

ENSUT

Launch, 23. May 2023

Welcome



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Founder & Inspirator Anicha Consultancy





The parable of the blind men and the elephant

Each person possesses a unique perspective and a valuable contribution to make. In the parable of the blind men and an elephant, we see the power of collaboration in action.

Though each blind man could only describe a small part of the elephant based on their limited perspective, by coming together and sharing their knowledge, they were able to create a complete picture of this magnificent creature.



Dr. Ko Koens

Professor of New Urban Tourism at Inholland
University of Applied Sciences
Breda University of Applied Sciences
University of Johannesburg
Founder Expertise Network Sustainable Urban Tourism



Expertise Network Sustainable Urban Tourism

The logo consists of the word "ENSUT" in white, bold, uppercase letters inside a black speech bubble shape with a tail pointing to the right.

ENSUT

Situation

During COVID hopeful narratives of transition of tourism like regenerative tourism, but has this transition materialized?

- People say they want more travel more sustainably, but when given a choice most choose for plane travel.
- Visitor pressure high in popular tourist destinations.
- Benefits of tourism not always maximized in destinations.
- Are we ready for the next big disruption?
- And how will current thinking and ideas help us with this?



So, we are no longer
allowed to fly?



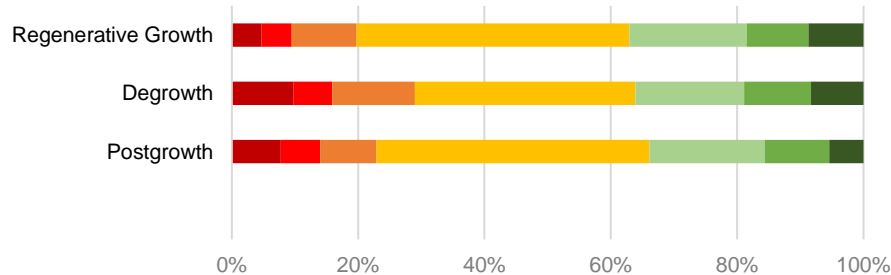
Regenerative Tourism

BINGO!

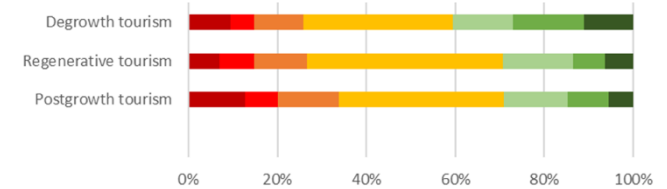
What do residents want?

Perception of different concepts with regards to the future of tourism in Amsterdam, Rotterdam and Barcelona (n = 3.063)

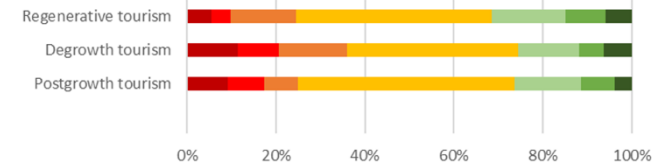
Average



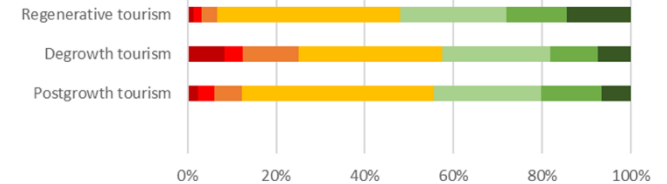
Amsterdam



Rotterdam



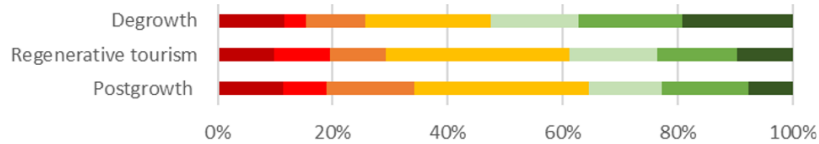
Barcelona



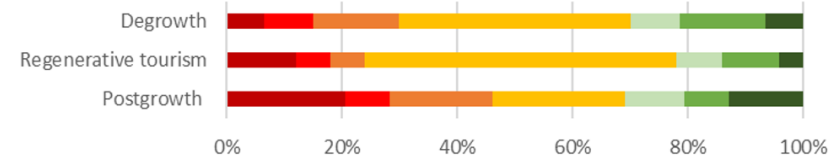
1 - Very negative 2 3 4 5 6 7 - Very positive

What do residents want? Further complications

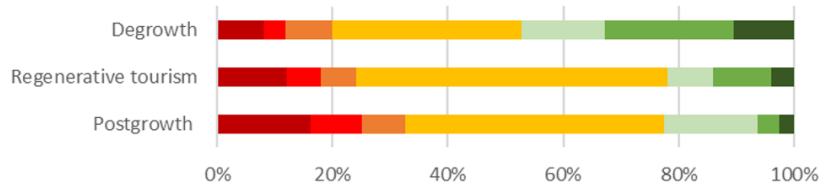
Centrum & surrounding neighborhoods (de Pijp, Oud Zuid, ...)



