



HIGH SOCIETY
LAST CHANCE!
T/M 3.6.2018
RIJKS MUSEUM

ASSESSING RESIDENTS' PERCEPTIONS OF TOURISM IN AMSTERDAM

Assessing Residents' perceptions of tourism in Amsterdam

BACHELOR'S THESIS SPATIAL PLANNING AND DESIGN

THEME: Sustainable Smart Tourism
TITLE: Assessing Residents' perceptions of tourism in Amsterdam
KEYWORDS: Overtourism, Amsterdam, residents
VERSION: Resit
DATE: July 9, 2018
AUTHOR: L.J. (Luuk) Vegter, S2956187
CONTACT: l.j.vegter@student.rug.nl
ORGANISATION: University of Groningen
Faculty of Spatial Sciences
SUPERVISOR: dr. I. (Ines) Boavida-Portugal

ABSTRACT

The tourism industry in Amsterdam is booming. After a period of enormous growth, the city welcomed 7,3 million visitors with an overnight stay in 2016. Preliminary results show that this number is expected to grow even further. As a result of this growth, the city gets flooded with tourists, impacting the lives of local residents. Citizens of Amsterdam are complaining about among others nuisance and increasing costs of living.

In an attempt to provide more depth in what the experienced problems are, this thesis researched what the perceptions of local residents are on overcrowding and nuisance. This is done along the main research question: *“How does tourism affect the city centre of Amsterdam?”*. Based on a survey and literature review, tourism was found to be beneficial for the city and in terms of employment also for residents. For residents, tourism can also have a negative impact on their daily lives. From the results of the survey, the conclusion can be made that the main ways this is happening is by the amounts of people in the streets. In terms of nuisance, respondents said to be annoyed with drunk and too loud tourists.



TABLE OF CONTENTS

Abstract	3
Table of contents	4
1. Introduction	5
1.1 <i>Background</i>	5
1.2 <i>Relevance</i>	5
1.3 <i>Research Problem</i>	5
1.4 <i>Reading Guide</i>	6
2. Theoretical framework	7
2.1 <i>Current Research</i>	7
2.2 <i>Conceptual Model</i>	9
3. Methodology	10
3.1 <i>Research Method</i>	10
3.2 <i>Primary Data Collection</i>	10
3.3 <i>Ethical Considerations</i>	11
4. Results: Literature Search	12
4.1 <i>Number of Visitors</i>	12
4.2 <i>Current Measures</i>	12
5. Results: Survey	14
5.1 <i>Description of the Collected Data</i>	14
5.2 <i>General Perception of Tourism</i>	14
5.2 <i>Perception of Nuisance and Crowding</i>	14
6. Conclusion & discussion	16
6.1 <i>Main findings</i>	16
6.2 <i>Reflection</i>	16
6.3 <i>Suggestions for Future Research</i>	17
References	18
Appendix 1: Conducted Survey	20

1. INTRODUCTION

1.1 | BACKGROUND

The growth in tourism is a hot topic in the Dutch news. Accompanied by words such as tourist tsunami, the problems that tourism is causing in Amsterdam are brought to everybody's attention (Van Ammelrooy, 2017). During a visit to Amsterdam, you notice the growing tourism industry yourself: souvenir shops, touring boats, and an almost constant smells of weed are taking over the city centre. Because of this increased tourism in the city, local residents state they are experiencing problems (Van Ammelrooy, 2017; Baggerman, 2018; Haanen, 2018). The municipality of Amsterdam has however taken steps against these problems caused by tourism. According to the city's inhabitants these measures are only minor, and not enough is done to solve the problems they experience (Van Ammelrooy, 2017). From numbers about the amount of incoming tourists, we can conclude that the taken actions are not decreasing the amount of tourists visiting the city. This, on the other hand is very understandable as these tourists generate income in tourism tax, as well as jobs for the local inhabitants.

1.2 | RELEVANCE

The goal of this research is to gain insights in how local residents perceive the rapidly increased amounts of tourist in the city. To do so, the city of Amsterdam has been chosen as the area of research. By researching the perceptions of residents in the city of Amsterdam, an overview of what the perceptions of local residents on tourism are can be presented. These findings can then be used by the local governments to specify their policies to the aspects that are perceived as being the most annoying. Here, the social relevance of this thesis can be found.

Currently, academic literature has found that certain factors, such as nuisance or crowding, are negatively experienced by local residents. A broader understanding of what this nuisance consists of is however missing. This thesis will contribute to create a better understanding of why certain factors are experienced as negatively influencing the lives of the residents.

1.3 | RESEARCH PROBLEM

Presently, local residents say they are experiencing problems that are caused by the increased tourism in the city of Amsterdam (Van Ammelrooy, 2017; Baggerman, 2018; Haanen, 2018). Therefore, relevant literature will be assessed to gain an overview of what problems occur and what strategies are used to mitigate these problems. In addition, this paper specifically look at what local residents of different neighbourhoods think about tourism in the city of Amsterdam. This will be done with the aim to provide a more detailed framework of what the experienced annoyance of residents in Amsterdam consists of. The formulated main research question therefore is:

"How does tourism affect the city centre of Amsterdam?"

To formulate a clear answer to the research problem, the following secondary questions arise:

- 1) First, an understanding of the problem is needed. In the secondary question *What are current problems caused by overtourism in Amsterdam, and how are they dealt with?* a broad overview of the size and scope of the problem will be given. Also, an overview of the policies and strategies currently in use will be presented;
- 2) When we have gathered enough information about the city side of the problem, we start to look more towards the residents' perspective of the tourism problems. *"What are local residents' opinions on tourism in the city centre of Amsterdam?"*. Here, the perceptions of tourism from residents of two different neighbourhoods will be compared to see if there are visible differences in how they perceive tourism;
- 3) With the gathered knowledge conclusions can be drawn in order to answer the research questions.

