



**HOTELSCHOOL
THE HAGUE**

Hospitality Research

Hospitality Research Centre

HTH Working Paper Series, August 2019

HTH Working Paper Series August 2019

ISSN Number: 2543-2494

Address:

Hotelschool The Hague
The Hague Campus
Brusselselaan 2
2587 AH Den Haag
Netherlands

Hotelschool The Hague
Amsterdam Campus
Jan Evertsenstraat 171
1057 BW Amsterdam
Netherlands





HOTELSCHOOL
THE HAGUE

*The attitude and its
influential factors of
residents towards tourism
in the city center of
Amsterdam*

Date August 2019
Author Marijn Ouwehand & Karoline Wiegerink
Version HTH working paper series



Table of Contents

1	Introduction	3
1.1	Research context.....	3
1.2	Problem statement	4
1.3	Goal of the research	5
2	Theoretical framework	6
2.1	Disneyfication of Amsterdam	6
2.2	Liberal reputation of Amsterdam	6
2.3	Airbnb.....	8
2.4	The City Hospitality Experience	9
2.5	Attitude of Residents.....	10
2.6	Conceptual Framework.....	13
2.7	Research Questions	14
3	Methodology.....	15
3.1	Methods	15
3.2	Respondents profile	15
3.3	Limitations	16
4	Results	18
4.1	Results of the Qualitative Interview	18
4.2	Survey results.....	19
4.3	Main results in conceptual framework	26
4.4	Open Questions.....	27
5	Conclusions & Recommendations.....	28
5.1	Conclusions	28
5.2	Recommendations and Further Research	31
6	Appendices	33
6.1	Dutch Infographic and Summary	33
6.2	Resources	35



1 Introduction

1.1 Research context

This study involves research into the attitude of residents towards tourism in the city centre of Amsterdam. This study is performed for the House of Hospitality Amsterdam (HOH), a public-private collaboration in which companies, educators and municipalities collectively strive to increase the perceived hospitality level in the Metropolitan Region of Amsterdam (MRA).¹

This research paper provides insights into the current attitude of residents in the city centre of Amsterdam towards tourism, the factors that influence the attitude and some recommendations on how to respond.

It is mainly based on a Hotelschool The Hague Bachelor Thesis of Marijn Ouwehand, commissioned by the Chair Cityhospitality, held by Karoline Wiegerink.

In 2004, Amsterdam started to actively promote itself to attract more tourists (Couzy and Koops, 2018b). "The IAMsterdam campaign" was launched and Amsterdam became a popular tourist destination within short notice. Over the past years tourism as an industry has been growing rapidly, flights have been getting cheaper and travel has generally become easier. Also, urban tourism has been on the rise as city trips have become increasingly popular. *"Tourism has become an economic sector of worldwide importance, expanding to all corners of the earth and transforming the world into a global village"* (Neuts and Nijkamp, 2012).

Recent studies have shown that tourism in the Netherlands has grown by 13% in the past year, resulting in a total number of 24 million Dutch tourists and 18 million international tourists. This resulted in over 42 million additional tourists of which 17,5 million in Amsterdam (Houtekamer, 2018; CBS, 2017; NBTC, 2018b). Compared to 2012, the number of overnight stays in Amsterdam has increased by 48% (ABNAMRO, 2018).

The data of the Dutch Bureau for Tourism and Congresses (NBTC) show that tourism is expected to increase by 50% over the next few years. This will result in over 60 million tourists in The Netherlands by 2030 (Couzy, 2018c; Couzy and Koops, 2018b; NBTC, 2018a).

The growth of the tourism industry, and the impact this has, is a hot topic and all over the news all around the world. In 2017, Amsterdam was ranked second on the *"Ranking of the worst cities for over-tourism in Europe in 2017"* (Statista, 2017). It is a hotly debated and contentious issue in Amsterdam (Pinkster et al., 2017) as the negative consequences touch the liveability and wellbeing of inhabitants.

¹ <https://houseofhospitality.amsterdam/>



1.2 Problem statement

"In the 1980s, individuals questioned whether tourism was a blessing or blight, but the issue is now essentially academic, given the value of tourism as the world's largest industry and its role as a global employer and customer" (Webster and Ivanov, 2014).

In Amsterdam, the growth of tourism has led to an ongoing public debate on whether the city is moving towards a saturation point at which the disadvantages of tourism trump the advantages.

On the one hand, tourism brings several advantages. Tourism benefits Amsterdam economically. Over the past year, tourist expenditure has grown by 6,9%, resulting in a total spend of 82,1 billion euros (CBS, 2017; NBTC, 2018b; Houtekamer, 2018). Tourism also has a positive effect on the labour market, as it provides job opportunities. Last year there were 65.000 jobs in Amsterdam in the tourism industry, representing a 7% increase compared to the previous year (Gemeente Amsterdam, 2018). Needless to say, these positive effects will continue to increase as the tourism industry grows.

Research shows that tourism brings new perspectives and some residents take pride from the fact that Amsterdam attracts so many tourists. (NBTC, 2018a; Gerritsma and Vork, 2017). Other research shows that *"positive feelings for and experiences of diversity have a significant impact on peoples' attitudes, because these feelings and experiences contribute to a more realistic view of multiculturalism"* (Peters and de Haan, 2011).

Despite these clear advantages, in recent years more negative perceptions of tourism have emerged in touristic areas of Amsterdam (Martín et al., 2018; Hodes, 2018), which is the reason that so many parties are now studying the issue of so-called overtourism. The impact of excessive tourism in cities can be related to many aspects such as congestion, cultural heritage, gentrification... but many overtourism issues are related to the perception (often negative) of encounters between different types of tourist groups, residents, entrepreneurs and service providers due to high tourist numbers at certain times and places. This influences the perceived quality of life of citizens and/or of visitors' experiences in a negative way (UNWTO, 2017).

In a public debate it is often said that Amsterdam is becoming "a new Venice" (de Nijs and Zevenbergen, 2014). Some argue that the city is starting to lose its authentic character and is turning into a "Disneyland" for tourists (VVAB, 2018). Disneyfication implies the internationalization of entertainment values of a mass culture. The international tourism industry is redefining historic city centres into objects of cultural consumption, a process that is not always evaluated positively by residents. In the case of Amsterdam many tourists want to explore the city's image as a tolerant place, well known for its permissiveness and liberal attitude with respect to sex and drugs.

Expansion of urban tourism in European cities is putting increasing pressure on these areas as places to live, leading to effects such as tourism gentrification (Pinkster et al., 2017). *"Tourism gentrification refers to the transformation of a middle-class neighbourhood into a relatively affluent and exclusive enclave marked by a proliferation of corporate entertainment and tourism venues"* (Gotham, 2005). This is partly due to the rise of Airbnb. Airbnb is no longer a small and innocent sharing economy platform. It is fast moving to a divide and rule economy, with a stock market value of over 30 billion



euros (Scheffer, 2018). In Amsterdam alone there are already over 20.000 Airbnb locations (van Zwam, 2018). The increase of short-stay apartments in Amsterdam has affected the city, causing nuisance in neighbourhoods and a rise in housing prices, where the market was already inflated (Oskam and Boswijk, 2016; Zervas et al., 2016).

As the tourism industry continues to grow, so will its impact, positive and negative, real or perceived, on the city and its residents.

The World Tourism Organizations' core principles of sustainable tourism development are to improve the quality of life of residents; to provide a high quality experience for tourists; and to maintain the quality of the environment, on which both the residents and the tourists depend (Getz, 1986). Sustainable development and sustainable tourism development do not aim at prosperity and material gains but primarily at residents well-being and liveability (Wolf-Watz et al., 2011; Postma and Schmuecker, 2017; Postma et al., 2017; Burns, 2004). As the negative perceptions of tourism affect the way in which residents experience the atmosphere of the city, the long-term sustainability of tourism might be impacted negatively by tourism causing irritation among residents (Kim, 2002), which can be illustrated in Butlers' (1980) tourism life cycle and Doxeys' (1975) Irritation index.

The core of city hospitality is the extent to which a city is experienced as a welcoming place for all stakeholders, residents, businesses and visitors. There is an increasing need for insights about a healthy balance for various stakeholders.

1.3 Goal of the research

The goal of this research is to contribute to a healthy balance in the experience of different city stakeholders, by gaining insights into the attitude of residents towards tourism in the city centre of Amsterdam and which factors influence this attitude. Earlier findings of Gerritsma and Vork (2017) show that the balance in Amsterdam is still mostly positive.

As overtourism is growing this new study aims to finding the current state in residents' attitude and how this might be influenced.



2 Theoretical framework

A literature review has been performed to gain a better understanding of the key topics of this research: external factors with an important impact for Amsterdam, as Disneyfication and gentrification, the reputation of Amsterdam and the Airbnb development. Furthermore, the City Hospitality Experience Model is introduced wherein balancing stakeholders is one of the key issues. Finally, the aspect of resident attitude is elaborated further. These concepts are combined in a theoretical framework of the study.

2.1 Disneyfication of Amsterdam

Many people argue that Amsterdam is going through a so-called Disneyfication process, in which the city centre becomes a "theme park" for the entertainment of tourists (de Nijs and Zevenbergen, 2014; Matusitz and Palermo, 2014). Amsterdam is known as a tolerant city, with a permissive attitude towards the sex industry and with quasi-legalized drugs sale and usage. When walking around in the city centre Amsterdam, one will notice the smell of cannabis which is sold at multiple locations in the city. The liberal reputation of Amsterdam has been a unique selling point assuring a constant flow of tourists and the city has responded accordingly. Nonetheless, this has led to increased annoyance and criticism amongst residents. Many negative attitudes toward tourism are associated with concerns about crime, drug abuse and trafficking, and prostitution (Var et al., 1985; Belisle and Hoy, 1980; Husbands, 1989).

The growth of tourism and the related Disneyfication of the city has also led to tourism gentrification (Martín et al., 2018). Tourism gentrification can involve two dimensions: physical and psychological. Physical limits are the actual physical limitations of the area in which less residents can be accommodated, due to overcrowding and increasing housing prices (Kim, 2002). Psychological limits have been exceeded when tourists are no longer comfortable in the area, *"for reasons that can include perceived negative behaviour of people, crowding of the area, or deterioration in the physical environment"* (Kim, 2002).

2.2 Liberal reputation of Amsterdam

Secondary research has focused on residents' perceptions of window prostitution in the red light district (Boels and Verhage, 2016). *"Although not all residents experience negative impacts of prostitution, municipalities should consider certain residents' concerns regarding nuisance"* (Boels and Verhage, 2016). One can argue that the red-light district is not what it used to be. Groups of tourists gaze at the windows, take pictures and shout at the women, but very few visitors make use of the prostitutes' services. This results in high pressure on the women and their earnings.



In 2015, the 1012 plan had been developed, named after the postal area of the red-light district. This project attempted, through the process of closing some of the brothels in the city centre and replacing them with alternative businesses, to rebrand the city as a place that is more culturally diverse, liveable, clean and creative (Neuts and Nijkamp, 2012). The project was also aimed at improving the safety and health of the sex workers. Furthermore, the project thought to reduce the number of quasi legalised coffee shops.

The project was, however, quite heavily criticized as it was felt that Amsterdam was at risk of losing its authentic liberal character and thus of diluting its most unique selling point. Many believe that by closing the brothels, prostitution will continue in a less controlled manner (Raymond, 2008). People believe that by tolerating prostitution, they dignify and professionalize the women in prostitution. The contrary view is that the legalization of prostitution supports human trafficking and human sex workers (Raymond, 2008). The government is now debating alternatives to spread prostitution to different areas to reduce pressure on the red-light district. This will conserve prostitution in a more controlled manner (Couzy and Koops, 2018a).

