

NEW URBAN TOURISM

#1/2023

Magazine for the
critical friend and
urban explorer



In our expertise networks and living labs, Inholland University of Applied Sciences contributes to a more sustainable future by pushing the boundaries of innovation.

Expertise Network

Expertise Network Sustainable Urban Tourism (ENSUT) is an international network in which a variety of parties are helping to increase innovation in the area of urban tourism.

Living Lab Amsterdam

Urban Leisure & Tourism Lab (ULTL) Amsterdam is a city lab located in Amsterdam North. Together with local stakeholders and students, we are investigating how tourism can make a positive contribution to Amsterdam.

Living Lab Rotterdam

Urban Leisure & Tourism Lab (ULTL) Rotterdam is a city lab located in Rotterdam South. Here too, together with students and organisations, we are exploring how tourism can benefit the city.



Reframing Urban Tourism

In several ways, city tourism has taken centre stage during the past few years. Before the COVID-19 pandemic, for example, cities like Amsterdam, Venice and Barcelona were really feeling the pressure. Then, during the pandemic, a lack of visitors fuelled genuine concerns. Yet at the same time, the pandemic presented opportunities to reinvent tourism by introducing more equality and sustainability.

As mass tourism once again flourishes, the issue of how city tourism can be rebuilt in a sustainable and resilient manner has now taken a back seat. But not, however, for the Expertise Network Sustainable Urban Tourism and the Urban Leisure & Tourism Labs of Inholland University of Applied Sciences in Amsterdam and Rotterdam. In both the network itself and the two living labs, we are striving to increase innovation in the area of urban tourism. Not by ourselves, but together with residents, entrepreneurs, municipalities and DMOs (Destination Marketing Organization). And if you'd like to know how, just read on!

Iris Kerst, Programme Manager Expertise Network Sustainable Urban Tourism



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Making The City

Each bringing their own expertise, Ko Koens, Roos Gerritsma and Donagh Horgan reflect on how they can contribute to sustainable urban tourism and the future.

KO KOENS, Professor New Urban Tourism

I enjoy dealing with sustainable city tourism and how topics like this pan out in practice. On paper, of course, everyone is on board. But delve a little deeper at what needs to be done and it all becomes a bit more complicated. By defining the pinch points, we can find solutions together.

In making cities more sustainable, it's important to start from the history and the local merits of a specific city. It's therefore not always helpful to talk about making a city, as a whole, more sustainable. This would be like adopting a 'one-size-fits-all' solution, ignoring the fact that every district is different and might need a specific approach. Together with ENSUT, our labs are currently carrying out research in which we are asking the residents of different districts of European cities what kind of sustainable tourism they would like to see. The results will hopefully contribute to a better understanding of the concept of sustainable urban tourism. •



Ko:
'There is no "one-size-fits-all" solution.'

DONAGH HORGAN, Lab Lead Urban Leisure & Tourism Lab Rotterdam

As an architect, I specialise in the configuration of cities, with a focus on social innovations. Given that tourism touches on aspects of urban development and policy making, sustainable tourism is an inherently interdisciplinary science. From an architectural point of view, we view tourism from a unique, holistic perspective and focus on the future. These disciplines are brought together in our living labs, in which we have the tools to help us better understand cities.

If we are to make our cities more sustainable and resilient, we will have to make the urban development process more accessible to the various stakeholders. Holding a residents' meeting will no longer cut it; we have to build relationships with a diversity of stakeholder groups. And the way to do this is by actively listening to and working with these groups on sustainable urban-tourism concepts. To this end, we are working on methods in our living labs that will stimulate impactful participation. •



ROOS GERRITSMA, Lab Lead Urban Leisure & Tourism Lab Amsterdam

As an urban sociologist and lab lead, I research the socio-spatial and policy developments of popular tourist city destinations, particularly those of Amsterdam. I then share the insights I acquire with other researchers, partners in the field, and our students, of course. I try to include both the historical perspective and current themes in what I do, such as inclusive and regenerative tourism and what is commonly known as participation fatigue.

