

Call for research projects Leisure, Tourism & Hospitality

Introduction

Breda University of Applied Sciences will be hosting the 18th World Leisure Congress 25-28th August 2025 (<https://www.worldleisure.org/congress/>). The Congress brings together leisure professionals from academia, industry, and government to discuss, share and address the latest issues in the domain of leisure in its broadest sense, encompassing tourism, sport, recreation (active and passive, indoor and outdoor), hospitality, media and events.

The overarching theme of the Congress is 'Leisure for a better society'. This theme refers to the central position that leisure takes in the lives of people worldwide. In modern society, the varieties of leisure constitute prominent platforms for self-expression. In addition, leisure is an ever-stronger determinant of both individual and collective well-being. Thinking strategically about leisure as a catalyst for promoting well-being, and for inducing increased social and ecological sustainability is what binds together academics, governments, and industry. In addition, how to address these issues in the context of (sustainable) leisure businesses is of crucial importance to help build a better society.

CELTH

CELTH is the only Centre of Expertise (CoE) in the sector of leisure, tourism and hospitality (LTH) in the Netherlands. CELTH is a collaborative arrangement of Breda University of Applied Sciences, NHL Stenden Hogeschool and HZ University of Applied Sciences. The partners have agreed to cooperate explicitly in research and knowledge development, with the aim of learning from each other, sharing expertise and ensuring that knowledge is widely shared with the education sector. The objective of CELTH is to connect higher education institutes within the Leisure, Tourism & Hospitality domains and their areas of expertise, professors, researchers and students, and match them with market players at national and international level and their current societal challenges. By doing so, CELTH aims to help stakeholders and industry with innovative insights or innovative processes, methodologies or tools, in their choices for conscious sustainable development. Please check [our website](#) for more information on CELTH.

Topics & funding

Topics for research projects

This call for research projects, initiated by CELTH and BUAs, provides a great opportunity for applied research in the broadest sense regarding the topic 'Leisure for a better society'. A few examples of subjects are given below, to provide some inspiration, however topics may go beyond these examples:

- Health: The contribution of leisure to the well-being and health of consumers/residents, and society at large.
- Community: Case studies of specific leisure offer, to demonstrate the contribution of leisure to the community.
- Destinations: Developing innovative/creative experiences, in collaboration with local stakeholders.
- Leisure space: Multiple use of buildings and/or locations for optimal (leisure) use.
- Sports and events: Impact of sports and events on the wellbeing of locals.
- Hospitality: Supporting SME's in their transitions towards resilience and sustainability.

- Inclusion and accessibility: Improve experience design for, and accessibility of leisure activities for people with physical or mental disabilities, and/or people from vulnerable social groups.

Funding

CELTH has made a reservation of €50K for 2 -3 research projects that are linked to the Congress 'Leisure for a better society'. Each of these projects may request for a co-funding up to a maximum of 50% of the total reservation, taking the below stated preconditions into consideration.

Preconditions

Preconditions are set for the (financial) support of projects with CELTH funds:

1. **Dutch UAS**
The project leader is working for a Dutch university of applied sciences.
2. **In-depth thematic project**
Well funded connection to the theme of the congress 'Leisure for a better society'.
See [Topics and Funding](#).
3. **Innovative insights, innovative processes, methodologies or tools**
Supported projects should produce innovative insights, processes, methodologies and/or tools that can directly be used by stakeholders in the LTH domain, in the Netherlands and/or beyond.
4. **Budget**
The share of CELTH financing in projects is up to 50% (maximum) of the total project costs. A minimum of 25% should come from the work field. The contribution of the work field can be in kind or financial and represents its support and willingness to contribute. The remainder of the budget (if there is any) can be provided by the universities of applied sciences.
5. **Dissemination in the industry, education and academic network**
Research output of the project will be firstly presented during the Congress 'Leisure for a better society', August 2025. Furthermore, it should be disseminated in a direct sense by providing knowledge to stakeholders, e.g. through presentations, workshops, via professional journals and online platforms. More indirectly, the output can also be made of value in education by involving students in the research, adjustments in the curriculum and/or within the academic network. The above implies that the results of the project should not be exclusive advice that cannot be shared beyond the partners and cannot benefit education.

In short: The research project should demonstrably contribute to the creation of a solid knowledge base on one or more topics fitting within the overarching theme of the congress. It should produce innovative insights, processes, methodologies and/or tools that can directly be used by stakeholders in the LTH domain and be (financially) supported by that work field. The results should be disseminated at the congress and to the work field, education and the academic network.

Format project proposal

Please use the following format for setting up your proposal:

1. Project title
2. Project leader
 - a. Name (contact details)
 - b. University of Applied Science and, if applicable, the specific Academy
3. Partner(s) in the project

- a. Who are the partners (contact details): Work field and, if applicable, other Universities of Applied sciences.
 - b. What is their contribution (co-financing/in-kind)
4. The project:
 - a. Problem statement & research question(s)
 - b. Approach of the project and research method(s)
 - c. Time frame and planning
5. Deliverables
 - a. Results: please describe the result of the project, outcomes and/or publications.
 - b. Relation to education: to what extent is there any student involvement, how will the results be used in education and to what extent?
 - c. Impact: what (societal) impact will this project have and how will you get there (road to impact)?
6. Finances: please provide the budget, describing:
 - a. Hours: describe the hours per partner/task in numbers
 - b. Costs:
 - i. Staff time based on hourly rate of €100,-
 - ii. Travel costs, materials & other costs
 - c. Funding of the project:
 - i. Funding (in-kind and/or cash) by work field and, if applicable, Universities of Applied Sciences.
 - ii. Funding request from CELTH
 - iii. Total funding
 - d. The reasoning behind the proposed funding.

Submissions

Please send your proposal to: info@celth.nl, for the attention of **Prof. dr. Marcel C.M. Bastiaansen**)

Review, acceptance & presentation

After the project proposals have been reviewed, researchers will receive an acceptance/non-acceptance notification. When a choice needs to be made between proposals they will be evaluated based on the criteria of innovativeness, value for money, practical relevance and societal impact, degree of work field support and realism. When your research project has been approved, CELTH will contact you for further research guidelines, report and presentation during the WLO Congress 2025.

Key dates

- Project proposal submission: Monday 15th April 2024
- Acceptance notification: Friday 17th April 2024
- Project deadline: 31st May 2025 (including project report)
- Presentation project: 26th / 28th August 2025

Further information

For further information, please contact:

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