A similar debate exists around quasi-legalized coffee shops. Interestingly, *"cannabis consumption in the Netherlands is lower than would be expected in an unrestricted market, perhaps because cannabis prices have remained high due to production-level prohibitions. The Dutch system serves as a nuanced alternative for both full prohibition and full legalization"* (MacCoun, 2010). However, it is also the case that nowadays tourists occupy 16% of the first aid beds in hospitals because of drugs usage (Kempen, 2018). The OLVG hospital must admit around 250 tourists per year in need of a crisis bed, simply because they are "too high". This puts increased pressure on Dutch hospitals, leaving "fewer beds" for Dutch residents in need of care (Kempen, 2018).

As discussions about such topics continued, political support for the 1012 project decreased and less money was invested. The 1012 project lost momentum and instead of closing half of the windows and coffee shops, only a quarter disappeared (Lancet, 2018).



2.3 Airbnb

One of the physical dimensions causing tourism gentrification, is the increasing Airbnb market. *“Airbnb was also seen to increase visitor numbers and to spread tourist spend, but also the nuisance, over the city”* (Oskam and Boswijk, 2016). Started as a small sharing-economy platform, Airbnb now owns a market share of overnight stays of 11,7% and its market share, and the market overall is only expected to continue to grow. *“The number of overnight stays booked in the Netherlands via the Airbnb booking platform is continuing to rise. Nearly 2.1 million overnight stays were booked in Amsterdam in 2017. An increase of more than 25% compared to 2016”* (Hotelschool The Hague and Colliers International, 2018). Research shows that Airbnb can freely expand in historic city centres, where regular hotels are limited by zoning plans, regulations and tourism taxes implemented by authorities. *“This expansion of Airbnb has the potential to stimulate crowding and tourism gentrification”* (Zervas et al., 2016). Decreasing housing supply by increasing rents and real estate prices and lowering quality of life for residents are documented effects of overtourism (Martin, 2016). *“Residential rental prices went up as landlords started to include an Airbnb premium in popular tourist areas. Tourism growth meant an unneglectable investment opportunity for investors”* (Oskam and Boswijk, 2016). Following the introduction of a 60 or 30 -depending on the area- day maximum policy for Airbnb rental, the Dutch government is now debating whether Airbnb should be prohibited completely in certain areas of the city (Niemantsverdriet, 2018; Jacobs, 2018).

But the question arises what the core of the problem is. Is it the tourists renting the place? Or does the real problem involve the investors who are increasing the rental prices (Khattari, 2018; Couzy, 2018a)? Housing prices have increased by 17% over the past year, resulting in prices that are now 35% higher than the peak of real estate prices in 2008 (Couzy, 2018b). One out of five houses in Amsterdam is in hands of investors (Couzy, 2018a) who can increase rental prices as they wish and let their property to whoever they want (Mifli, 2000; Kwong, 2005).

Even though a lot of thoughts have been given to how the liberal reputation of Amsterdam could be affected, only limited research has been done on the attitude of residents towards tourism in the city centre of Amsterdam (Murphy, 2017), except the study of Gerritsma and Vork (2017) as mentioned above. Husbans (1989) has been critical of previous studies as they fail to explore the relationship between the personal characteristics of residents and variations in perceptions of tourism.

2.4 The City Hospitality Experience

Cities are judged by their welcome. A hospitable city is attractive for visitors, liveable for residents and with a positive business climate. To evaluate the city hospitality experience of Amsterdam, the City Experience Model, developed by Hotelschool The Hague (Wiegerink, 2012), is used. The model consists of several elements and shows the relationship between the host and guest.

The left side of the model considers the hospitality objectives and experiences of all stakeholders. This research paper focusses on the experience of residents regarding tourism.

The right side of the model considers indicators of hospitality performance. When stakeholder needs are met by welcoming behaviour, hardware and atmosphere, value is created which benefits the hospitality experience of the city. This research paper focusses on the atmosphere as perceived by residents and the behaviour towards tourism.

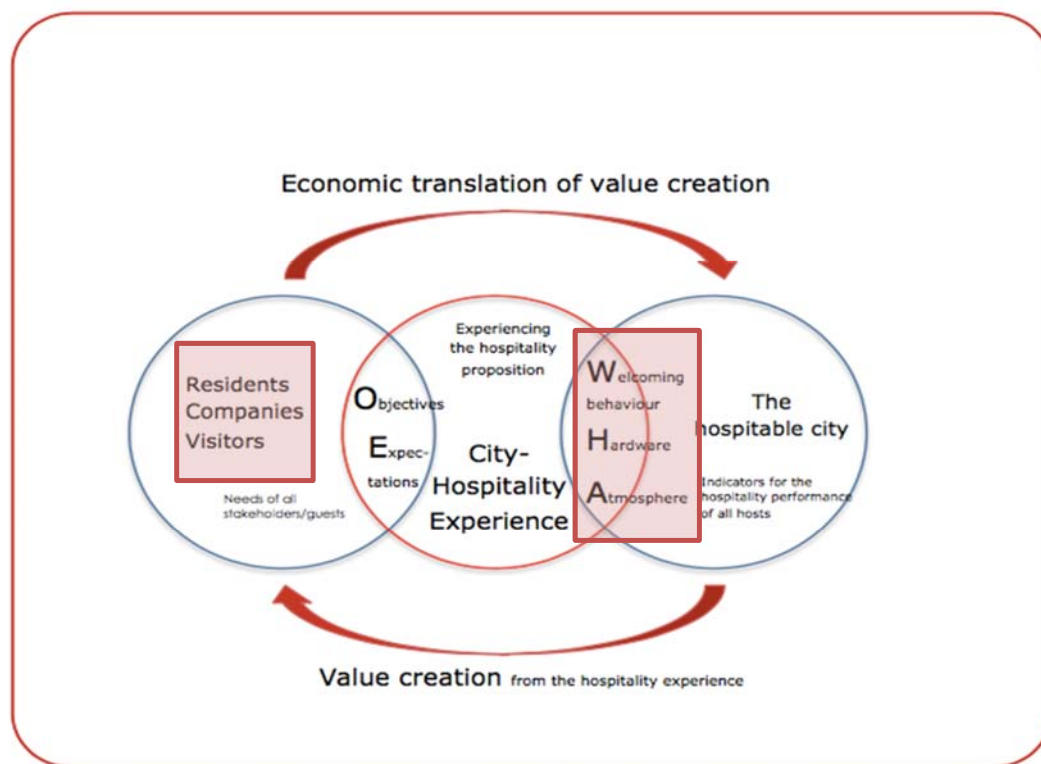


Figure 1: The City Hospitality Experience Model (Wiegerink, 2012)

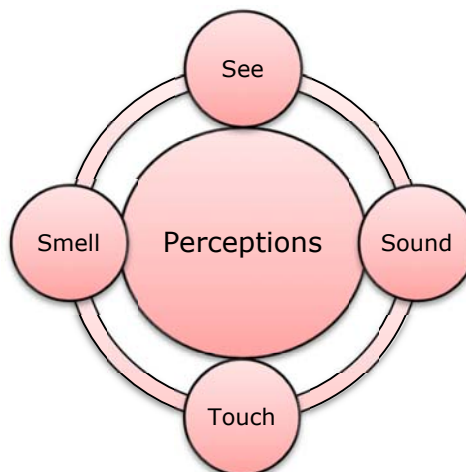
According to Wiegerink (2012), atmosphere is shaped by the interior and exterior of the city. These are factors that trigger the sensual perception of the city. Kotler (1974) defines atmosphere "as the air surrounding a sphere. The term is also used more colloquially to describe the quality of the surroundings".



Per Kotler, atmosphere is apprehended through senses. The main sensory channels are sight, sounds, scent and touch. There is a big difference between the intended atmosphere and the perceived atmosphere.

The intended atmosphere are senses that the designer sought to infuse in the space.

Whereas the perceived atmosphere can vary between different people. Atmosphere design is used as a marketing and planning tool. It is said that *"the atmosphere of a place is the most influential factor in a purchase decision"* (Kotler, 1974). Therefore, one can conclude that the atmosphere of a city is very important for the local economy and attitude towards a city.



FFigure 2: Perceptions per Kotler (1974)

2.5 Attitude of Residents

The current attitude of residents will be assessed based on the above-mentioned perceptions. To get a clear understanding of what forms an attitude, several theories and models have been analysed, synthesised and applied in a single conceptual framework.

If it is known why residents have a certain attitude, it will be possible to select those developments which can minimize negative social impacts and maximize support for alternatives. As such, liveability for residents can be enhanced, or at least maintained, with respect to the impact of tourism in the community (Williams and Lawson, 2001).

Butler's (1980) model identifies six phases in the evaluation of tourism in a city:

1. Exploration phase: a small number of tourists is attracted by a place with a few facilities.
2. Involvement phase: Some involvement by locals resulting in more facilities. A recognisable tourists season, developing tourism market.
3. Development phase: Many tourists, control of the tourist market moves from locals to external bodies. Increasing conflict between residents and tourists.
4. Consolidation phase: Even more tourists. Tourist expenditure represents a major part of the local economy. Even more conflicts between residents and tourists.
5. Stagnation phase: Number of tourists has reached its maximum; original facilities are no longer attractive as competition is very high. Even more conflicts between residents and tourists.
6. Decline or Rejuvenation phase: Attractiveness continues to decline. Unless efforts are made to rejuvenate and modernize tourists will visit other destinations.

In addition to the Butler model, the Doxey (1975) Irridex has been analysed. Doxey's model is a four-phase model that explains residents' reactions to tourism development in the host city. According to the model, residents' attitudes and perceptions change with experience. This model suggests that residents' initial reactions toward tourism start with euphoria. However, when residents believe the negatives outweigh the perceived benefits, residents' attitudes toward tourism development turn toward apathy and then to annoyance and finally to antagonism – and the support for tourism declines (Ozturk et al., 2015; Postma et al., 2017; Gerritsma and Vork, 2017). The point at which enthusiasm and support for tourism turns into irritation could be regarded as an indicator of the saturation point, in which the disadvantages of tourism are greater than the advantages (Postma and Schmuecker, 2017).

Comparing the two models, the conclusion can be drawn that both models have the same direction and assume a similar outcome. For the sake of this research, a synthesised model is used, using the names of the four phases of Doxey.