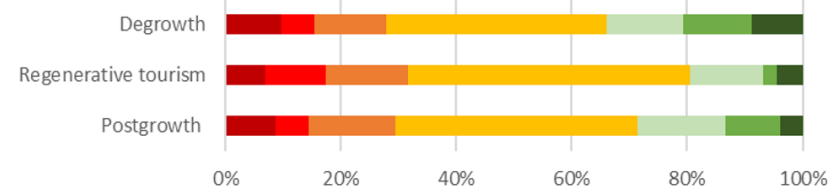
Noord



Regularly visited neighborhoods

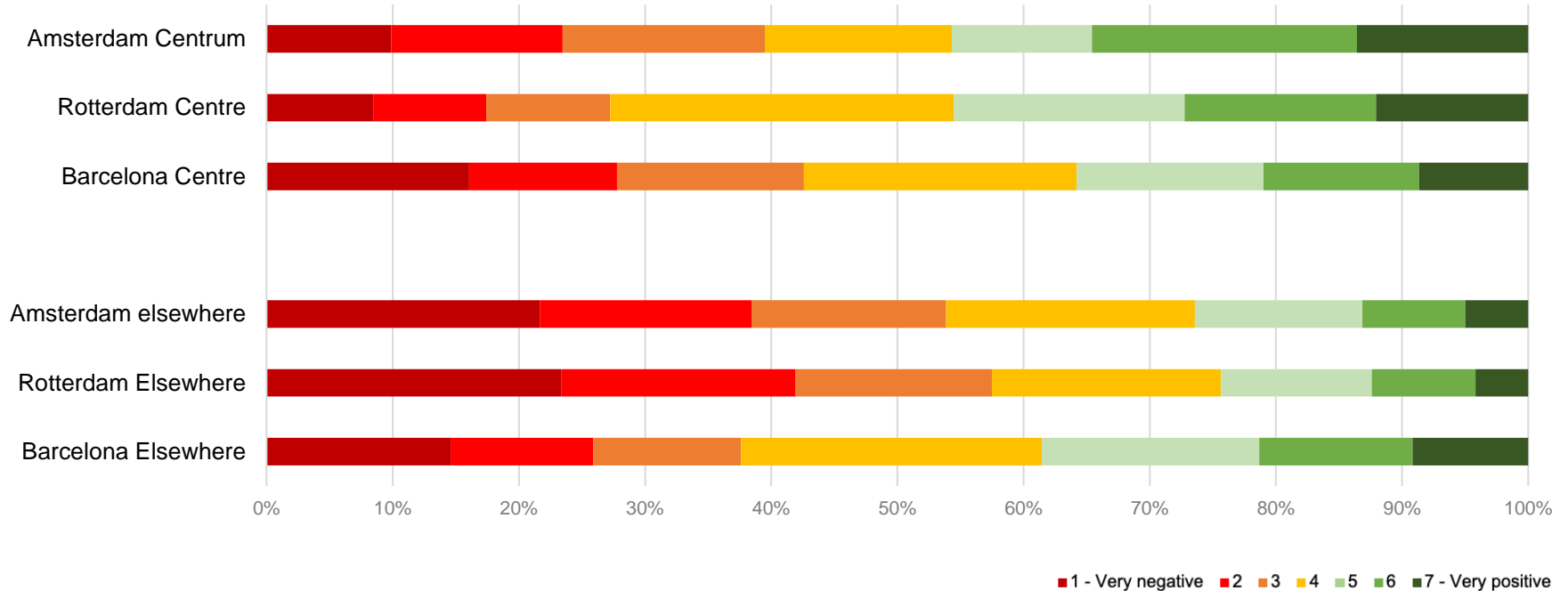


Suburbs



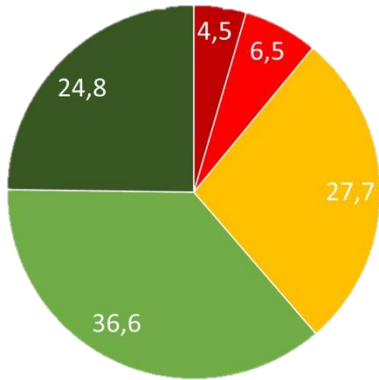
1 - Very negative 2 3 4 5 6 7 - Very positive