1.4 | READING GUIDE

After this introductory chapter, this thesis will start with building its theoretical framework, where the most important concepts and theories will be discussed. In the next chapter the methodology of the research will be explained, including information about the research method, data collection and data analysis. When the methodology is clear, the results of the literature search will be discussed, followed by the results of the data analysis. In the conclusion, the research questions will be answered, finalizing this thesis.

2. THEORETICAL FRAMEWORK

In this chapter, the theories on which this research is based will be discussed. How the discussed theories are connected will eventually be shown in a conceptual model.

2.1 | CURRENT RESEARCH

URBAN TOURISM

Tourism is a phenomenon that has been growing almost every year. With a consistent increase of 4% in yearly international tourist arrivals, destinations worldwide receive more visitors every year. This growth is expected to continue over the coming years (UNWTO, 2018). A current trend in tourism is that tourism has started to shift more and more towards cities (Ashworth and Page, 2011; La Rocca, 2014; Postma and Schmuecker, 2017). This tourism however, does not consist solely of leisure travellers. Other than in rural areas, urban areas are also often visited for other reasons than vacation. Other purposes that generate a significant number of tourists in urban areas are for example businesses and conferences. In the mean time, as urban centres offer a lot of specialised amenities like important museums or large music halls, they are also often visited by domestic tourists (Edwards, Griffin and Hayllar, 2008). Other reasons why cities are major tourist attractions are given by Law (1996). He adds that major urban areas attract more tourists because they developed at a higher rate, resulting in more important services located in cities. Examples given include easy accessibility by airport (international) or frequently scheduled public transport services (domestic). In this way, the city is becoming a major node in both domestic and international travel. This easy connectivity makes a city a perfect destination for a shorter holiday, where a tourist can travel fast and visit a lot of attractions in a short period of time (Edwards, Griffin and Hayllar, 2008; La Rocca, 2014).

POSITIVE IMPACTS ON THE CITY

The importance of tourism for a city and its inhabitants has been thoroughly discussed in academic literature (Ashworth and Page, 2011; La Rocca, 2014; Goodwin, 2017; Postma and Schmuecker, 2017). To take advantage of tourism, cities present themselves as popular tourist destinations. The most important advantages can be labelled as economic benefits. There are multiple ways in which tourism is beneficial for a city, such as taxes and jobs. When a tourist visits a destination, they pay a tourism tax, which goes directly to the local government. This money can then for example be used for maintenance or to keep the streets clean (Rijksoverheid, ND). In addition, more tourists mean there are more people that need to be served. Tourism thus creates employability, as businesses in the tourism industry experience a higher demand for their services (Edwards, Griffin and Hayllar, 2008). Postma and Schmuecker (2017) however rightly notice that these jobs created in the tourism industry are mostly low-skilled jobs. This means that the people profiting these jobs are likely not making a lot of money from it. Estimates say, that the total number of jobs in the Amsterdam tourism sector is over 65.500 as of January 2017 (Municipality of Amsterdam, 2018). The share of the tourism sector in Amsterdam, has thereby grown to 6,4% of the total number of jobs.

Postma and Schmuecker (2017) also note that tourism has a positive effect on the city's liveliness and liveability. The liveliness of an area, referring to activities taking place and pedestrians passing by, is influenced by tourists in two ways. Firstly, they increase liveliness by just being a pedestrian walking in an area (Lamit, Ghahramanpouri and Nia, 2013). The liveliness of an area is also increased by the fact that tourism can attract new shops or restaurants, increasing the activity that is taking place in a certain area (Cohen, 1984; Lamit, Ghahramanpouri and Nia, 2013). Liveability on the other hand focuses more on quality of life, and includes the availability of entertainment as well as cultural and recreational possibilities. By generating more demand for these facilities, they can keep their existence. In doing so, they can also keep providing services for residents, thus increasing liveability. The positive effects of tourism on liveability and liveliness are also acknowledged by Andereck *et al.* (2005) in their research. On the other side, tourism can also have negative impacts on the city's residents.

NEGATIVE IMPACTS ON THE CITY

With regards to negative impacts of tourism on the city, a lot of research in academic literature has been done on what negative impacts tourism has on a city (Upchurch and Teivane, 2000; Andereck *et al.*, 2005; Dichter and Guerava Manzo, 2017; Postma and Schmuecker, 2017). Existing research has found that crowding is one of the main ways in which residents have negative associations with tourism (Andereck *et al.*, 2005; Postma and Schmuecker, 2017). Besides there being a lot of people on the road, crowding can also be experienced as there being a lot of traffic and there being a lot of congestion (Andereck *et al.*, 2005). Researchers also seem to agree on an increase of the prices on goods and services caused by increased tourism (Pizam and Milman, 1984; Upchurch and Teivane, 2000; Postma and Schmuecker, 2017). Other studies found that tourism also increases the price of land (Lundberg, 1990), whilst others found that tourism had no significant effect. For example, the study by Belisle and Hoy (1980) found that residents described the effect of tourism with regards to the cost of land and housing as neutral. Another study by found that local residents also perceive their neighbourhood character to be changing (Dichter and Guerava Manzo, 2017).

Tourism also has both positive and negative impacts in the social domain. Evidence suggests that tourism can contribute to unwanted behaviour such as begging, pollution or crime (Upchurch and Teivane, 2000; Kim, Uysal and Sirgy, 2013). In contrast, studies also show that tourism has a positive social impact. According to Kim, Uysal and Sirgy (2013), tourism creates opportunities to upgrade amenities as parks or infrastructure.