- Euphoria phase: Step 1 and 2 Butler model (exploration, involvement)
- Apathy phase: Step 3 Butler model (development)
- Annoyance phase: Step 4 Butler model (consolidation)
- Antagonism phase: Step 5 and 6 Butler model (stagnation, decline, rejuvenation)

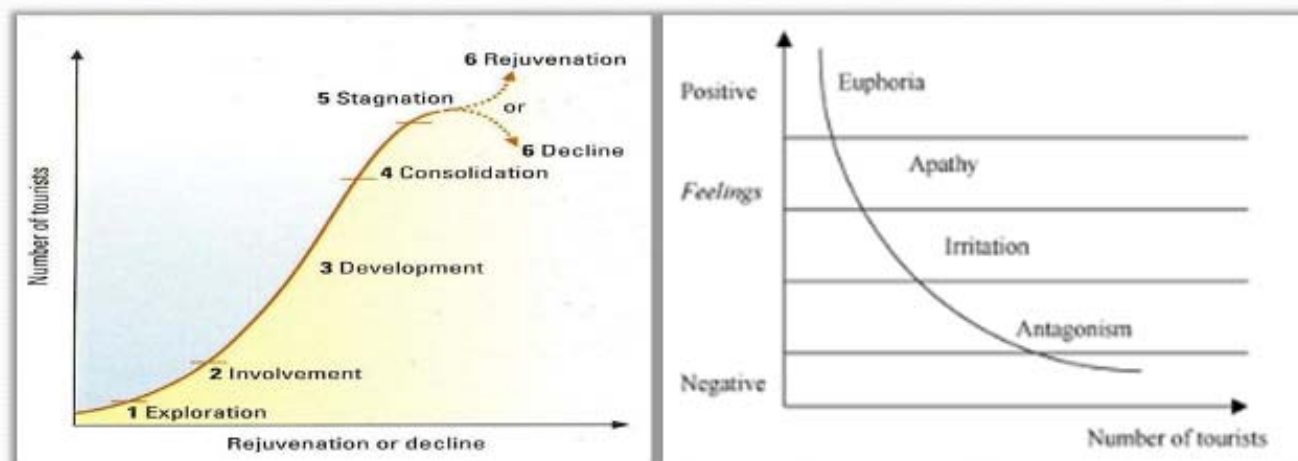


Figure 3: Butlers Tourism Life Cycle and Doxey's Irridex (Butler, 1980; Doxey, 1975)



The Butler and Doxey models are being used, despite some criticism by academics for that model, but for the sake of comparison of the earlier findings of Gerritsma and Vork (2017). Wall and Mathieson (2006) argue that both models fail to consider variations among residents within the same community. Both models assume a degree of homogeneity and do not recognise intrinsic factors associated with the members in the community, such as individual demographic and sociographic characteristics (Faulkner, 1997; Wall and Mathieson, 2006).

Zamani-Farahani and Musa (2012) similarly argue that the models assume that all residents become hostile to tourism, but often communities are heterogeneous and different sections of the community have different reactions. Besides, Allen et al. (1988) noted that residents' attitudes are affected by the level of economic activity and not the number of tourists. Meaning that, the more residents are employed in tourism industry, the more they show positive reactions to tourism. The models –it is held- oversimplify as the characteristics of both residents and tourists should be considered (Williams, 2004).

Therefore, some believe that there is still a lack of understanding of the relationship between tourism and residents, because tourism impact literature does not offer useful – or complete- theoretical frameworks for tourism impact studies that focus on the relation between tourism and residents (Williams, 2004).

According to psychologist Ostrom (1969), attitudes are hypothetical constructions that consist of a cognitive component, a conative component and an affective component. According to his attitude model, an attitude is a learned tendency based on perceptions, which can be explained by three components; knowledge & beliefs, feelings & emotions, behaviour (McLeon, 2009).

There has been a lack of research into the experiences and the interpretations amongst residents of the city center of Amsterdam of the three aspects of attitude – *behaviour, feeling, beliefs*– towards tourism (Murphy, 2017). Therefore, there is a lack of understanding between positive and negative of attitudes between residents.

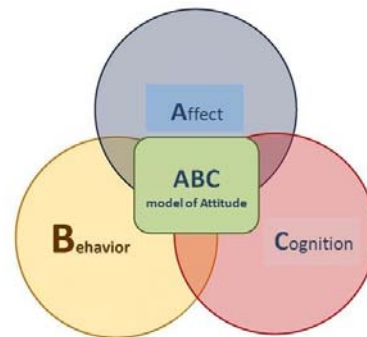
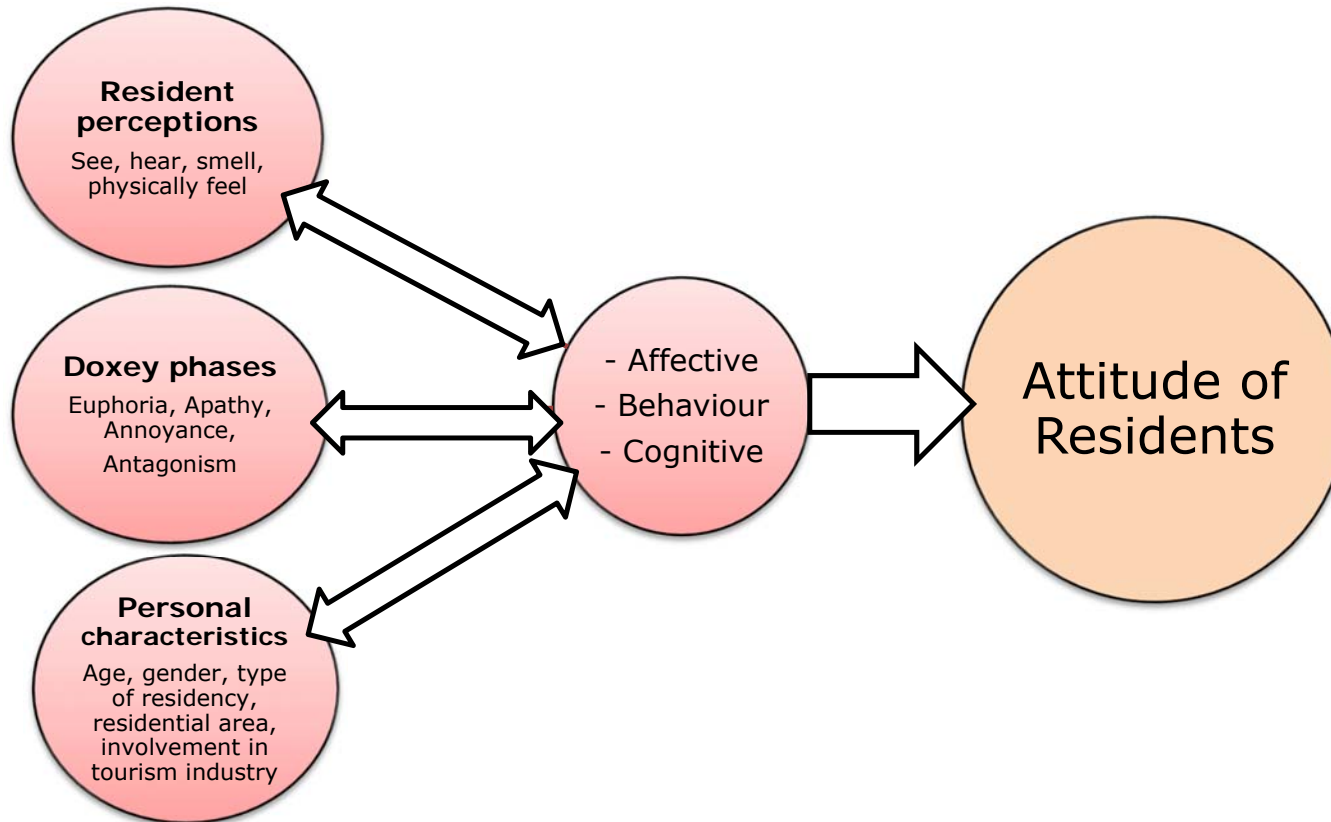


Figure 4: Attitude Model (McLeon, 2009)



2.6 Conceptual Framework





2.7 Research Questions

As a response to this situation, the following main research question was constructed:

“What is the attitude of residents towards tourism in the city centre of Amsterdam and which factors are influencing this attitude?”

Subdivided into the questions:

1. What are the main sensory perceptions of residents regarding tourism?
2. What is the attitude of residents towards tourism in the city centre of Amsterdam? In terms of perceptions, feeling and behaviour
3. How do residents' perceptions influence their attitude towards tourism?
4. What is the current attitude of residents, per the Doxey model?
5. How do residents' different characteristics influence the attitude towards tourism?



3 Methodology

3.1 Methods

The study was carried out with a combination of qualitative and quantitative methods.

Firstly, face to face semi structured interviews were performed with four residents to gain insight into residents' experiences and perceptions of tourism in the city centre of Amsterdam. Open questions were asked about what residents: see, hear, smell and feel concerning tourism. These questions were followed by open questions to find out what residents' beliefs (cognitive) and feelings (affect) are and what kind of responding behaviour they show (behaviour).

The quantitative survey was created based on the qualitative data collected through the interviews. The survey consisted of twenty-one questions. These included several statements in respect of which the respondents were asked whether they agreed or disagreed. Also, several multiple-choice questions were asked. In conclusion, there were three open questions whereby the aim was to get detailed and unbiased answers. The survey took around ten minutes to complete. A pilot version of the survey was created and sent to a few people to double-check. In total, 247 respondents filled in the final survey online.

Different ways to approach respondents were used:

- ❖ Personal network (friends, family, colleagues)
- ❖ Personal social media channels (Facebook and LinkedIn)
- ❖ Amsterdam Facebook groups
- ❖ Face to face at the city hall (Stadsloket Gemeente Amsterdam)

3.2 Respondents profile

The research targeted residents of Amsterdam.

'Given the focus of this research the majority (72,5%) of the respondents were residents of the city centre. The remainder (27,5%) of the respondents lived close to the city centre'.

Qualitative Interviews

The interviewees were chosen through a selective non-random sampling method as it relied on the judgement of the researcher. The interviewees were selected because they live (residential area) or work (involvement) in the city centre of Amsterdam (proximity their entire life (type of residency)). All four interviewees were in a different phase of the Doxey model, revealing different views and opinions.



Survey Respondents

For the survey, a convenient non-random sampling method was used, as only residents of Amsterdam were selected to fill in the survey.

- ❖ 17,9% of the respondents lives at the Nieuwmarkt
- ❖ 13,4% of the respondents lives at the Burgwallen
- ❖ 19,6% of the respondents lives at the Grachtengordel
- ❖ 5,6% of the respondents lives in the Haarlemmerbuurt
- ❖ 5,0% of the respondents lives at the Oostelijke Eilanden
- ❖ 7,3% of the respondents lives in the Weesperbuurt/Plantage
- ❖ 24% of the respondents lives in the Jordaan
- ❖ 7,3% of the respondents lives at the Weteringschans

Of the respondents 90 were male and 157 female, and all were over 18 years old.

3.3 Limitations

Please find below the encountered limitations.

Sampling bias

When conducting qualitative semi structured interviews, interviewees were selected through a convenience sampling method, wherein the own network of the first author is used. This could result in a sampling bias.

Also, when searching for survey respondents, the researcher made use of her own network as well. "*Social desirability, the halo effect, wanting to be agreeable or simply having a negotiation mentality can influence some respondents' answers if they are speaking to individuals with whom they have direct relations*" (CSM Marketing, 2017). As the researcher has in part directly contacted her own network this could have led to a sampling bias with too many respondents of the same group (age, education e.g.) This could have resulted in a biased opinion which does not fully represent the entire population. Therefore, to limit this bias she also went to the municipality of Amsterdam to find a more random set of respondents. In addition, the survey was placed on several public Facebook pages to reduce the risk of sampling bias.

Interviewer Bias

When conducting qualitative semi structured interviews, the interviewer may subconsciously give subtle clues with body language, tone of voice or the way a question is asked. This can result in answers skewed towards the interviewer's own opinion. Especially since the researcher had a preliminary view on the topic, she had to take care not to influence the interviewees. Therefore, it was important to ask consistent questions to all interviewees or respondents and to take detailed notes to avoid relying on memory (ibid).

Public opinion Bias

As the media expresses a strong opinion regarding tourism, this could result in respondents being likely to agree with what they hear rather than speaking their mind. Therefore, several controversial and detailed questions were presented limit the risk of standard answers and to get to the core of the problem. This way this possible bias was largely avoided.



Selection Bias: Gender

This type of bias occurs when the selected sample does not adequately represent the entire population (CSM Marketing, 2017). According to last year's data of the Gemeente Amsterdam (2017), the population of Amsterdam is almost equally split between men and women. Of the sample respondents, however, 90 were male (36,4%) and 157 female (63,6%). This could result in a selection bias. However, as shown with an independent sample t-test in the result section, no difference in attitude was detected between male and female respondents.