Helped by the development of regenerative forms of leisure and tourism, I am trying to help develop an attractive and sustainable city for its residents, while also contributing to greater biodiversity and system change. The trick is to continuously switch between the local area surrounding our living lab and the greater whole of the metropolitan region. I don't think there is just one way to make cities more sustainable; after all, many roads will lead to Rome. Fortunately, I have seen closer cooperation in many sectors these past few years, which makes me hopeful. •

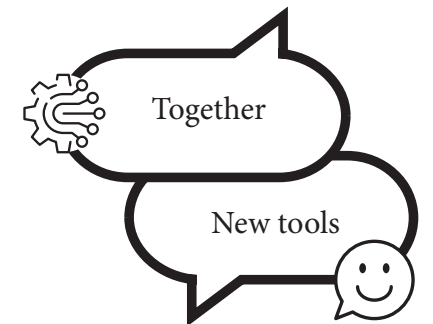


Roos:
'It's very important to share insights.'



Researching
a location's history is an indispensable element of a sustainable urban future.

Tomorrow's
sustainable cities can only be built on multidisciplinary collaboration.



In our living labs we are developing tools that offer solutions to participation fatigue.



Donagh:
'We have to proactively listen to all stakeholders.'

Expertise Network

ENSUT

The Expertise Network Sustainable Urban Tourism (ENSUT) is an

initiative of the New Urban Tourism research group of Inholland University of Applied Sciences. In the context of this growing network of knowledge institutions, governments, companies, residents, entrepreneurs, researchers and students, we are investigating how tourism can add value to urban areas.

The key issue within ENSUT is how to shape urban tourism in sustainable and resilient ways. In a variety of disciplines and municipal councils, there is a clear need to research and redefine tourism from a systemic perspective.

ENSUT aims to meet this need by entering into smart collaborations and developing innovative solutions. And we are doing so on different levels of scale. We collaborate with international partners on projects like SmartCulTour and SMARTDEST, for example, while our living labs command visibility in the heart of cities such as Amsterdam and Rotterdam. •

If you'd like to strengthen our network with your expertise, you'll be very welcome! We are always on the lookout for experts from different urban disciplines.



ENSUT develops tools, methods and concepts that contribute to urban areas.



All Dutch universities of applied sciences that teach tourism are involved in the network.



ENSUT has a substantial international network and is fully up-to-speed on the available subsidies.

Sustainable Urban Tourism

1. Regenerative Placemaking

From a systemic perspective, Regenerative Placemaking tries to understand and develop the visitor economy (in the broadest sense of the term) in metropolitan regions. It does so in ways that improve the quality of and life and location. One of these ways is placemaking. •

2. Smart Citizenship & Governance

With Smart Citizenship & Governance we are focusing on how tourism is organised, but in ways that go beyond solution- and participation-orientation. We seek out processes and ways that meaningfully involve a variety of stakeholders, in ways that are constructively critical and that stimulate ownership. •

3. Disruptive Innovations

In Disruptive Innovations our emphasis is on how social and technological innovations can help drive change in the visitor economy. We are also encouraging the development of innovations that will create a more inclusive, fairer and more sustainable tourism and leisure ecosystem. •



A train station in Seoul, South Korea

Urban Leisure & Tourism Lab Amsterdam

Founded in 2015 and rooted in Amsterdam North, the Urban Leisure & Tourism Lab Amsterdam is the first-ever living lab in the field of tourism!



Amsterdam North is still growing, and changing. And while this is accompanied by big-city problems, it also offers opportunities. It makes room, for example, for new initiatives in the area of connection – between people, the city and the landscape. This is our lab's focus area. We use leisure activities to make life in and around this part of the city more social and sustainable, all the while collaborating with residents and stakeholders and keeping our feet firmly on the ground. By using education and practically oriented design research, we are facilitating positive changes that will make the city better for everyone.

Various domains

Thanks to the learning community that is facilitated by the lab, students are able to find 'field partners' for projects, internships or graduation research. Supported by coaches from the various courses, they can step out of the box, as it were, and collaborate on social issues with local stakeholders. It often involves increasing social cohesion, with the relevant

solutions coming from various domains. Underscored by EU-subsidised research projects, researchers can join in and make comparisons with other cities at an international level. If you want to know more about our cases, check them out on page 10.

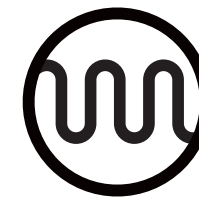
Highlight

The Urban Leisure & Tourism Lab Amsterdam is a partner in the European SMART-DEST project. •



Urban Leisure & Tourism Lab Rotterdam

Founded in 2020 and located in Rotterdam South, the Urban Leisure & Tourism Lab Rotterdam is the sister organisation of its Amsterdam counterpart!



