **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.

**Lecturer(s)**

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