Selection Bias: Residential area

The focus of the research is on residents that live in the city center. However, the survey was also filled in by people living outside of the center (72,5% of the respondents live in the city centre, whereas 27,5% of the respondents do not live in the city centre). This caused a selection bias resulting in a non-adequate represented division between people living in and outside the city center. However, when taking the number of residents living in the city centre into consideration, one can conclude that there is a representable division per residential area (ibid). Please see figure 5 for the difference in residents per area of the sample and of the population, as per the data of the Gemeente Amsterdam (2017).

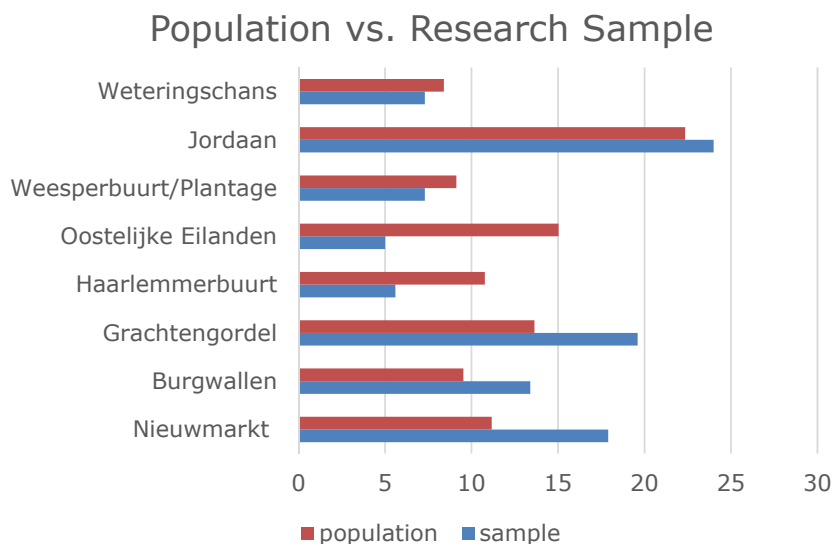


Figure 5: Population vs Sample Residential areas Gemeente Amsterdam (2017).



4 Results

4.1 Results of the Qualitative Interview

The individual interviewees had different views on tourism and, interestingly, represented different positions on the Doxey scale. Interviewee 1 (Male, 46) has lived in the city centre for all his life and owns a bar in the Jordaan. He has a strong positive view on tourism, he feels proud that his city attracts so many people and he believes that residents should not be complaining as they benefit a lot from tourists. Interviewee 2 (Female, 75+) has lived in Amsterdam for 64 years and has also a clear positive view on tourism. She enjoys the liveliness of tourists. However, she acknowledges that the city is getting too crowded. Interviewee 3 (Female, 49) has lived in the city centre for all her life and works in a traditional Dutch candy store that attracts many tourists. Over the years, her opinion regarding tourists deteriorated as a result of perceived anti-social behaviour of tourists. And Interviewee 4 (Female, 24) has lived in Amsterdam all her life and had a strong negative opinion about tourism. However, she pointed out that the behaviour of some residents towards tourists is unacceptable. This negative behaviour will certainly not be the solution to the problem. The one area that all interviewees mentioned as a concern was the increase in rental prices.

Perceptions

Factors that were clearly visible to the interviewees were the following: big groups of people, touristic modes of transport, the fact that shops are changing due to tourism demands, residents getting frustrated, antisocial behaviour of –mostly party- tourists, different opinions between old and new Amsterdammers, a cultural mix between tourists and residents. The following main factors with respect to sound were detected: trolleys, different languages, residents automatically being addressed in English, noise because of party tourism and by Airbnb guests. Moreover, people mostly notice the smell of urine, Nutella or waffle shops and cannabis in the touristic areas of the city. Lastly, factors that residents experience physically or economically are the following: increasing housing prices due to Airbnb and tourism; a growing economy; hectic traffic due to tourism; price inflation; big groups of tourists blocking the way.

Attitude

To detect residents' attitudes, the interviewees behaviour, feeling and beliefs were examined. The main feelings regarding tourism found in the interviews are: happiness, pride, ashamed of other residents' behaviour towards tourists, sadness and anger. Furthermore, the main behaviour discussed were being friendly, helpful/explanatory, impatient and irritated. Lastly, residents' beliefs regarding tourism found that tourism: brings a negative ambience, is good for economy, is good for people personally, people think that the city is turning into a Disney park and are worried what will happen.

From the interview results, it can be concluded that opinions of residents regarding tourism differ. That said, it is hard to deny the fact that the city is becoming overfull. By conducting qualitative interviews, several of the mentioned factors were detected, which formed a basis for the survey questions to measure the overall opinion of the population.



4.2 Survey results

In this section the results of the survey are discussed, along the different hypotheses from the research questions. For each hypothesis it is stated if it is either accepted or rejected.

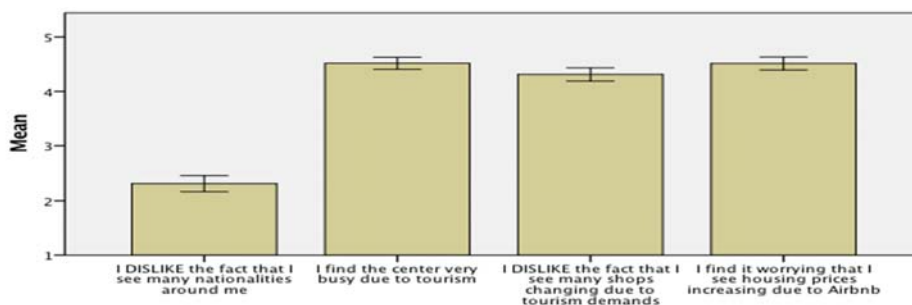
=Accepted

=Rejected

1. There is a significant relationship between residents' perceptions and their attitude towards tourism

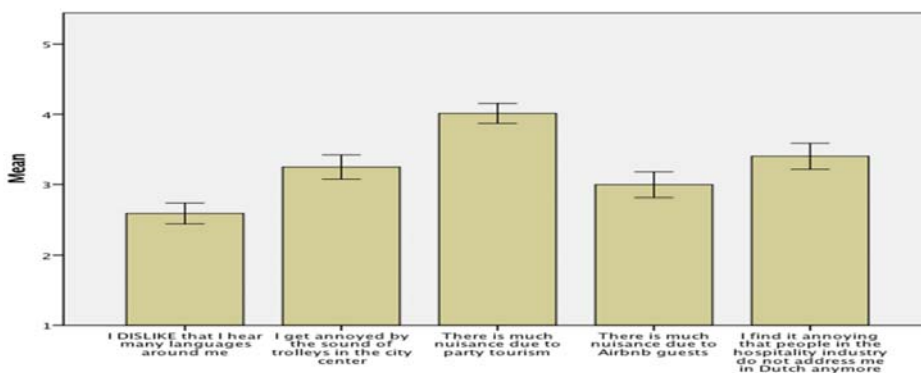
Perceptions of what residents see, hear, smell and experience physically

SEE



We can conclude ($\alpha=0,05$) that on average the population perceives the city centre to be very busy due to tourism, dislikes the fact that shops are changing because of tourism demands and it worries them to see housing prices increasing due to Airbnb. However, the population likes to see many different nationalities around them.

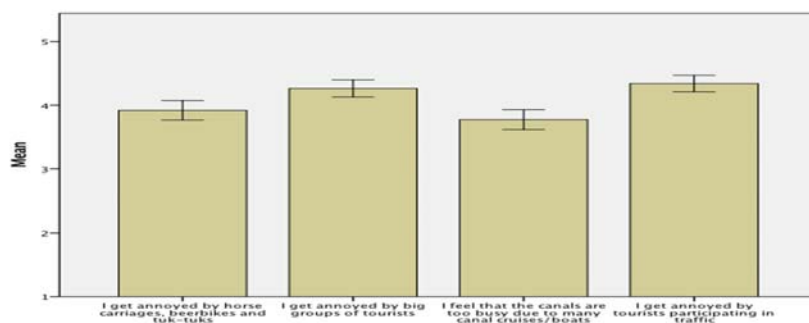
HEAR



We can conclude ($\alpha=0,05$) that on average the population dislikes the sound of trolleys, party tourism and Airbnb guests. On the positive side, the population likes to hear many languages around them.

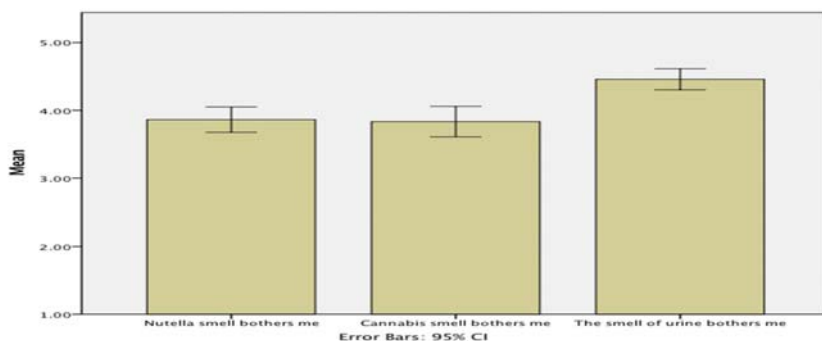


SMELL



We can conclude ($\alpha=0,05$) that on average the population dislikes the smell of Nutella stores, cannabis and urine.

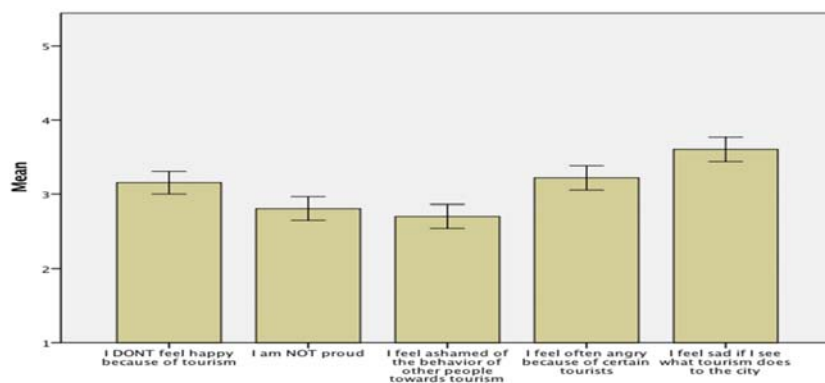
PHYSICAL



We can conclude ($\alpha=0,05$) that on average the population gets annoyed by modes of tourist transportation, big groups of tourists, canal cruises and tourists participating in traffic.

Attitude

AFFECTIVE

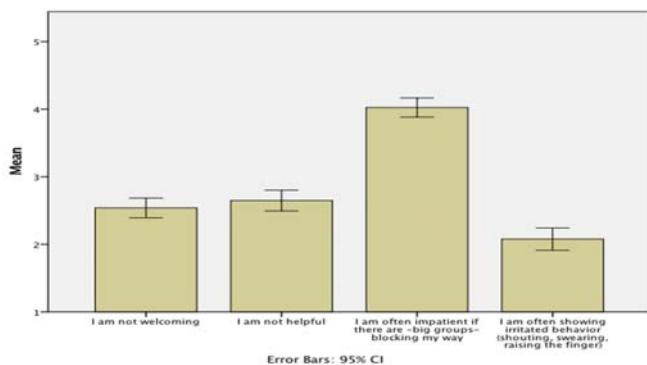


We can conclude ($\alpha=0,05$) that on average the population feels unhappy and angry because of tourism. The population feels sad to see what tourism does to their city.