It can be concluded that tourism can be very beneficial for a city. It is however important to keep in mind the impact tourism can have on the city's inhabitants' daily lives. As a result of tourism, local residents can suffer from disadvantages such as rising rents and a changing neighbourhood character. Other ways that can change perceptions of local residents are for example increased ticket prices for public transport or increased nuisance (Dichter and Guerava Manzo, 2017; Postma and Schmuecker, 2017). When the negative impacts tourism has on a resident outweighs the benefits, this can lead to inhabitants actively opposing tourism in their city. This resistance, in turn, can be seen as a result of overtourism.

OVERTOURISM

Overtourism is a relatively new part of tourism research and not much has been written on the topic yet. A Google Scholar search for "overtourism" returned only 2 results dated in 2015. In 2017, already 27 academic publications referred to overtourism. In the first half of 2018, already 35 scholarly articles contained the word overtourism. The topic is thus rapidly becoming more important in the field of academic research. Because overtourism is such a new topic, a clear definition has not yet been established.

A first attempt to define the concept of overtourism was done in August 2016 when Rafat Ali wrote: "Overtourism represents a potential hazard to popular destinations worldwide, as the dynamic forces that power tourism often inflict unavoidable negative consequences if not managed well" (Ali, 2016). In this definition, overtourism is put as a possible hazard for any destination and not as something that is actively affecting the city. Another definition is given by Goodwin, who states overtourism refers to "destinations where hosts or guests, locals or visitors, feel that there are too many visitors and that the quality of life in the area or the experience has deteriorated unacceptably." (Goodwin, 2017, p.1). In this definition, the focus is more on overtourism as a process that is currently happening in a city. A clear definition of the concept of overtourism is however still missing. Nevertheless, there is a certain agreement Goodwin and Ali have in their definition: both refer to overtourism as a process that is negatively affecting the city.

2.2 | CONCEPTUAL MODEL

The theoretical framework can be concluded into the conceptual model shown below in figure 1. On a global level, we see the two trends that are playing a role worldwide. One of the trends is that destinations worldwide are experiencing a higher number of tourist arrivals (UNWTO, 2018). More specific, cities are experiencing a much higher amount of tourist arrivals (Ashworth and Page, 2011; La Rocca, 2014; Postma and Schmuecker, 2017). This is also applicable to the city of Amsterdam, where international tourist arrivals are increasing above the global average (Municipality of Amsterdam, 2018; UNWTO, 2018). As we saw, this is beneficial on a city level, but also for the residents in terms of employment (Edwards, Griffin and Hayllar, 2008; Municipality of Amsterdam, 2018) and the provision of more services (Postma and Schmuecker, 2017). Tourism also has negative impacts, mainly, but not exclusively on local residents.