Tourism fit with the character of the neighborhood

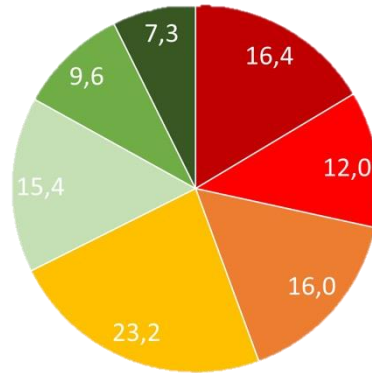


Resident engagement

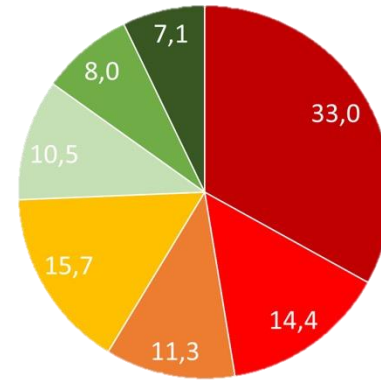
I support that residents and businesses should be involved in tourism planning



I am satisfied with the ways policymakers take residents' needs into account in tourism policy



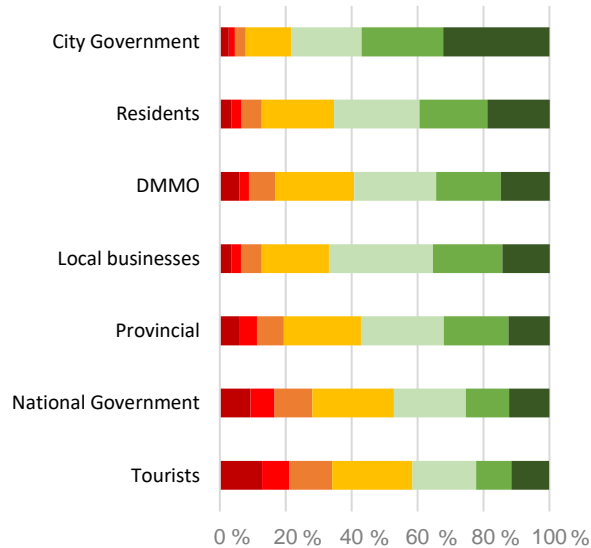
I have a voice in tourism development decisions



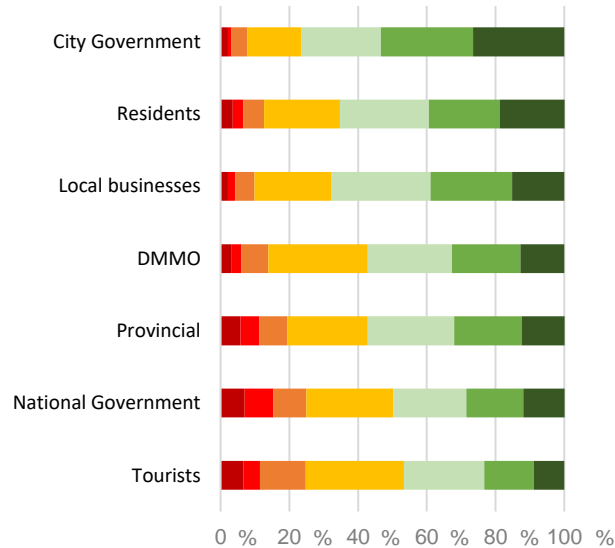
■ 1 - Very negative ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 - Very positive

Taking the lead

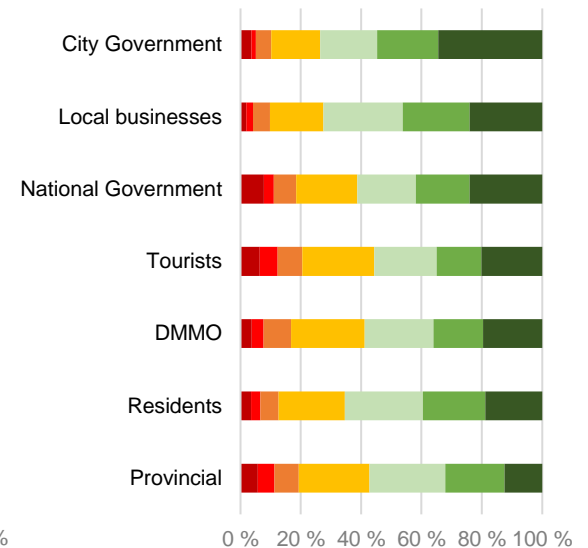
Amsterdam



Rotterdam



Barcelona



1 - Very negative 2 3 4 5 6 7 - Very positive

Summary

- Perceptions differ between, but also within cities
- Character of neighbourhood can influence desired tourism development
- Tourism development is a joint responsibility, but city council is expected to lead
- Citizen engagement is difficult