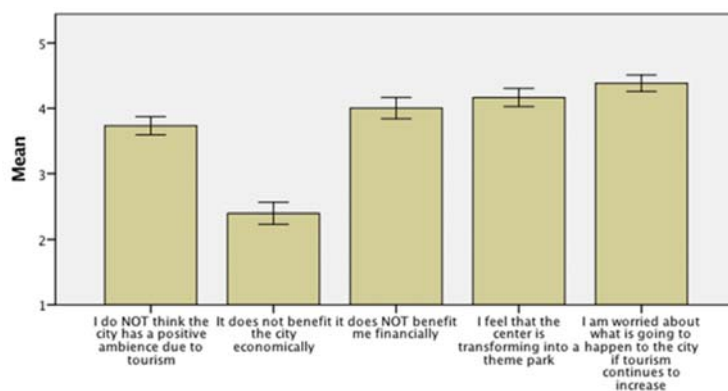
Moreover, does the population score neutral on whether they feel proud that people want to visit their city and neutral on the whether they are ashamed of residents showing irritated behaviour towards tourists.

BEHAVIOUR



We can conclude ($\alpha=0,05$) that on average the population shows welcoming and helpful behaviour. Accordingly, people say that they do not show a lot of irritated behaviour towards tourists such as shouting, swearing and raising fingers. On the other hand, the population shows impatient behaviour, when e.g. groups of tourists are blocking their way.

COGNITIVE



We can conclude ($\alpha=0,05$) that on average: The population believes that tourism does not bring a positive ambience to the city, it does not benefit them personally, feels that the city is transforming into a theme park and is worried about what is going to happen to the city if tourism continues to increase. On the other hand, the population believes that tourism is benefits the economically.



Relationships, testing the hypothesis

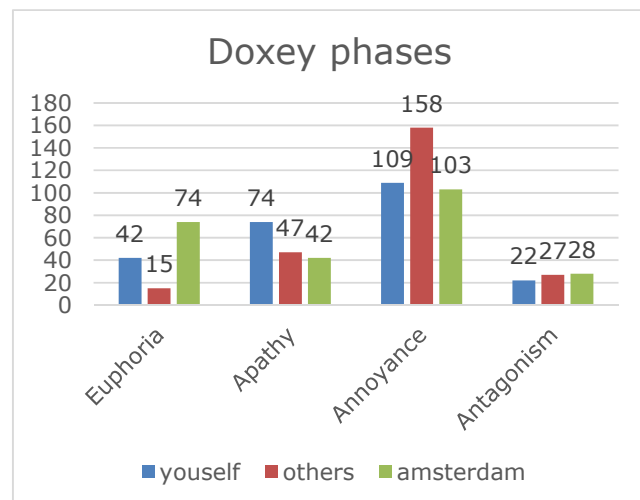
CORRELATION	SEE	HEAR	SMELL	FEEL
BEHAVIOUR	R=0,543	R=0,560	R=0,451	R=0,579
FEELING	R=0,629	R=0,669	R=0,356	R=0,677
BELIEFS	R=0,623	R=0,621	R=0,317	R=0,710

The relation between "each of the four components of perception" and "each of the three components of attitude" has been tested separately. All four tests showed a **moderate to strong positive relation**. Meaning, that **the more negative factors residents have perceived, the more negative attitude they will have towards tourism**.

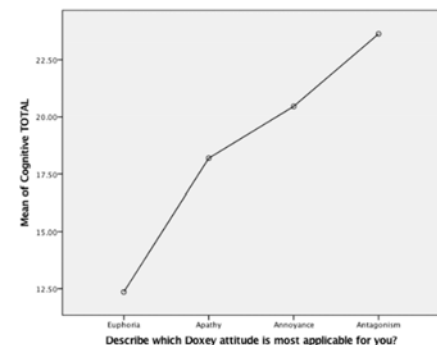
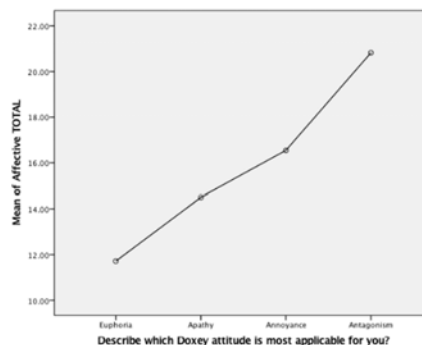
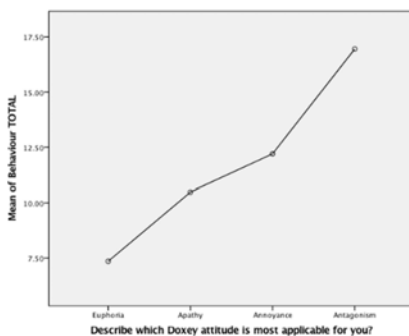
2. There is a significant difference between each of the four phases of Doxey and the attitude of residents towards tourism

We can conclude ($\alpha=0,05$) that:

- ❖ Between 38,1% and 50,2% of the population feel that they are in the "annoyance phase". Moreover, between 24,3% and 35,6% feel they are in the Apathy phase.
- ❖ Between 58,3% and 70% of the population feels that people they are close to the "annoyance phase" of the Doxey model.
- ❖ Between 36 and 47,8% of the population feels that the city is in the Annoyance phase. Controversially, between 24,7% and 35,2% of the population feel that the city is in the "Euphoria" phase of the Doxey model.



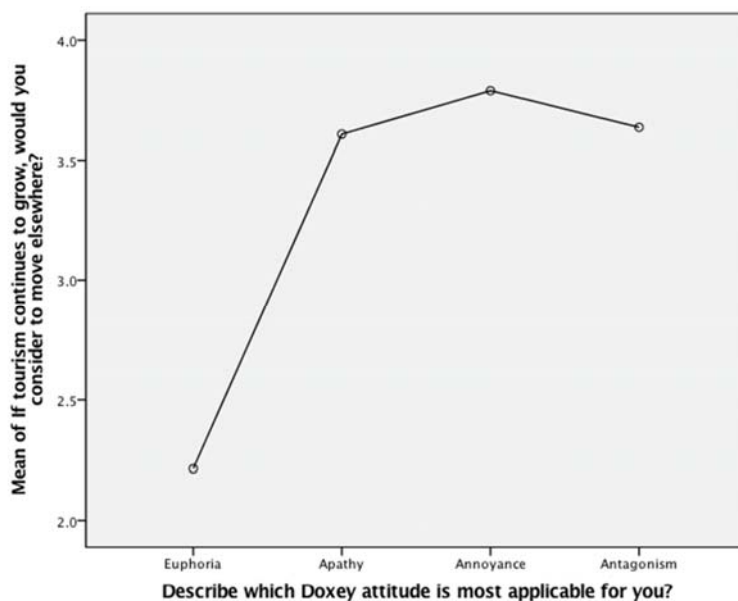
Therefore, we can conclude ($\alpha=0,05$) that the answer that the majority of the population is in the **annoyance phase**.





By performing an ANOVA difference test ($\alpha=0,05$), we can conclude that there is a significant difference when comparing **means**, through a Bonferroni test, between all four phases of the Doxey model and residents' attitude towards tourism. As can be read from the descriptive above, **the more negative residents are per the Doxey model, the more negative their attitude is.**

3. There is a significant difference between each of the four phases of Doxey and residents' likeliness to move out of the city center?



By performing an ANOVA difference test ($\alpha=0,05$), we can conclude that there is a significant difference when comparing means through a Bonferroni test between all four phases of the Doxey model and residents' likeliness to move out of the city center.

From the mean plot shown above, the following can be read:

There is a significant different between the euphoria phase and the other three phases. However, between the apathy, annoyance and antagonism phase no significant difference is found. Therefore, we can conclude ($\alpha=0,05$) that on average, respondents **who are currently in the euphoria phase are not likely to move out of the city center, whereas respondents that are in one of the other three phases would consider moving out of the city center.**

4. There is a significant difference between people that are and are not involved in the tourism industry and their attitude towards tourism

75,7% of the respondents is not involved in the tourism industry (business wise) whereas 24,3% of the respondents is business wise involved in the tourism industry.



By performing an independent T-test we can conclude ($\alpha=0,05$) that there is a significant difference between residents that are and are not involved in the tourism industry (business-wise) and their attitude towards tourism. First, a Levene's Test was considered, and the assumption was made that all "three components of attitude" had equal variances. When looking at the mean differences, we can conclude that **people that are not involved in the tourism industry have a higher mean and thus a more negative attitude towards tourism.**

	INVOLVEMENT	N	MEAN	SD
AFFECTIVE	Not involved	187	3,15	0,69
	Business-wise	60	2,92	0,98
BEHAVIOUR	Not involved	187	2,91	0,88
	Business-wise	60	2,55	0,95
COGNITIVE	Not involved	187	3,89	1,08
	Business-wise	60	3,26	1,149

5. There is a significant difference between gender and the attitude of residents towards tourism

36,4 % of the respondents is male, 63,6 % female.

After performing an independent sample T-test ($\alpha=0,05$) we can conclude that there is **no significant difference between residents' gender and their attitude towards tourism.**

6. There is a significant relationship between age and residents' attitude towards tourism

We can conclude ($\alpha=0,05$) that the average age of the population (between 18 and 80) is between 39 and 43 years old.

CORRELATION	AGE
BEHAVIOUR	-
FEELING	R=0,156
BELIEFS	R=0,147

By performing Pearson correlation tests ($\alpha=0,05$), the strength was measured of the relation between residents' age and their attitude towards tourism. We can conclude that here is **no significant relation between residents' age and their behaviour**. However, we can conclude that there is a very weak positive significant relation between residents' age and their feeling and beliefs towards tourism. **Meaning that older residents are the slightly more negative about tourism in Amsterdam.**

7. There is a significant difference between the origin and residents' attitude towards tourism



32 % of the respondents is born and raised in Amsterdam. 12,1% live less than 10 years in Amsterdam.