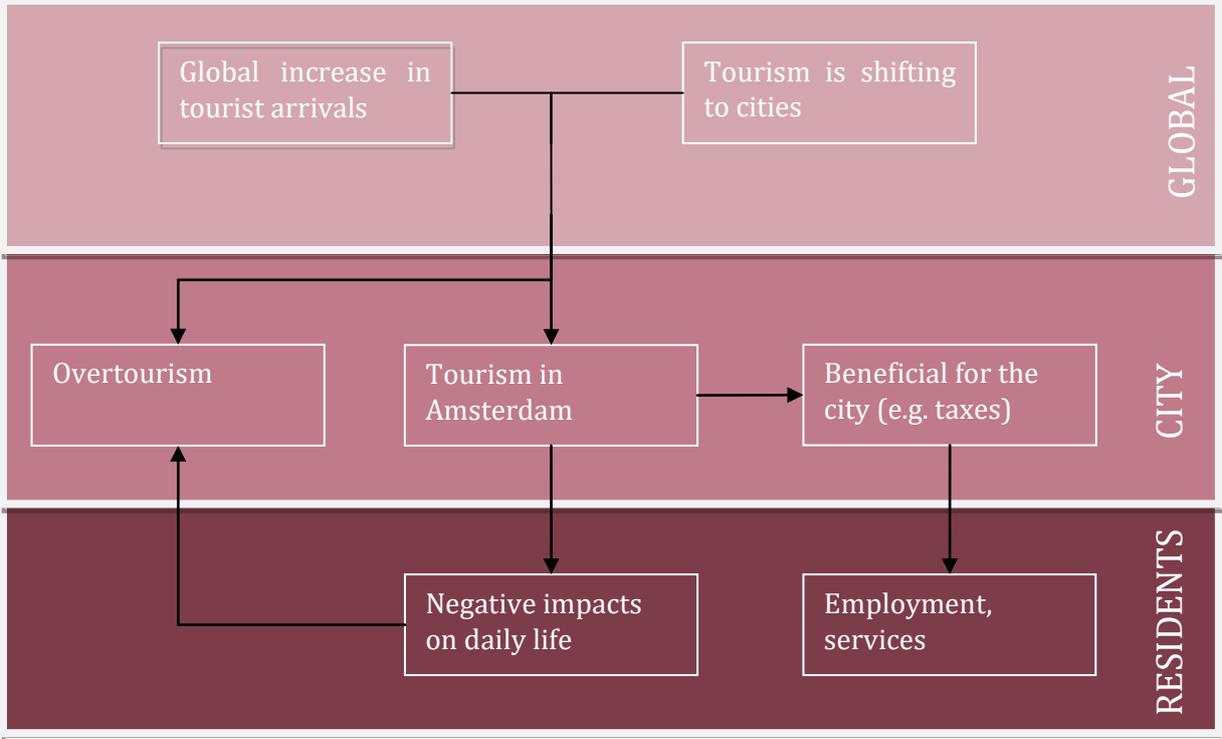


FIGURE 1: CONCEPTUAL MODEL FOR THE RESEARCH

3. METHODOLOGY

3.1 | RESEARCH METHOD

The research for this thesis will be done in the city of Amsterdam. In the city of Amsterdam, the number of tourists has rapidly increased, which leads to a lot of discussion about how to cope with the current tourism successes. In the research, two different neighbourhoods will be compared, where one neighbourhood has a lot of tourists staying overnight and the other is generally less visited by tourists. The goal is to understand whether the perceptions the residents in these two neighbourhoods have on tourism differs. Based on a research by Sukel (2016), we can see that the areas where most tourists stay overnight are as can be expected in the areas around the city centre. Outside these central areas, the numbers of overnight stays are generally getting lower, the further it is away from the city centre. As all areas with the most overnight stays have roughly the same amount of visitors, respondents in these areas will be likely to give roughly the same answers. Therefore, for the neighbourhood with a high number of visiting tourist, the neighbourhood Oud-West has been chosen. From the areas defined by Sukel (2016) as having a lower number of visiting tourist, the IJburg neighbourhood has been chosen. The location of the two neighbourhoods is shown below in figure 2.



FIGURE 2: MAP OF THE CITY OF AMSTERDAM WITH THE RESEARCHED NEIGHBOURHOODS MARKED

In order to keep the focus of this research narrow, this research will focus on perceptions of residents on crowding and noise nuisance in the city centre. The choice for these two factors was made based on Dutch newspaper articles, where these two aspects are mentioned as being the most inconvenient (Van Ammelrooy, 2017; Haanen, 2018).

3.2 | PRIMARY DATA COLLECTION

The primary data for this research will be collected through surveys. With surveys, the necessary information about a population can be gathered (Clifford, Valentine and French, 2010). In the conducted survey, respondents were asked questions about their opinions on nuisance and crowding caused by tourism. The survey contained 14 questions about how the residents perceive tourism in the city centre of Amsterdam. The survey questions were

formulated in Dutch, as one can presume this is the language a respondent will speak. A translated version of the survey is incorporated in appendix 1.

Another option to collect primary data would be doing in-depth interviews with residents. For this research, this is not a preferred method as it will result in a much smaller sample size. A higher sample size is wanted as opinions on tourism tend to differ a lot. Having a small sample therefore means that the representativeness of the sample is possible to decrease.

To ensure that the response group will solely consist of respondents that are in fact residents of the city of Amsterdam, the surveys will be conducted at the door. As of January 2017, the two chosen neighbourhoods that will be surveyed, have almost 54.000 residents. For the sample to have a 95% confidence level and a confidence interval of 5%, the sample would need to consist of 382 cases (SurveyMonkey, ND). Because the collection of this amount of cases takes too much time, a confidence interval of 12.5% was chosen. This would result in a sample of at least 62 cases.

To keep the selection of respondents as random as possible, a clustered sampling method is used. Clustered sampling means that at first a selection of groups is made, after which a random sample is made (Clifford, Valentine and French, 2010). For this research, this means that in separately IJburg and Oud-West, a random selection of twelve addresses was made from the total amount of addresses in the neighbourhoods. From the houses selected through the random draw, the next ascending 15 house numbers were also asked to complete the survey. By using this method, a 192 possible respondents were created. Taking into account that not everybody will be able or willing to complete the survey, a group of 192 respondents should be enough to get the minimum amount of 62 surveys required for the research to be statistically accurate with a 95% confidence level and a 12.5% confidence interval.

3.3 | ETHICAL CONSIDERATIONS

Ethical considerations have played an important role in the process of data collection. The two most important ethical issues for this research are confidentiality and anonymity (Clifford, Valentine and French, 2010). It is important that a respondent can be assured the data will be secure. At the beginning of the surveys, the respondent is therefore informed that the data they provide will not be shared with other parties, and will only be used for this research. With regards to anonymity, the data can in no way be linked to a specific person. This also includes that the addresses that were selected for the sample are stored no longer than necessary for the collection of the data.

4. RESULTS: LITERATURE SEARCH

In this chapter, the results of the literature search will be presented in order to give a short introduction to the tourism situation in Amsterdam. As discussed in the introduction, tourism in Amsterdam is a topic that is currently widely discussed. What the effects on the city of Amsterdam are, and how tourism is managed by local governments will be discussed in this chapter. At the end of the chapter, a conclusion will be drawn, answering sub-question 1: *What are current problems caused by overtourism in Amsterdam, and how are they dealt with?*

4.1 | NUMBER OF VISITORS

The yearly number of foreign visitors to Amsterdam is increasing rapidly. The growth of the number of tourist arrivals has grown by an average of 6% per year since 2009 (OIS Amsterdam, 2017). This number is higher than the international trend of 4% as described by UNWTO (2018), meaning that tourism in Amsterdam is more rapidly increasing than in the rest of the world. In 2016, the total number of visitors with an overnight stay in Amsterdam reached the level of 7.3 million as a result of an increase in tourist arrivals since 2009 (figure 3) (OIS Amsterdam, 2017; Municipality of Amsterdam, 2018).