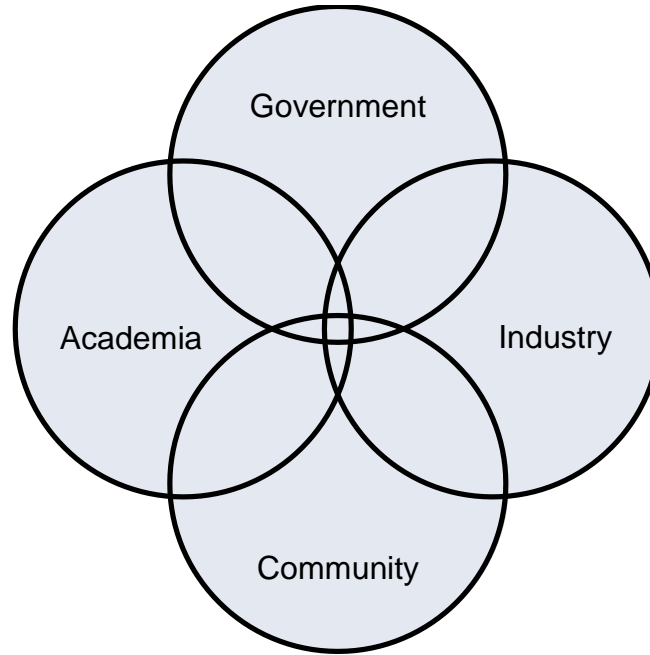
How

- How can we create a more sustainable tourism?
- NOT by staying too much in our own bubbles.
 - Different stakeholders need to work together.
 - Move beyond academic debates, but also dare to ask critical questions with regards to how visitor economy can improve the quality of place and quality of life for all city users.



Expertise Network Sustainable Urban Tourism

ENSUT seeks to be a platform that facilitates this cooperation, with a specific focus on the quadruple helix.



Stakeholders Academia

ArtEZ

Breda
University
OF APPLIED SCIENCES

CELTH
Centre of Expertise
leisure, tourism & hospitality

CIHEAM
ZARAGOZA

ef Split
University of Split
Faculty of Economics,
Business and Tourism

UPT
Erasmus
Erasmus Centre for
Urban, Port and Transport Economics

Fontys

KU LEUVEN

LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND

MODUL
UNIVERSITY
PRIVATE UNIVERSITY VIENNA

Hogeschool van Amsterdam

DE HAAGSE
HOGESCHOOL

NHL
STENDEN
hogeschool

HOGESCHOOL
ROTTERDAM

SAXION
HOGESCHOOL

HOTELSCHOOL
THE HAGUE

QUANTITAS
Actioning Data. Making Decisions

unesco

HZ UNIVERSITY
OF APPLIED SCIENCES

Universiteit
Utrecht

Università
Ca' Foscari
Venezia

Vlaanderen
is toerisme

ENSUT

Urban Leisure
& Tourism Lab
Amsterdam

Urban Leisure
& Tourism Lab
Rotterdam

iholland
university of
applied sciences

Stakeholders Industry



Stakeholders Destinations and Public Sector

amsterdam & partners



CITY
DESTINATIONS
ALLIANCE



✕ Gemeente
✕ Amsterdam
✕



rotterdam
partners



Three pillars of engagement

Research

- Theoretical and Practice oriented research on sustainable tourism
- Led by research institutes, but with continuous feedback from other stakeholders
- Dutch Professor Platform Sustainable Urban Tourism already set up and received funding

Social innovations in practice

- Sharing of experiences with social innovations (best and worst practices)
- Possibly set up or connect to workgroup of advanced stakeholders (DMMOs, Municipalities, industry & others) and/or related to existing networks

Tools and techniques

- Sharing of new tools and techniques to work towards sustainable urban tourism
- Hosted on ENSUT website, all stakeholders encouraged to contribute