After performing an ANOVA mean difference test, the sig. was analysed. Two sigs ($0,024 < 0,05$ & $0,044 < 0,05$) are stating that there is a significant difference between groups. However, as all individual P values are $> 0,05$ we can conclude that there is a multiple comparison problem and the differences are negligible. We can conclude that there is **no significant difference between residents' origin and their attitude towards tourism.**

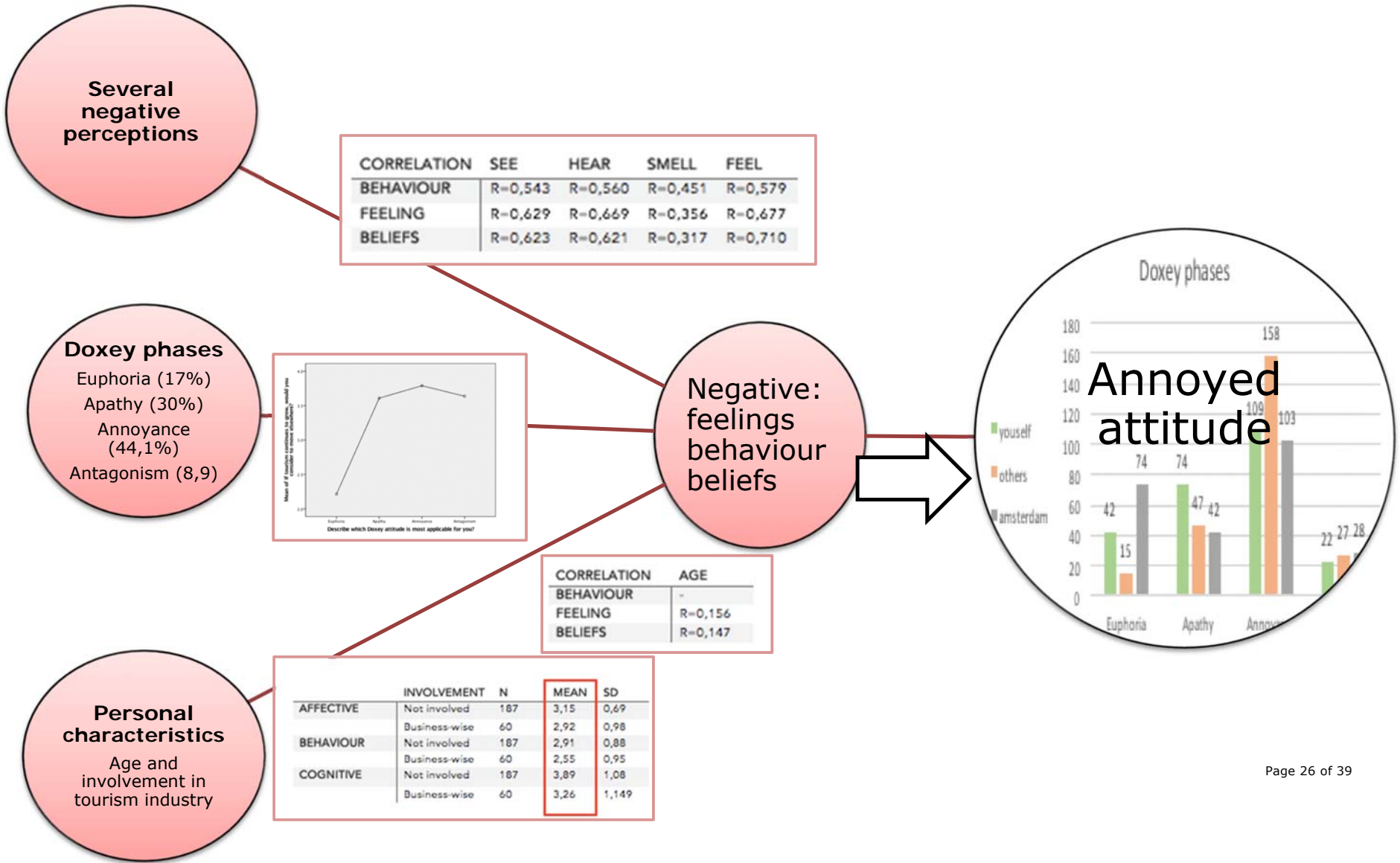
8. There is a significant difference between residential areas and residents' attitude towards tourism

72,5% of the respondents lives in the city centre. 27,5% of the respondents does not live in the city centre. The majority of the respondents l

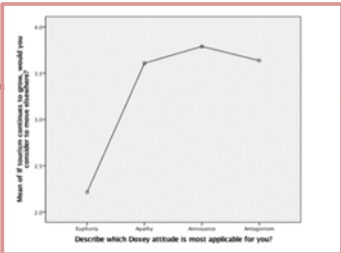
After performing an ANOVA mean difference test, the Sig was analysed. One sig ($0,010 < 0,05$) is stating that there is a significant difference between groups. However, as all individual P values are $> 0,05$ we can conclude that there is a multiple comparison problem and the differences are negligible. We can conclude that there is **no significant difference between residents' residential area and their attitude towards tourism.**



4.3 Main results in conceptual framework



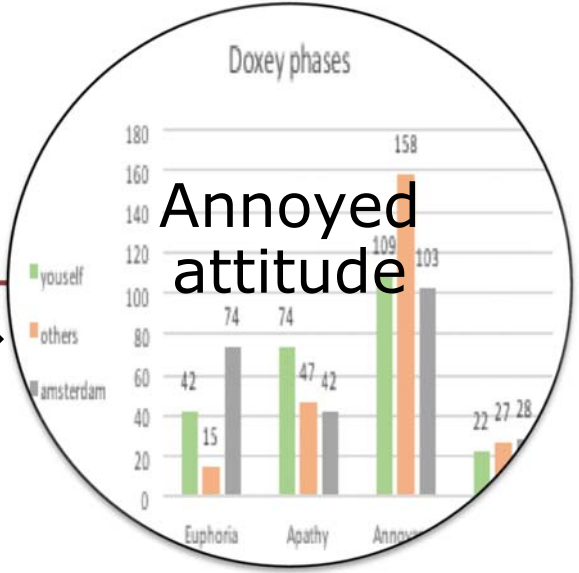
CORRELATION	SEE	HEAR	SMELL	FEEL
BEHAVIOUR	R=0,543	R=0,560	R=0,451	R=0,579
FEELING	R=0,629	R=0,669	R=0,356	R=0,677
BELIEFS	R=0,623	R=0,621	R=0,317	R=0,710



Negative: feelings behaviour beliefs

CORRELATION	AGE
BEHAVIOUR	-
FEELING	R=0,156
BELIEFS	R=0,147

	INVOLVEMENT	N	MEAN	SD
AFFECTIVE	Not involved	187	3,15	0,69
	Business-wise	60	2,92	0,98
BEHAVIOUR	Not involved	187	2,91	0,88
	Business-wise	60	2,55	0,95
COGNITIVE	Not involved	187	3,89	1,08
	Business-wise	60	3,26	1,149





5 Conclusions & Recommendations

5.1 Conclusions

Sub-conclusion 1: What are the main sensory perceptions of residents regarding tourism?

Secondary research by Kotler (1974) and Wiegerink (2012) explains that perceptions through senses are important to determine how a city is perceived by its stakeholders.

The primary research shows that most residents find the city centre too busy, due to overtourism. Overtourism is perceived negatively, especially because of big groups of tourists, different modes of tourist transportation and tourist canal cruises. It is found extremely disturbing when tourists rent a bicycle and try to participate in daily traffic. Moreover, most residents dislike the fact that local shops are being replaced or changed because of tourism demands. The infamous Nutella or waffle shops are a notorious example. Those shops are often located close to coffee shops as smoking triggers the appetite. Both the smell of sweets and cannabis are perceived very negatively by residents.

Furthermore, residents have noticed a strong increase in rental prices. Secondary research shows that Airbnb is one of the root causes for this as tourism growth means an unneglectable investment opportunity for investors (Oskam and Boswijk, 2016). Many residents can no longer afford to live in the city centre, as the Disneyfication caused by tourism growth results in tourism gentrification (Martín et al., 2018). Apart from the high rental prices, the primary research shows that residents are dissatisfied with the nuisance caused by Airbnb guests. Urban tourists often arrive for a weekend with their trolleys –of which the sound is also perceived negatively- and their primary travel purpose is to visit coffee shops, Amsterdam nightlife and the red-light district. It is often found that those tourists display antisocial behaviour, which negatively triggers several sensory channels of residents.

On the positive side, the primary research shows that most residents like to see different nationalities and hear many languages around them. Backing up the theory that *“positive feelings for and experiences of diversity have a significant impact on peoples' attitudes, because these feelings and experiences contribute to a more realistic view of multiculturalism”* (Peters and de Haan, 2011). It is the party tourists that are perceived negatively, whereas the culturally interested, civilized tourists are perceived more positively.

Sub-conclusion 2: What is the attitude of residents towards tourism in the city centre of Amsterdam?

Secondary research showed that limited research has been conducted into the attitude of residents towards tourism in the city centre of Amsterdam (Murphy, 2017). According to the Ostrom's (1969) attitude model, an attitude is a learned tendency based on experiences and observations which can be explained by three components; knowledge & beliefs, feelings & emotions and behaviour (McLeon, 2009).



The primary research showed that most residents feel unhappy and angry because of overtourism. Residents feel sad to see what tourism does to their city. Even though most residents believe that tourism does not benefit them personally, residents on average believe that tourism benefits the city economically. They believe, however, that the city centre is turning into a theme park and it worries them to see what will happen to the city if tourism continues this way. Residents tend to avoid the main public spaces in the city centre, such as the Dam, the red-light district and the Kalverstraat. Residents especially dislike the typical "party tourist", that is attracted by the liberal image of Amsterdam. This type of tourist mainly visits the city to party -or to celebrate bachelor parties- and is attracted by the city's permissiveness towards sex and drugs. This corresponds with secondary research findings that many negative attitudes toward tourism are associated with concerns such as crime, drug abuse and trafficking, and prostitution (Var et al., 1985; Belisle and Hoy, 1980; Husbands, 1989). These negative feelings and beliefs are displayed in corresponding negative behaviour. Residents tend to show impatient behaviour towards tourists. Also, it is found that the clear majority of residents would move out of the city centre if tourism would continue this way. This tourism gentrification confirms the theory of the Butler (1980) and Doxey (1975) models.

However, not all tourists are disliked by residents. Residents enjoy culturally interested and civilized tourists. Therefore, residents have the feeling that they continue to show welcoming and helpful behaviour rather than irritated behaviour.

Sub-conclusion 3: How do residents' perceptions influence their attitude towards tourism?

The primary research shows that the more negative factors residents have perceived, the more negative their attitude towards tourists will be. This is in line with secondary research of Kim, (2002), who stated that *"negative perceptions of tourism affect the way in which residents perceive the atmosphere of the city. This might negatively affect the long-term sustainability of tourism by any impacts from tourism which is causing irritation among residents"*.

Sub-conclusion 4: What is the current attitude of residents, per the Doxey model?

From the primary research, it can be concluded that most Amsterdam city center residents are currently in the "annoyance phase". In line with the secondary theory of the synthesised Doxey model, the primary research has shown that the more negative residents are per the model, the more negative their attitude towards tourism will be. Also, primary research has shown that people who are in either the apathy, annoyance or antagonism phase would at least consider moving out of the city center if tourism continues this way.

Sub- conclusion 5: How do residents' different characteristics influence the attitude towards tourism?

Researchers have been critical of previous studies for their failure to explore relationships between socio-demographic characteristics of resident populations and variations in perceptions of tourism. Besides, it has been noted that residents' attitudes are affected by the level of economic involvement (Williams, 2004; Husbands, 1989; Allen et al., 1988; Faulkner, 1997; Wall and Mathieson, 2006). Meaning that, the more residents are employed in tourism industry, the more they show positive reactions to



tourism. Primary research has confirmed this theory, stating that when residents are not involved in the tourism industry, they have a more negative attitude towards tourism.

The primary research showed no relation between age and the behaviour of residents, except a very weak relationship between older residents and more negative feelings towards tourism.

Also, primary research showed that there is no difference between men and women and their attitude towards tourism.

Even though qualitative research stated that the different types of residents – *e.g. new vs old Amsterdammers*- have an influence on the attitude, quantitative research cannot confirm this statement. Lastly, there is no difference between the attitudes towards tourism of residents of different residential city centre areas.

Main conclusion: What is the attitude of residents towards tourism in the city centre of Amsterdam and which factors are influencing this?

Four and a half years ago, Gerritsma and Vork (2017) performed research on the attitude of Amsterdam residents towards tourism. The authors concluded that residents have a positive attitude towards tourism, differences between geographic locations of neighbourhoods are found. (ibid). Comparing with the primary research of this report, it becomes clear that the results from both studies differ remarkably. The percentage of respondents in the 'annoyance'- stage of the Doxey model is significantly higher in the current study.