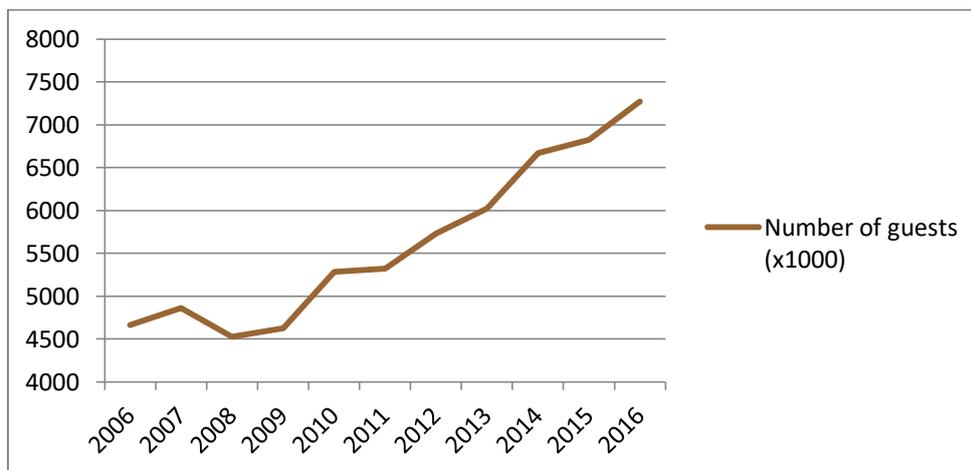


FIGURE 3: NUMBER OF GUESTS IN HOTELS IN AMSTERDAM. DATA: OIS AMSTERDAM, 2017.

In line with the increase in tourist arrivals, hotel capacity in Amsterdam has increased by 51% between 2010 and 2017 (Municipality of Amsterdam, 2018). To accommodate more people in the same amount of land, buildings outside the city centre are being transformed into hotels and hostels to keep providing accommodation to incoming tourists (Van Ammelrooy, 2017). In addition, the surrounding areas within the Amsterdam Metropolitan area also experienced an increase in the amount of overnight stays (Municipality of Amsterdam, 2018).

4.2 | CURRENT MEASURES

Accommodation can be seen as one of the key areas where the local governments intervene in tourism. In January 2017, the municipality of Amsterdam introduced a ban on new accommodations. This meant that requests for new accommodations in the city centre will not be accepted. For certain agreed areas outside the city's centre, a 'no, except when-policy' was set in place. In these areas, new accommodations will only be accepted when it concerns an innovative concept. This may for example be a sustainable project or a place that really adds something to the neighbourhood (Van Ammelrooy, 2017; Haanen, 2018).

Another measure taken with regards to overnight stays is the limitation on the amount of AirBnb-stays. AirBnb, a platform where people can rent their house, apartment or room to others, has seen its popularity in Amsterdam increase over the past couple of years. In

Amsterdam, it is now only allowed to rent your place for 60 nights per year, which will be limited to 30 nights per year as of 2019 (AirBnb, ND; Haanen, 2018).

The notable overall trend in tourism strategies for the city of Amsterdam is that these strategies are aimed towards spreading tourists to areas that currently see only few tourists. The effectivity of these strategies within the city is however criticized. This is because a tourist wants to visit the main places that make Amsterdam unique, and is not particularly interested in other attractions in the city (Hermanides, 2015).

One of the main examples of how tourists are invited to visit areas around Amsterdam is the award-winning Visit Amsterdam, See Holland-project. Visit Amsterdam, see Holland has two main goals: 1) contribute to a better balance between inhabitants and visitors in the city of Amsterdam, and 2) have the region around Amsterdam profit economically from the increasing numbers of visitors (Amsterdam Marketing, ND). Based on six major areas, visitors to Amsterdam are tempted to visit different areas in the surrounding region. These regions all have an own theme, for example Amsterdam Beach or Old Holland (figure 4). In every theme, there are different characters which are linked to the character of the region. For example: the theme Old Holland is divided into the characters Industrial Heritage, Small town Harbours (Volendam and other smaller towns) and Amsterdam Waterland (man-made landscapes).



FIGURE 4: THEME AREAS OF VISIT AMSTERDAM, SEE HOLLAND SOURCE: AMSTERDAM MARKETING

5. RESULTS: SURVEY

The results of the conducted survey will be presented in this chapter. After a description of the collected data, the general results of the research will be described, whereafter more the results of the questions that relate to nuisance and crowding will be presented.

5.1 | DESCRIPTION OF THE COLLECTED DATA

The dataset for the research was eventually constructed based on 65 completed surveys. Of these 65 surveys, 35 were collected in the neighbourhood of IJburg and the other 30 surveys were collected in Oud West, the neighbourhood close to the city centre. 52,3% of all respondents were male, the rest were females. The mean age of all respondents was 47,4 years, where the residents of IJburg in the dataset were generally a bit older (50,4 years) than in Oud West (44,5 years).

5.2 | GENERAL PERCEPTION OF TOURISM

There is almost no difference in how residents of the two researched neighbourhoods perceive the amount of tourists that are visiting the city centre. Most residents in both Oud West and IJburg said that they were feeling that there are too many tourists in the city centre as can be seen in figure 5 on the right. Only 4 respondents, all in the IJburg neighbourhood said that the amount of tourists in the city could be further improved. When these respondents were asked why they thought so, 3 of these respondents turned out to be either working in the tourism sector or renting their place through AirBnb. In these 4 cases, the respondent was thus benefitting personally from tourism in the city. As can be expected, residents of the Oud West neighbourhood, close to the city say they experience disadvantages as a result of tourism more often.

