

URB401: Systems Approaches for Urban Transitions

**Playing the city – Revisiting
Amsterdam as a System**

Hanbit Lee, Alicia Pérez

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Learning objectives

- **Recognize urban tourism as a complex system** with dynamic interconnected components (economic, social, etc.) involving a diversity of actors and infrastructures
- **Explore stakeholder perspectives** and understand how competing interests and influences shape urban policy and planning
- **Identify tensions and synergies** between sustainable tourism, livability, and economic development
- **Practice collaborative problem-solving** in a structured, playful setting that mirrors real-world governance complexity



Smart City Hospitality

A JPI Urban Europe Project

Breda University of Applied Sciences, Western Norway Research Institute, MODUL University Vienna, Worldline Spain. Smart City Hospitality is developed in cooperation with the Dutch Centre of Expertise, Leisure, Tourism, and Hospitality (CELTH)

- **A serious game** based on extensive literature review, +50 interviews with stakeholders, simulation tools and serious gaming techniques – producing several reports and publications
- **Relevant to our course** as "the framework places the discussion of city tourism in a **systems perspective** to create a more holistic discussion of the role and impacts of tourism in a city"
- **Aim** of the game: resilient city tourism building, helping (future) policymakers to identify leverage points and anticipate dynamics

- **Mixed groups of 3-4 people:**
 - Transportation (yellow)
 - Destination Marketing Organization (blue)
 - Tourism Attractions (red)
 - Hospitality (pink)
 - Environmental Group (green)
- **Policy cards**
 - Each group/sector has their own policy cards
 - To implement policies, you need resources/money
- **Personas**
 - The city is visited by different personas
 - Your choices impact differently the different personas, they can attract or repel them

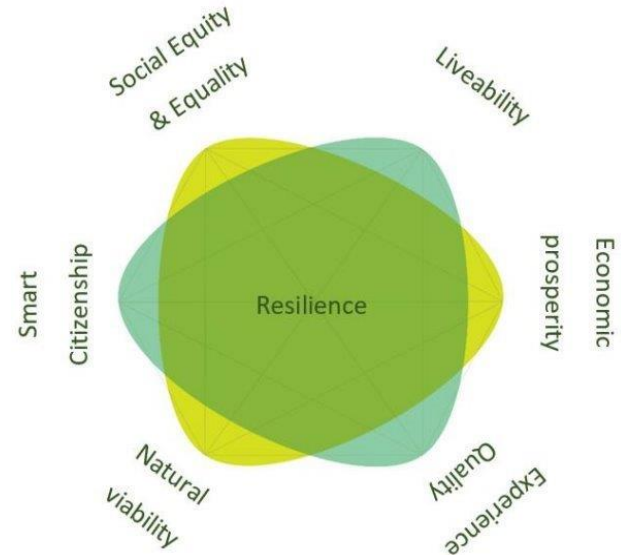
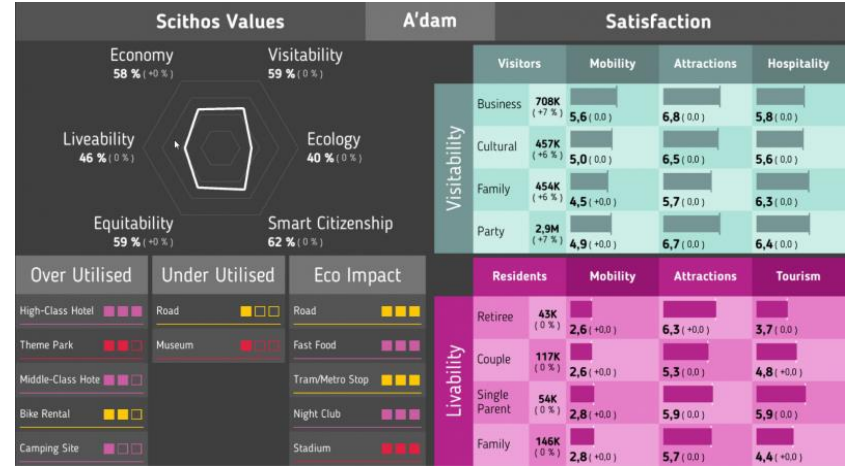


Figure 1: SCITHOS Framework

■ The map



■ The dashboard



City Lab: Closing questions - to keep in mind

- Who are the different **stakeholders** involved? How might their **interests** align/conflict? How did your **decisions affect** them?
- Did any of your decisions create **trade-offs** (like more jobs but more pollution)? How do you weigh those?
- Have you observed any **unexpected results** after implementing your policies?
- What has been your focus as a group and for all groups combined? Have you implemented any **strategy**?
- What have you learned from this game? Which connections do you see with the **course**?



Round 1

Implementing a policy at best

Round 1 – 10 min

- Implement 1 policy card per group
- Make 1 decision (e.g., build a club or a hotel)
- Choose where in the city and explain why
- How do you expect your policy to impact the dashboard?
- Log into the dashboard and discuss the outcome as a group

Round 2

Implementing as many policies as possible

Round 2 – 20 min

- Each group receives money, implement as many policies as you can afford – the idea is not to save money
 - 8 yellow coins
 - 8 green coins
 - 10 blue coins
- **Discuss with the other groups**, you can support their choices with donations or propose other policies which benefit both groups, remember this is a **collaborative game**
- Log all policies in the dashboard and discuss the outcome



Discussion

Outcomes of the game and session

City Lab: Closing questions – 15 min

- Who are the different **stakeholders** involved? How might their **interests** align/conflict? How did your **decisions affect** them?
- Did any of your decisions create **trade-offs** (like more jobs but more pollution)? How do you weigh those?
- Have you observed any **unexpected results** after implementing your policies?
- What has been your focus as a group and for all groups combined? Have you implemented any **strategy**?
- What have you learned from this game? Which connections do you see with the **course**?



Contact

Breda University of Applied Sciences

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Thanks a lot for
your
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