However, the population of both studies cannot be compared directly (Gerritsma and Vork's population where inhabitants of Amsterdam North and Amsterdam West whereas the current study concentrated on residents in the centre of the city) there seems to be an increasing nuisance, perceived by residents. As a result of increasing tourist numbers.

After performing primary research, the conclusion is drawn that currently residents living in the city centre have an "annoyed attitude" towards tourism in the city centre of Amsterdam. Both personal characteristics and perceptions of residents, have an influence on this. As expected, residents' attitudes towards tourism become more negative when residents have negative perceptions. Most residents seem to avoid touristic areas in the city centre and the majority at least considers moving out of the city centre if tourism continues this way. This is in line with Doxey's theory that attitudes will only become more negative. Also, the level of resident involvement in the tourism industry is an important factor to determine ones' attitude, meaning that the less involved residents are the more negative their attitude is. In general, older people have slightly more negative feelings and beliefs towards tourism. Lastly, a clear type of tourist was detected that residents like and dislike. Residents seem to have a negative attitude towards the typical "party tourists", who are attracted to the city by its liberal image. On the other end of the scale, the culturally interested civilized tourists are still perceived positively by many residents.



5.2 Recommendations and Further Research

Further research is required to be able to answer the question whether Amsterdam has reached its saturation point at which the negatives of tourism trump the positives. The most important areas for further research are discussed below.

In general, residents of Amsterdam like to hear different languages and show welcoming behaviour to people from different cultural backgrounds that are interested in the city. However, the problem lies in the disliked type of tourists. Even though the city has been trying to take measures against the Disneyfication of the city centre, reality shows that there still is a lot of criticism from residents. Amsterdam receives too many “party tourists”, attracted by the liberal image of the city. This brings along many disturbing factors which are perceived negatively by residents and therefore, negatively influences their attitude. The municipality of Amsterdam should be focusing on how to reduce the number of disliked tourists and how to attract the preferred type of tourists.

Moreover, research shows that tourism brings a lot of wealth to Amsterdam. However, not everyone experiences. Only those who are directly involved in the industry and those who are benefitting from tourism reflect a more positive attitude. But the question remains, who is exactly benefitting from tourism? Do not all residents benefit from tourism expenditure in the long run? The question is how tourism can be developed in such a way that it is sustainable and results in positive perceptions and attitudes towards tourism, rather than it just a development that is increasingly criticized. Therefore, it is important to conduct further research on how more residents potentially can benefit from tourism. It would be interesting to explore possible co-creation initiatives, which will potentially boost the level of resident participation, involvement and therefore it could lead to a more positive attitude towards tourism.

To create value, it is recommended to establish the right balance between stakeholders by considering the expectations and objectives of all. Based on this research, it is recommended that all stakeholders collectively strive for a successful cooperation to let the benefits of tourism trump the negatives. Further research is recommended to get a better understanding on how to collectively manage and regulate tourism and how to ensure the sharing of the economic benefits between all residents of tourism to enhance sustainable tourism development.

Qualitative research found that there is difference between types of residents and residents’ attitude towards tourism. However, quantitative research did not confirm this. Therefore, it is recommended to conduct deeper research into this factor, for example by creating personas of residents that reflect the background of the attitude towards tourists and tourism.

Moreover, further research could be conducted regarding the opinion of residents from all residential areas, including the ones outside the city centre. This will allow a bigger and more divided sample size and would therefore provide the municipality with more insights.

As found in secondary research, Amsterdam is not the only city which is coping with the issue of overtourism. Barcelona, Venice, Milan, Budapest and many other cities are dealing with overtourism as well. Further research could be done regarding resident



attitudes in these cities, as well as research regarding measures taken by such municipalities to enhance sustainable tourism development.



6 Appendices

6.1 Dutch Infographic and Summary

I VISITamsterdam

City Hospitality stelt vast in hoeverre een stad als gastvrij wordt ervaren door verschillende belanghebbenden. Om inzicht te krijgen in hoe de industrie moet reageren op de groei van het toerisme, moet er zowel naar de bezoekers als naar de bewoners gekeken worden. De focus van dit onderzoek ligt op de attitude van de Amsterdamse bewoners ten opzichte van toerisme in de binnenstad. De groei van toerisme en de impact hiervan, is een erg actueel onderwerp en een vaak besproken nieuwsitem. Dit heeft in Amsterdam zelfs geleid tot een politiek debat waarin wordt besproken of de stad op weg is naar een keerpunt –*of al bereikt heeft*– waarin de nadelen van het toerisme de voordelen zullen overtreffen. De vraag is of de stad Amsterdam zijn liberale imago moet behouden of moet bijstellen door het toerisme beter te reguleren.

Percepties ten opzichte van toerisme beïnvloeden de manier waarop bewoners de stad ervaren. De duurzaamheid van toerisme kan op lange termijn worden beïnvloed doordat toerisme de mentaliteit van bewoners beïnvloedt. Deze mentaliteit wordt gemeten aan de hand van een cognitieve component, een gedragscomponent en een affectief component. Attitudes kunnen worden weergegeven in een "vier fase Irritatie-index" van onderzoeker Doxey (1975). Dit model suggereert dat de aanvankelijke mentaliteit van bewoners ten opzichte van toerisme veranderd van enthousiasme naar apathie naar vervolgens irritatie en uiteindelijk leidt tot vijandigheid.

Het doel van dit onderzoek is om inzicht te geven in de verschillende attitudes van bewoners ten opzichte van het toerisme in de binnenstad van Amsterdam. En om te beoordelen hoe percepties, persoonlijke kenmerken en waar bewoners zich bevinden op de vier fase schaal van Doxey, invloed hebben op de houding van bewoners. De resultaten van dit onderzoek zijn gebaseerd op zowel kwantitatief als kwalitatief onderzoek (enquêtes en semigestructureerde interviews) en op secundair onderzoek.

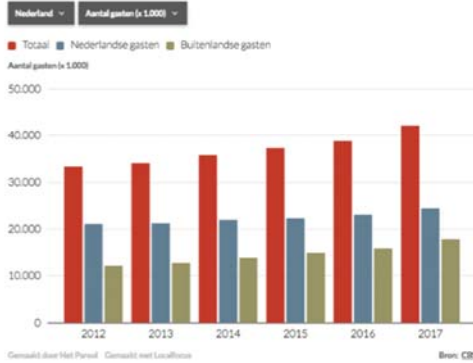
Er kan middels een goede onderbouwing worden geconcludeerd dat hoe negatiever de perceptie van bewoners ten opzichte van toerisme, hoe negatiever de attitude is. Dit bevestigt de theorie van Doxey dat het enthousiasme ten opzichte van toerisme afneemt naarmate het toerisme groeit. Om waarde te creëren voor de stad Amsterdam, wordt aanbevolen dat alle belanghebbenden gezamenlijk streven naar een succesvolle samenwerking om de voordelen van het toerisme, de negatieve kanten overtreffen. Nader onderzoek wordt aanbevolen om een beter inzicht te krijgen in hoe het toerisme collectief kan worden beheerst en gereguleerd en hoe de economische voordelen van het toerisme kunnen worden verdeeld tussen alle bewoners om de ontwikkeling van duurzaam toerisme te bevorderen.



I VISIT Amsterdam

De groei van toerisme en de impact hiervan, is een erg actueel onderwerp en een vaak besproken nieuwsitem. Dit heeft in Amsterdam zelfs geleid tot een politiek debat waarin wordt besproken of de stad op weg is naar een keerpunt –of al bereikt heeft– waarin de nadelen van het toerisme de voordelen zullen overtreffen. De vraag is of de stad Amsterdam zijn liberale imago moet behouden of moet bijstellen door het toerisme beter te reguleren.

Hoeveel (buitenlandse) toeristen slapen er in jouw provincie?

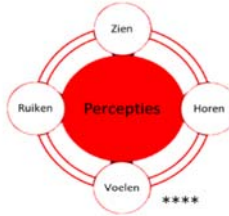


+ 50 %
Verwachte groei in toerisme in 2030
totaal: > 60 miljoen**

In 2017 stond Amsterdam, na Barcelona, als tweede plaats op de ranglijst van de steden waar het het ergst gesteld is wat betreft overtoerisme in Europa*



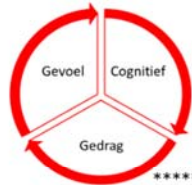
Zien: Drukte, veranderend winkelaanbod, stijgende huizenprijzen
Horen: Rolkoffertjes, feest toerisme, Airbnb overlast
Ruiken: Nutella winkeltjes, coffeeshops, urine
Voelen: Grote groepen, toeristen vervoer, toerisme in het verkeer



Zien & Horen: Veel verschillende nationaliteiten en talen



Gevoel: Ongelukkig, boos, verdrietig, bezorgd
Gedrag: Ongeduldig
Gedachten: Toerisme is niet goed voor de sfeer van de stad, de stad wordt een pretpark, ik heb zelf geen profijt van toerisme



Gedachten: Amsterdam als stad heeft een financieel profijt van toerisme
Gedrag: Verwelkomend naar het gewaardeerde type toerist



Tussen 38.1% en 50.2% van de bewoners heeft een geïrriteerde attitude ten opzichte van toerisme in de binnenstad van Amsterdam *****



■ Enthousiasme (17%) ■ Apathie (30%)
■ Irritatie (44.10%) ■ Vijandigheid (8.90%)

Bewoners die direct betrokken zijn in de toeristen industrie zijn over het algemeen positiever

Oudere bewoners zijn over het algemeen wat negatiever

Wat moet er gebeuren?

Om de ontwikkeling van duurzaam toerisme te bevorderen, wordt er aangeraden om verder onderzoek te doen naar de volgende thema's:

1. Het effectiever beheren en reguleren van toerisme
2. Het verdelen van de economische voordelen van toerisme tussen zo veel mogelijk bewoners
3. Het creëren van co-creatie initiatieven, wat kan leiden tot een beter leef- en verblijfsklimaat voor bewoners.
4. De attitude van alle bewoners, inclusief de bewoners buiten het centrum van Amsterdam
5. De attitude is van bewoners uit andere steden in de wereld die met overtoerisme te maken hebben

* Statista, 2017; ** CBS, 2018; *** Kotler; ****Ostrom, 1969; ***** Interview & Survey resultaten



6.2 Resources

ABNamro, 2018, *Zet maatschappelijke onvrede een rem op toerisme?* Available at: <https://insights.abnamro.nl/2018/04/prognose-leisure/> (Accessed 22 August 2018).

Allen, R., Long, P., Perdue, R. and Kieselbach, S., 1988 *Journal of Travel Research*, 27(1), p.16.

Belisle, F.J. and Hoy, D.R., 1980 The perceived impact of tourism by residents a case study in Santa Marta, Colombia. *Tourism and Development Anthropological Perspectives*, 7(1), pp.83–101.

Boels, D. and Verhage, A., 2016 Prostitution in the neighbourhood: Impact on residents and implications for municipal regulation. *International Journal of Law, Crime and Justice*, 46, pp.43–56.

Burns, P.M., 2004 TOURISM PLANNING: A Third Way? *Annals of Tourism Research*, 31(1), pp.24–43.

Butler, R.W., 1980 The concept of a tourist area cycle of evolution implications for management of resources. *Canadian Geographer*, 24(1), p.5.

CBS, 2017, *Dutch consumer confidence improves slightly in February* Available at: <http://www.cbs.nl/en-gb/news/2017/08/dutch-consumer-confidence-improves-slightly-in-february> (Accessed 9 May 2017).

Couzy, M., 2018a, *DNB: 1 op de 5 huizen verkocht aan beleggers - Amsterdam - PAROOL* Available at: <https://www.parool.nl/amsterdam/dnb-1-op-de-5-huizen-verkocht-aan-beleggers~a4605736/> (Accessed 11 October 2018).