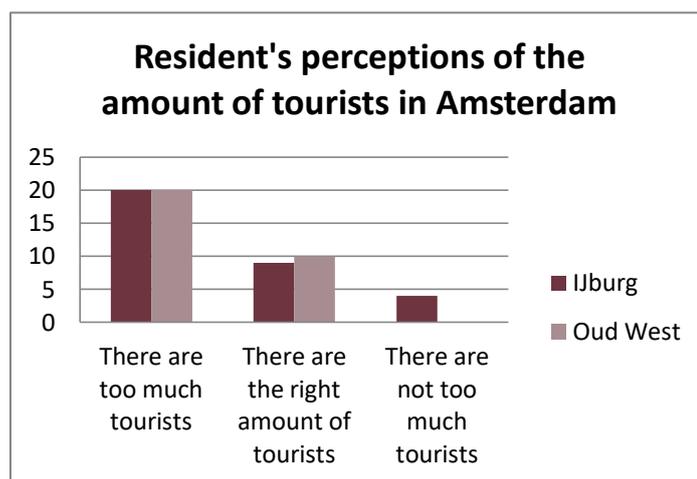


FIGURE 5: THE AMOUNT OF TOURISTS AS PERCEIVED BY RESIDENTS IN TWO NEIGHBORHOODS OF THE CITY OF AMSTERDAM

5.2 | PERCEPTION OF NUISANCE AND CROWDING

In the research, the residents' attitude towards crowding and nuisance has been specifically addressed. Respondents were asked how they think tourism has an influence on crowding and increased nuisance. For neither crowding, nor nuisance a statistically significant relation was found between the neighbourhood of residents and the perception of crowding or nuisance. Against expectation, residents of IJburg more often link tourism to increased crowding and nuisance (see figures 6 and 7). This does however not imply that residents of Oud West do not experience nuisance or crowding. Some respondents that took part in the survey had really strong opinions on tourism in the city, whereas others were more mild and noted that having too many tourists does not automatically cause more nuisance as this nuisance is not coming solely from tourists.

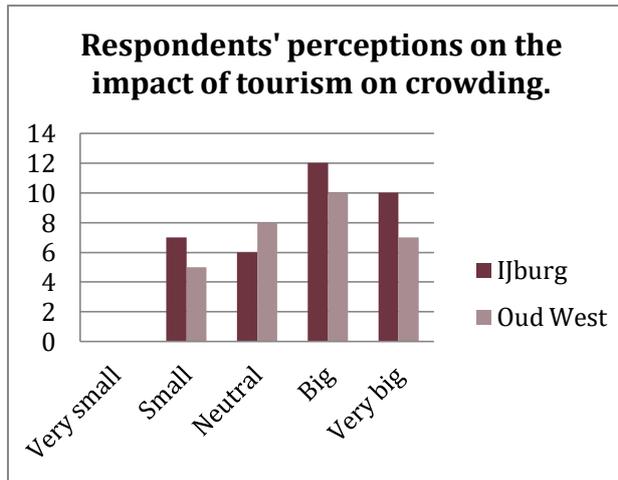


FIGURE 6: THE IMPACT OF TOURISM ON CROWDING AS DESCRIBED BY RESIDENTS OF TWO NEIGHBOURHOODS IN AMSTERDAM

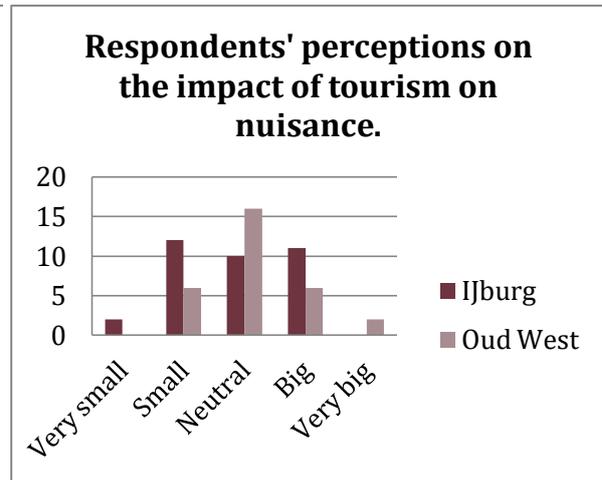


FIGURE 7: THE IMPACT OF TOURISM ON NUISANCE AS DESCRIBED BY RESIDENTS OF TWO NEIGHBOURHOODS IN AMSTERDAM

A possible explanation for this fact was also given by the residents themselves. Some residents of Oud West said they did not think tourism increased crowding or nuisance because in cities, there generally is more nuisance and more people. Therefore, tourism cannot be directly be seen as an aggressor for crowding or nuisance in the city centre. A respondent in IJburg however say they moved from the city centre to IJburg, because of the nuisance there. It is possible that more of the respondents have lived in the city centre, but chose to move to IJburg because of crowding or nuisance. A couple of respondents in Oud West mentioned that they don't have a problem with tourists in general, but mainly with those who cause trouble in terms of for example noise.

The survey also contained one open question, where respondents were asked to describe how they experience disadvantage from tourism in specific. The main answers given by respondents are classified and summarized in 6 of themes. The results have been split for the two neighbourhoods and are shown in table 1. The number of times the specific element has been given as an answer is displayed in brackets.

IJburg	Oud West
Crowding	Crowding
Too much people in the street (19)	Too much people in the street (13)
In public transport (3)	In public transport (7)
Not specified/ Other (4)	Inexperienced tourists on bikes (1)
Nuisance	Nuisance
Caused by drugs or alcohol (4)	Caused by drugs or alcohol (6)
	At night (e.g. people shouting) (3)

TABLE 1: PRESENTATION OF MAIN ANSWERS GIVEN BY RESPONDENTS TO OPEN QUESTION

What appeared from the answers to the open questions is that more residents of Oud West do not perceive crowding as that much of a problem than residents of IJburg. It is possible that these residents have gotten used to the more busy city life than residents of a less-visited neighbourhood. When these residents then visit the city centre, there is a lot more crowding than the neighbourhood they come from. This can result in these residents experiencing more problems as a result of crowding than residents that are more used to having a lot of people in the streets.