The lab is located in Rotterdam's Hart van Zuid, an area in which Heijmans and the Municipality of Rotterdam are busily upgrading living, working and recreational facilities. It boasts a brand-new swimming centre and theatre, for example, and work is well underway to expand the Zuidplein shopping centre and construct a new bus station, homes and catering facilities. But Hart van Zuid is located right in the middle of neighbourhoods with major social problems and it's exactly this contrast that our students, aided and abetted by stakeholders, have been working on these past few years.

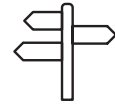
Ascertaining which concepts involve both residents and entrepreneurs in the development of the leisure economy in the neighbourhoods around Hart van Zuid has always been key, and it has generated some interesting concepts. Like a BMX route, for example, or an interactive waste bin! Read more on page 11.

But at the same time, researchers and stakeholders are also researching how these concepts, as well as cultural tourism and regenerative placemaking, can contribute towards a better city. And they share what they learn with other researchers and cities worldwide! •



Students working together with various parties to investigate how tourism can benefit the city.

CASES AMSTERDAM



Case: Tour du Nord

It's by venturing outside that we acquire 'local knowledge' and during the Tour du Nord our students got to know some pretty special places. These included the picturesque village of Broek in Waterland, the ADAM tower, the NDSM wharf with its famous Ceuvel, the Vliegenbos and the Buikslotermeerplein.



Case: Colourful path to diversity

Diversity and inclusivity are key in Amsterdam North, whose residents concede that some neighbourhoods could use a little cheering

up. In the context of regenerative placemaking, the process is as important as the design itself. Therefore, in conjunction with various local groups, we made this colourful path.



Case: Placemaking after dark

At the Buikslotermeerplein, students explored how light can underscore cohesion and safety.

The Magic Lantern Park is a wonderful concept in which people share their stories while second-hand lanterns illuminate the surroundings in the dark.



CASES ROTTERDAM



Case: BMX Route

Rotterdam South has a sizeable BMX park. And while this fact was applauded by the lab students, they wanted to extend it all across Rotterdam South, complete with stunt points where spectators can marvel at the antics of the BMX riders.



Photo: Hester Blankestijn



Case: Interactive waste bin

Clean and safe = nice! A student group called Tijd voor Zuid (Time for the South) has

developed a waste bin that thanks you when you discard your cigarette ends or plastic bottles. And to promote local art, the bin has even been painted by a local artist.

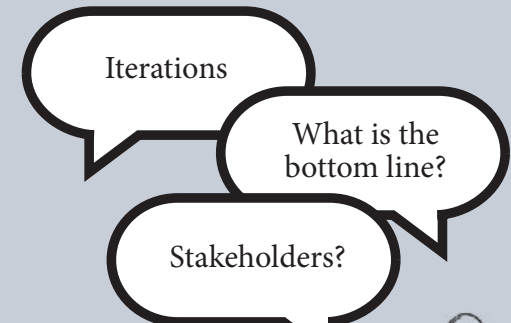
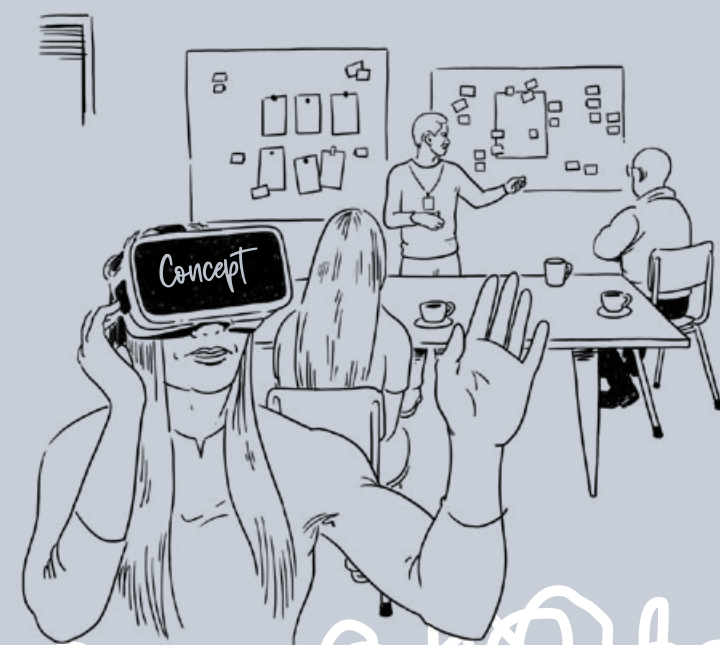
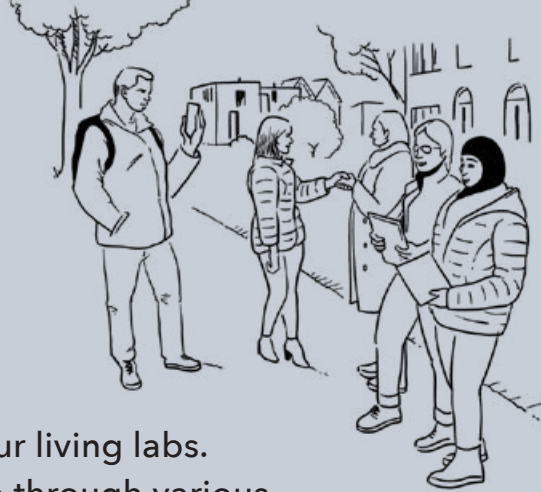