Three main themes

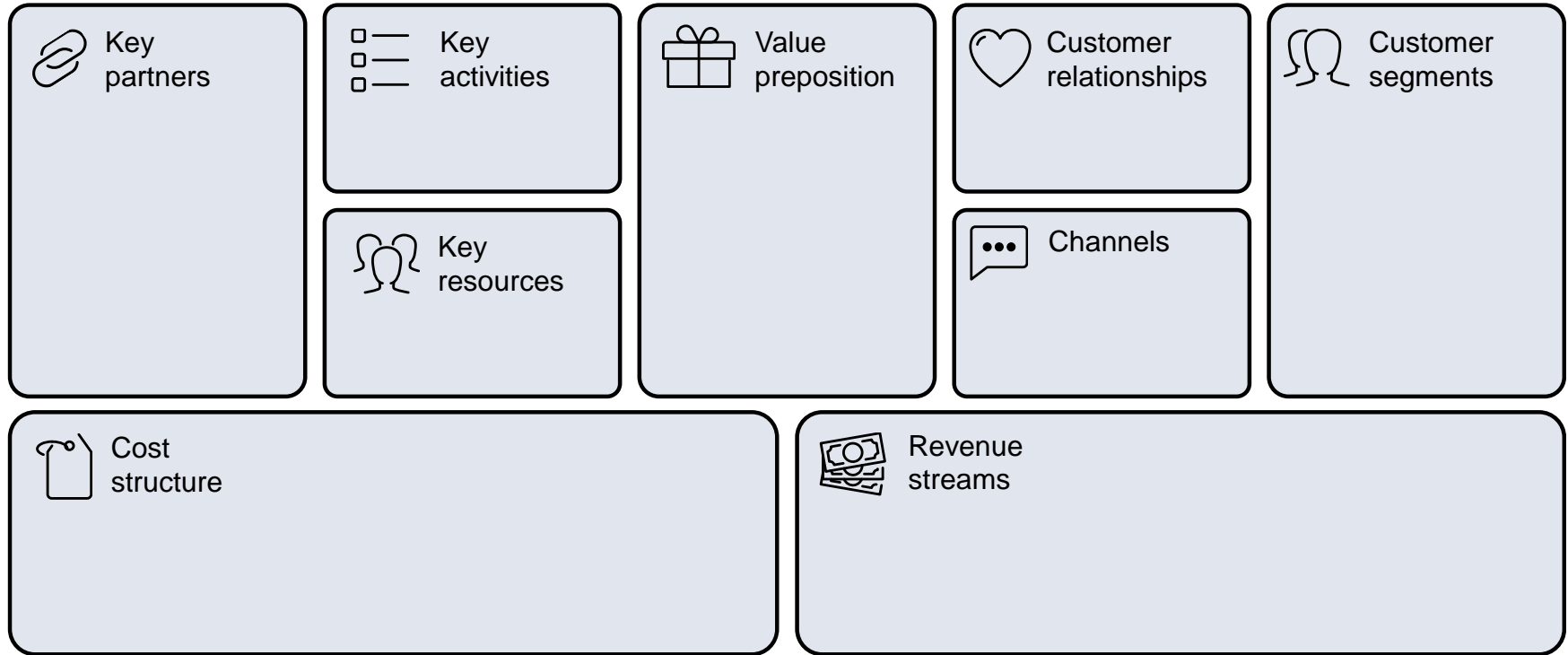
Regenerative Placemaking

Governance & Smart Citizenship

Disruptive innovations
and innovative disruptions

(continuously updated)

Business model?



Goals and targets

July 2023

Clarification on governance model and ideas for business models.



Winter 2024

Winter meeting; ensure pillars of engagement are created, presentations of initial work, follow up plans.



Autumn 2025/Early spring 2026

Multi-day International conference that brings practitioners and researchers together to share and create knowledge.



Doe effe rustig,
we zijn zo thuis

Where
is our hotel?

Whats next?

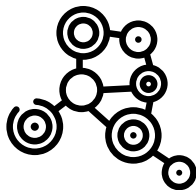
Sustainable Urban Tourism

1. Disruptive Innovations

2. Regenerative Placemaking

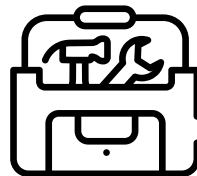
3. Smart Citizenship & Governance

Products & Services

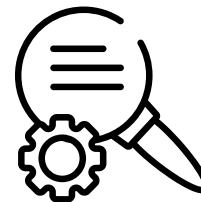


1. Capacity Building & Networking

(including events
and workshops around
living labs)



2. The Toolbox



3. Joint Research



Doe effe rustig,
we zijn zo thuis

Where
is our hotel?

Questions?

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linkedin.com/company/expertise-network-sustainable-urban-tourism



Thank you!