6. CONCLUSION & DISCUSSION

6.1 | MAIN FINDINGS

This thesis strived to give a better understanding of how local residents perceive tourism in the city of Amsterdam. Hereby, the focus was on nuisance and crowding as they are said to be the most mentioned annoyances experienced by local residents (Van Ammelrooy, 2017; Haanen, 2018). The research was done along the main research question: *How does tourism affect the city centre of Amsterdam?*. To answer this main question, two sub questions were used. The first question was *What are current problems caused by overtourism in Amsterdam, and how are they dealt with?*. To answer this question, we have seen that tourism is both beneficial as well as disadvantageous for the city of Amsterdam. The increase in international tourist arrivals for Amsterdam is above the worldwide trend of 4% per year (OIS Amsterdam, 2017; UNWTO, 2018). This rapid increase is problematic and can result in overtourism (Ali, 2016; Goodwin, 2017). To cope with this increased amount of people, the main measures that are currently in use are mainly the spreading of tourist using the Visit Amsterdam, See Holland-project and the ban on new accommodation in the city centre.

Tourism is beneficial for both the city, in terms of a tourism tax (Rijksoverheid, ND) as well as for residents, as tourism creates employability (Edwards, Griffin and Hayllar, 2008). The critique by Postma and Schmuecker (2017) said that these jobs are mostly low-skilled. Nevertheless, the tourism sector is estimated to employ around 65.500 people in the city of Amsterdam (Municipality of Amsterdam, 2018). On the negative side of the overtourism spectrum, we saw that for example prices of goods and services can increase (Pizam and Milman, 1984; Upchurch and Teivane, 2000). This was also mentioned by few of the respondents in the research. The most mentioned examples of annoyances caused by tourism are however crowding and nuisance (Andereck *et al.*, 2005; Van Ammelrooy, 2017; Haanen, 2018). To provide more detail of what these annoyances consist of, this thesis has done quantitative research in two different neighbourhoods in the city of Amsterdam.

Linked to this quantitative research was sub-question two: *“What are local residents’ opinions on tourism in the city centre of Amsterdam?”*. From the results of the research, we saw that residents of IJburg linked tourism more to crowding than residents of Oud West. A possible explanation for this is that residents living downtown are used to living in a more busy environment. The amount of people that are in the street were reported as being the biggest form of annoyance for both residents from IJburg and Oud West. Also the fact that there are more people in public transport was mentioned by residents in both neighbourhoods. Residents of the central neighbourhood Oud West did however mention this more often. In terms of nuisance, tourists that are drunk or under the influence of drugs were seen as the main cause of this nuisance. This is in line with what Postma and Schmuecker (2017) described as inadequate behaviour. What most respondents in Oud West mentioned is that they don’t necessarily oppose tourists. The problems they experience are caused by a small minority of the total amount of tourists.

6.2 | REFLECTION

For the research, quantitative data was considered as one of the main data sources. The collection of the data went well and efficient in general. In the Oud West neighbourhood, finding respondents was more difficult as less people were at home at the time of data collection. Leaving a flyer for these respondents to give them the possibility to complete the survey at a later time would have been an outcome for this problem. It is however doubtful that this method would have resulted in a lot of new respondents. With regards to the survey I found that some of the valuable information the respondents gave was not easy to transform into a survey answer. Another downside of the research is that generalization of the outcomes of the research is not possible. As the research was done in the city of Amsterdam, the outcomes are only applicable to the tourism situation in Amsterdam.

6.3 | SUGGESTIONS FOR FUTURE RESEARCH

To provide more depth to the findings of this research, research can be done to identify specific spatial points of conflict, where local residents experience the most problems as a result of tourism. Doing walk-along interviews would be a suitable method to do so. The outcomes of such research can then be used to interfere in very specific areas to try and mitigate the problems residents encounter there.

Another suggestion for future research is to test if the outcomes of this research are similar in other neighbourhoods in Amsterdam, or even in other cities that face tourism problems. In this way, it can be reviewed if residents of other neighbourhoods experience the same problems, or if Amsterdam is a specific situation.

REFERENCES

- AirBnb (ND) *Amsterdam – De wet en regels die op u van toepassing kunnen zijn*. Available at: <https://www.airbnb.nl/help/article/860/amsterdam> (Accessed: 18 May 2018).
- Ali, R. (2016) 'Foreword: The Coming Perils of Overtourism'. Available at: <https://skift.com/iceland-tourism/>.
- Van Ammelrooy, P. (2017) *Help, de stad verzuipt in bezoekers. Valt deze toeristentsunami te stoppen?* Available at: <https://www.volkskrant.nl/reizen/help-de-stad-verzuipt-in-bezoekers-valt-deze-toeristentsunami-te-stoppen~a4509382/> (Accessed: 3 March 2018).
- Amsterdam Marketing (ND) 'Marketingconcept Amsterdam bezoeken, Holland Zien'.
- Andereck, K. L. *et al.* (2005) 'Residents' perceptions of community tourism impacts', *Annals of Tourism Research*, 32(4), pp. 1056–1076. doi: 10.1016/j.annals.2005.03.001.
- Ashworth, G. and Page, S. J. (2011) 'Urban tourism research: Recent progress and current paradoxes', *Tourism Management*. Elsevier Ltd, 32(1), pp. 1–15. doi: 10.1016/j.tourman.2010.02.002.
- Baggerman, K. (2018) *Twitterend Amsterdam buigt zich over toerismeprobleem*. Available at: <http://www.stadszaken.nl/economie/binnenstad/1500/twitterend-amsterdam-over-toerisme/> (Accessed: 12 May 2018).
- Belisle, F. J. and Hoy, D. R. (1980) 'The perceived impact of tourism by residents, a case studies in Santa Marta, Columbia', *Annals of Tourism Research*, 7, pp. 83–101.
- Clifford, N., Valentine, G. and French, S. (2010) *Key Methods in Geography*. 2nd edn. London: Sage Publications Ltd.
- Cohen, E. (1984) 'The sociology of tourism: approaches, issues, and findings.', *Annual Review of Sociology*, 10, pp. 373–392.
- Dichter, A. and Guerava Manzo, G. (2017) 'Coping with Success : Managing Overcrowding in Tourism Destinations', pp. 1–56. Available at: <https://www.wttc.org/-/media/files/reports/policy-research/coping-with-success---managing-overcrowding-in-tourism-destinations-2017.pdf?la=en%0Ahttps://sp.wttc.org/about/%0Ahttps://sp.wttc.org/about/>.
- Edwards, D., Griffin, T. and Hayllar, B. (2008) 'Urban Tourism Research. Developing an Agenda', *Annals of Tourism Research*. Elsevier Ltd, 35(4), pp. 1032–1052. doi: 10.1016/j.annals.2008.09.002.
- Goodwin, H. (2017) 'The Challenge of Overtourism', *Responsible Tourism Partnership Working Paper 4. October 2017*, (October). Available at: <http://haroldgoodwin.info/pubs/RTP'WP4Overtourism01'2017.pdf>.
- Haanen, J. (2018) *Amsterdam zou de drukte nu echt te lijf gaan – en, werkt het?* Available at: <https://www.nrc.nl/nieuws/2018/01/20/amsterdam-zou-de-drukke-nu-echt-te-lijf-gaan-en-werkt-het-a1588852> (Accessed: 3 March 2018).
- Hermanides, E. (2015) *Amsterdam dreigt te disneyficeren*. Available at: www.parool.nl/amsterdam/-amsterdam-dreigt-te-disneyficeren~a3847065/.

