

Cultural Travel Experiences

Course guide 2025-2026

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

Subjects

Subject title	ECTS	Course code
Cultural Travel Experiences: consisting of group work and individual assignments	30	38441

Content subjects

Dive into the creative world of culture and get started with designing cultural experiences at home and abroad. The Cultural Travel Experiences minor offers you this opportunity. You will work on cultural concepts for various clients, which offer solutions for complex cultural issues in the world of leisure. In addition, you will design a travel program to a European cultural destination yourself. In both cases, you are at the helm to successfully implement the designed concepts and sell them.

No world is as unique and diverse as the cultural world: from alternative music to Van Gogh's sunflowers. The cultural sector covers a wide range of areas, including festivals, performing arts, media, music, theater, fashion and visual arts. Culture adds color to life and connects people. Culture inspires and contributes to social change.

The Cultural Travel Experiences minor immerses you in various worlds and offers you the unique opportunity to broaden your horizons. In addition to the cultural disciplines, the focus is also on UNESCO world heritage and living heritage at home and abroad. Cultural expressions are visible across borders in physical culture, local customs and traditions.

You are challenged to design, direct, market and execute unforgettable cultural experiences. This can be an event, cultural concept, arrangement or travel program. Together with the partners and your fellow students, you look for the best solution for current and urgent issues.

You will work on two major assignments: cultural experiences and cultural travel.

Cultural experiences

You will work on a challenging and current issue from the cultural leisure sector. In this way you contribute to the vibrancy of the city, you connect people and you make our world a little more beautiful.

Commissioned by work field partners in the Amsterdam, Rotterdam or international metropolitan area, you will work to find creative and meaningful solutions. You do this in a design-oriented way, you work on cultural concepts 'from scratch' to 'ready to use'. The focus is on value creation for the client and the target group. Diversity, co-creation and crossovers are essential. Think of festivals & street art, visual arts & media or, for example, theatre & pop venues.

Cultural travel

You will be asked to design, market and implement a cultural tour during a study trip in a city that is part of the UNESCO Creative Cities Network. Did you know that this network was established to promote cooperation with and between almost 300 creative cities? They have in common that they use creativity as a strategic factor for sustainable urban development. This ties in nicely with the SDGs of 2030. The UNESCO Creative Cities Network covers seven creative fields: crafts and folk art, design, film, gastronomy, literature, media art and music.

Examples of previous issues

Designing and implementing a city game

In collaboration with client Citygame.com, students create an exploration, role-playing or educational game. They not only design this game, but also implement it in a European city of their choice. In addition, partners must be sought who want to market and sell the game in this city.

Upcoming talent in the theatre

The experience concept Be Seen, Be Heard, Be Known was developed by students to attract a more diverse target group to the travelling theatre festival De Parade. The idea to include more up-and-coming talent in the programme, with a clear plan of action, was implemented that summer.

Raising awareness of UNESCO World Heritage

Designing a concept to attract a younger target group to the World Heritage site Van Nelle Factory in Rotterdam and UNESCO World Heritage sites in general during the Vakantiebeurs in Utrecht. Students have made it to a complete page in the Telegraaf with their actions. In addition, students have visualised UNESCO Intangible Heritage, such as the super diversity of the West-Kruiskade in Rotterdam.

Learning outcomes

In a metropolitan context you can:

1. Design cultural experience concepts
2. Direct & produce cultural experiences
3. Market cultural experiences

This will help you make a sustainable impact on the cultural climate in the city. In addition, you will develop yourself as an independent, curious, creative cultural expert with a reflective capacity, aware of technological developments, (Inter)cultural communication, collaboration and a global mindset.

Mode of delivery, planned activities and teaching methods

Lectures, working hours with teams, et cetera. There will be a study trip and cultural activities within the Netherlands. Costs for this trip and activities apply: around 750 euros for the trip and 100 euros for the cultural activities.

Prerequisites and co-requisites

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

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Assessment methods and criteria

You will work on a group project and your individual portfolio.

Lecturer(s)

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