Case: SmartCulTour

The Urban Leisure & Tourism Lab Rotterdam is one of six living labs in the European SmartCulTour project. The project is investigating how cultural tourism can benefit neighbourhoods outside city centres. Read more [here](#).

Design Thinking

Design thinking is a central theme in our living labs. Students and stakeholders together go through various climbs. Every climb is followed by a session in which students present their creative concepts to stakeholders.



1

2

3

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8

STEP 1

Students get acquainted with the applicable *wicked problem* and familiarise themselves with the district.

STEP 2

They then interrogate experts, residents and users about the *wicked problem*.

STEP 3

They define the context and draw up guidelines and requirements for possible designs.

STEP 4

The students present their initial ideas and ask for feedback from the various stakeholders.



Climb 1: Discovery



STEP 5

Based on the feedback received from the stakeholders, the students adjust the context, guidelines and requirements of their designs.

STEP 6

The designs are converted into one or more creative concepts.

STEP 7

Coaches support the students in their activities.

STEP 8

At the end of this second climb, the students present their concepts to the stakeholders.

Climb 2: Design & Reframing



16

15

14

13

12

11

10

9

STEP 16

Successful concepts are then adopted by graduates to develop further or picked up by stakeholders.

STEP 15

At the end of this climb, the students present their concept to stakeholders for the last time.

STEP 14

They then verify whether the concept is regenerative, feasible, doable, affordable and organisable.

STEP 13

In this climb the students deliver their final concept, together with its substantiation.

Climb 4: Delivery



STEP 12

At the end of this climb, the students show the prototypes to stakeholders and ask for more feedback.

STEP 11

They then test these prototypes around the living labs and ask stakeholders to suggest how they might be improved.

STEP 10

Several prototypes of that concept are defined.

STEP 9

The students choose one concept.

Climb 3: Development



QUOTES

About prototyping: 'Brainstorming generates a wealth of ideas that we think might be applicable. Prototyping helps us visualise whether crazy ideas might, after all, be feasible and it elicits the opinions of others.' *Selman*

Cooperation: 'The Urban Leisure & Tourism Lab Rotterdam has shown me that it's both fun and instructive to work in a professional environment. You can achieve more together!' *Bo*

Interdisciplinary approach: 'It was so inspiring to see how young students came up with new and fresh perspectives. They brought new ideas on things that we sometimes just failed to see. The very fact that the students have different backgrounds and are thus able to look at problems from different perspectives enables them to conceive innovative solutions.' *Hanna*

Concrete concepts: "Together with the students, we investigated how we can use our street-art festival, POW! WOW!, now known as All Caps, to persuade the youth of Rotterdam to visit our festival. During the process, I worked with the several student groups on concrete concepts that would apply to upcoming editions.' *Dave*

Attention to detail: 'Working with Urban Leisure & Tourism Lab Rotterdam has been a truly enriching experience. The depth of research and the attention to detail are second to none, making every project an invaluable learning opportunity.' *Ante*



Selman Altas
Student Tourism Management, Urban Leisure & Tourism Lab Amsterdam



Bo Vuik
Communication student, Urban Leisure & Tourism Lab Rotterdam



Hanna Winters
Programme leader SAIL Amsterdam



Dave Vanderheijden
Director All Caps



Ante Mandic
Assistant Professor Sustainable Urban Tourism University of Split



Photo: Iris van den Broek

Time to meet

Time to go to New York

Join us today

If you have a challenge or a question that you'd like to share with us, get in touch!



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Let's connect.
And share ideas.
And expertise!