Kim, K., Uysal, M. and Sirgy, M. J. (2013) 'How does tourism in a community impact the quality of life of community residents?', *Tourism Management*, 36, pp. 527–540. doi: 10.1016/j.tourman.2012.09.005.

Lamit, H., Ghahramanpouri, A. and Nia, S. S. (2013) 'A Behavioral Observation of Street Liveliness in Meldrum Walk, Johor Bahru of Malaysia', *International Transaction Journal of Engineering, Management, & Applied Sciences & Technologies*, 4(1).

Law, C. (1996) *Urban Tourism: Attracting Visitors to Large Cities*. London: International Thompson Business Press/ Routledge.

Lundberg, D. E. (1990) *The tourist business*. 6th edn. New York: Van Nostrand-Reinhold.

Municipality of Amsterdam (2018) 'Tourism in Amsterdam Metropolitan Area'.

OIS Amsterdam (2017) *Amsterdam in Cijfers 2017*. Amsterdam. Available at: http://www.ois.amsterdam.nl/pdf/2015_jaarboek_hoofdstuk_10.pdf.

Pizam, A. and Milman, A. (1984) 'The social impacts of tourism', *UNEP Industry and Environment*, 7(1), pp. 11–14.

Postma, A. and Schmuecker, D. (2017) 'Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework', *Journal of Tourism Futures*, 3(2), pp. 144–156. doi: 10.1108/JTF-04-2017-0022.

Rijksoverheid (ND) *Wat is toeristenbelasting en wanneer moet ik dit betalen? | Vraag en antwoord / Rijksoverheid.nl*. Available at: <https://www.rijksoverheid.nl/onderwerpen/gemeenten/vraag-en-antwoord/wat-is-toeristenbelasting-en-wanneer-moet-ik-dit-betalen> (Accessed: 15 May 2018).

La Rocca, R. A. (2014) 'The Role of Tourism in Planning the Smart City', *Tema: Journal of Land Use, Mobility and Environment*, 7(3), pp. 269–283.

Sukel, M. M. (2016) 'AirBnB in Amsterdam', pp. 11–13 (Accessed: June 25 2018).

SurveyMonkey (ND) *Sample Size Calculator* (Accessed: June 25 2018).

UNWTO (2018) *2017 International Tourism Results: the highest in seven years*. Available at: <http://media.unwto.org/press-release/2018-01-15/2017-international-tourism-results-highest-seven-years> (Accessed: 4 March 2018).

Upchurch, R. S. and Teivane, U. (2000) 'Resident perceptions of tourism development in Riga, Latvia', *Tourism Management*, 21(5), pp. 499–507. doi: 10.1016/S0261-5177(99)00104-1.

APPENDIX 1: CONDUCTED SURVEY

This survey is conducted as a part of a bachelor's thesis at the University of Groningen. Taking part in this survey is voluntary and results will be processed anonymously.

Q1: What is your age?

___ years

Q2: How would you describe your gender?

Male

Female

Q3: What is your occupation?

Student

Working

Self-employed

Retired

Not occupied

Other, ___

Q4: How long have you lived in this neighbourhood?

___ years

Q5: How often do you have contact with tourists?

(Almost) never

Sometimes

Often

Q6: How do you assess the contact you have with tourists?

Negative

Neutral

Positive

I do not have contact with tourists

Q7: How do you judge the amount of tourists in the city centre of Amsterdam?

There are not so much tourists

There are the right amount of tourists

There are too many tourists

Q8: How often do you experience annoyance caused by tourists in the city centre of Amsterdam?

(Almost) never

Sometimes

Weekly

Daily

I do not often visit the city centre of Amsterdam

Q9: What does this annoyance consist of?

Q10: How big do you think the impact tourism has on crowding in the city of Amsterdam is?

Very Small

Small

Neutral

- Big
- Very Big

Q11: How big do you think the impact tourism has on nuisance in the city of Amsterdam is?

- Very Small
- Small
- Neutral
- Big
- Very Big

Q12: Are you aware of the measures the municipality takes with regards to tourism in the city?

- Yes
- No

Q13: Do you think the municipality takes enough action to limit the annoyance causes by tourists?

- Yes
- Neutral
- No

Q14: How do you think tourism influences liveability in the city of Amsterdam?

- Negative
- More negative than positive
- Neutral
- More positive than negative
- Positive
- Don't know/ no opinion