Couzy, M., 2018b, *Huizenprijzen 17 procent gestegen, maar plafond in zicht - Amsterdam - PAROOL* Available at: <https://www.parool.nl/amsterdam/huizenprijzen-17-procent-gestegen-maar-plafond-in-zicht~a4605878/> (Accessed 11 October 2018).

Couzy, M., 2018c, *NBTC: 60 miljoen toeristen in 2030 - Amsterdam - PAROOL* Available at: <https://www.parool.nl/amsterdam/nbtc-60-miljoen-toeristen-in-2030~a4605820/> (Accessed 10 October 2018).

Couzy, M. and Koops, R., 2018a, *Coalitiepartijen: verplaats prostitutie om Wallen te ontlasten - Amsterdam - PAROOL* Available at: https://www.parool.nl/amsterdam/coalitiepartijen-verplaats-prostitutie-om-wallen-te-ontlasten~a4606923/?utm_source=link&utm_medium=social&utm_campaign=shared%20content&utm_content=free (Accessed 1 November 2018).

Couzy, M. and Koops, R., 2018b, *Meerderheid raad: weg met letters I amsterdam - Amsterdam - PAROOL* Available at: <https://www.parool.nl/amsterdam/meerderheid-raad-weg-met-letters-i-amsterdam~a4605839/> (Accessed 10 October 2018).



CSM Marketing, 2017 4 Types of Bias To Be Aware of in Research | CSM Research. Available at: <http://csmresearch.co/news/press-releases/4-types-of-bias-to-be-aware-of-in-research/> (Accessed 12 November 2018).

Doxey, G.V., 1975 *Travel and Tourism Research Associations Sixth Annual Conference Proceedings*, null, (ed.),

Faulkner, B., 1997 A framework for monitoring community impacts of tourism. *Journal of Sustainable Tourism*, 5(1), pp.1–2.

Gemeente Amsterdam, 2017, *2017 jaarboek amsterdam in cijfers.pdf* Available at: <https://www.ois.amsterdam.nl/pdf/2017%20jaarboek%20amsterdam%20in%20cijfers.pdf> (Accessed 12 November 2018).

Gemeente Amsterdam, 2018, *Onderzoek, Informatie en Statistiek* Available at: <https://www.ois.amsterdam.nl/toerisme> (Accessed 25 September 2018).

Gerritsma, R. and Vork, J., 2017 AMSTERDAM RESIDENTS AND THEIR ATTITUDE TOWARDS TOURISTS AND TOURISM.

Getz, D., 1986 *The tourism system: An introductory text*: By Robert Christie Mill and Alastair M. Morrison, Prentice-Hall, Inc. (Englewood Cliffs, NJ 07632, USA) ISBN 0-13-925645-8, 1985, XX + 457 pp. (tables, illustrations, index) \$25.95 (cloth). *Annals of Tourism Research*, 13(1), pp.143–146.

Hodes, S., 2018, *Explosieve groei toerisme: goed nieuws, behalve voor Amsterdam - Amsterdam - PAROOL* Available at: <https://www.paroool.nl/amsterdam/explosieve-groei-toerisme-goed-nieuws-behalve-voor-amsterdam~a4588808/> (Accessed 15 October 2018).

Hotelschool The Hague and Colliers International, 2018, *Hotelschool The Hague & Colliers latest report on Airbnb in Dutch cities, 2017* Available at: <https://blog.hotelschool.nl/industry/hotelschool-hague-colliers-latest-report-airbnb-dutch-cities-2017> (Accessed 10 September 2018).

Houtekamer, C., 2018, *De toerist heeft nu ook de ‘suburbs’ van Amsterdam ontdekt: Almere* Available at: <https://www.nrc.nl/nieuws/2018/08/29/een-new-town-dat-boeit-toeristen-a1614694> (Accessed 4 September 2018).

Husbands, W., 1989 Social status and perception of tourism in Zambia. *Annals of Tourism Research*, 16(2), pp.237–253.

Jacobs, T., 2018, “*Laat de Zeedijk niet verwarmoesstratiseren*” - *Opinie - PAROOL* Available at: <https://www.paroool.nl/opinie/-laat-de-zeedijk-niet-verwarmoesstratiseren~a4604336/> (Accessed 12 September 2018).

Kempen, J. van, 2018, *Blowende toeristen verhogen druk op spoedeisende zorg in Amsterdam* Available at: <https://www.ad.nl/binnenland/blowende-toeristen-verhogen-druk-op-spoedeisende-zorg-in-amsterdam~a8b4c1ed/> (Accessed 13 September 2018).



- Khaddari, R., 2018, *Buurt over verbod Airbnb: “Lijkt een pleister op een houten been” - Amsterdam - PAROOL* Available at: <https://www.parool.nl/amsterdam/buurt-over-verbod-airbnb-lijkt-een-pleister-op-een-houten-been~a4605908/> (Accessed 11 October 2018).
- Kim, K., 2002, *THE EFFECTS OF TOURISM IMPACTS UPON QUALITY OF LIFE OF RESIDENTS IN THE COMMUNITY* Available at: https://vtechworks.lib.vt.edu/bitstream/handle/10919/29954/Title_and_Text.pdf?sequence=1 (Accessed 17 September 2018).
- Kotler, P., 1974, (2) *Atmospherics as a Marketing Tool | Request PDF* Available at: https://www.researchgate.net/publication/239435728_Atmospherics_as_a_Marketing_Tool (Accessed 12 September 2018).
- Kwong, L.Y.L., 2005 The application of menu engineering and design in Asian restaurants. *International Journal of Hospitality Management*, 24(1), pp.91–106.
- Lancet, kees, 2018, “*Wat er misging bij Project 1012” - Opinie - PAROOL* Available at: <https://www.parool.nl/opinie/-wat-er-misging-bij-project-1012~a4600776/> (Accessed 13 September 2018).
- MacCoun, R., 2010, *What can we learn from the Dutch cannabis coffeeshop system? - MacCoun2011_DutchCannabisCoffeeshopSystem.pdf* Available at: https://gspp.berkeley.edu/assets/uploads/research/pdf/MacCoun2011_DutchCannabisCoffeeshopSystem.pdf (Accessed 13 September 2018).
- Martin, H., 2016 Airbnb and other home-sharing businesses have hotels worried. *Los Angeles Times*. Available at: <http://www.latimes.com/business/la-fi-hotels-airbnb-20160317-story.html>.
- Martín, J.M., Martínez, J.M.G. and Fernández, J.A.S., 2018 An Analysis of the Factors behind the Citizen’s Attitude of Rejection towards Tourism in a Context of Overtourism and Economic Dependence on This Activity. *Sustainability, Vol 10, Iss 8, p 2851 (2018)*, 10(8), pp.2851-2851–2851.
- Matusitz, J. and Palermo, L., 2014 The Disneyfication of the World: A Globalisation Perspective. *Journal of Organisational Transformation & Social Change*, 11(2), pp.91–107.
- McLeon, S., 2009, *Attitudes and Behavior | Simply Psychology* Available at: <https://www.simplypsychology.org/attitudes.html> (Accessed 17 September 2018).
- Mifli, 2000, (1) *Menu Development and Analysis | Request PDF* Available at: https://www.researchgate.net/publication/281059125_Menu_Development_and_Analysis (Accessed 7 November 2018).
- Murphy, P.E., 1985 *Tourism: A Community Approach*, null, (ed.),
- NBTC, 2018a, *Perspectief bestemming Nederland 2030* Available at: <https://www.nbtc.nl/nl/perspectief-bestemming-nederland-2030.htm> (Accessed 3 November 2018).



- NBTC, 2018b, *Toerisme in perspectief 2018* Available at: <https://www.nbtc.nl/nl/homepage/cijfers-trends/algemene-cijfers-toerisme/toerisme-in-perspectief-2018.htm> (Accessed 4 September 2018).
- Neuts, B. and Nijkamp, P., 2012, *Tourist crowding perception and acceptability in cities: An Applied Modelling Study on Bruges - 1-s2.0-S0160738312001168-main.pdf* Available at: https://ac.els-cdn.com/S0160738312001168/1-s2.0-S0160738312001168-main.pdf?_tid=4715331e-af45-404f-b579-4ff42f6d05bd&acdnat=1536243768_f262cea7f134a2d999b462d767090c50 (Accessed 7 September 2018).
- Niemantsverdriet, T., 2018, *Airbnb laat zich niet zomaar aan banden leggen door Amsterdam* Available at: <https://www.nrc.nl/nieuws/2018/09/27/airbnb-laat-zich-niet-zomaar-aan-banden-leggen-door-amsterdam-a1817406> (Accessed 11 October 2018).
- de Nijs, K. and Zevenbergen, J., 2014 *Amsterdam, het nieuwe Venetië?*
- Oskam, J. and Boswijk, A., 2016 *Airbnb: the future of networked hospitality businesses. Journal of Tourism Futures*, 2(1), pp.22–42.
- Ostrom, T.M., 1969 The relationship between the affective, behavioral, and cognitive components of attitude. *Journal of Experimental Social Psychology*, 5(1), pp.12–30.
- Ozturk, A.B., Ozer, O. and Çaliskan, U., 2015 The relationship between local residents' perceptions of tourism and their happiness: a case of Kusadasi, Turkey. *Tourism Review*, 70(3), pp.232–242.
- Peters, K. and de Haan, H., 2011 *Everyday spaces of inter-ethnic interaction: the meaning of urban public spaces in the Netherlands. Leisure/Loisir*, 35(2), pp.169–190.
- Pinkster, F.M. et al., 2017 *When the spell is broken: gentrification, urban tourism and privileged discontent in the Amsterdam canal district*,
- Postma, A., Buda, D.-M. and Gugerell, K., 2017 *The future of city tourism. Journal of Tourism Futures*, 3(2), pp.95–101.
- 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 | Vol 3, No 2* Available at: <https://www.emeraldinsight.com/doi/full/10.1108/JTF-04-2017-0022> (Accessed 28 August 2018).
- Raymond, J., 2008, *Ten Reasons for Not Legalizing Prostitution and a Legal Response to the Demand for Prostitution* Available at: https://www.tandfonline.com/doi/pdf/10.1300/J189v02n03_17?casa_token=BN5qiwMBoY4AAAAA:kDcPscw1z7qGSMUAPAE7QzcMUx9zeHs1YSir2XD9dePR2581teRcikg1AN4fJ2s-cA_JT42et0ahvA (Accessed 13 September 2018).
- Scheffer, P., 2018, *Een dwelipauze voor dagjesmensen* Available at: <https://www.nrc.nl/nieuws/2018/08/29/een-dwelipauze-voor-dagjesmensen-a1614561> (Accessed 4 September 2018).



Shuttleworth, 2018, *Research Bias - Experimenter Bias* Available at: <https://explorable.com/research-bias> (Accessed 13 November 2018).

Statista, 2017, *Overtourism: worst European cities 2017 | Statistic* Available at: <https://www.statista.com/statistics/778687/overtourism-worst-european-cities/> (Accessed 15 November 2018).

UNWTO (2017). *Overtourism: Growth is not the enemy, it is how we manage it. UNWTO World Travel Market Ministers Summit.*

van Zwam, 2018, *Airbnb verdringt bewoners uit de stad* Available at: <https://www.trouw.nl/home/airbnb-verdringt-bewoners-uit-de-stad~a0c58a29/> (Accessed 4 September 2018).

Var, T., Kendall, K.W. and Tarakcioglu, E., 1985 *Annals of Tourism Research*, 12(null), p.652.

VVAB, 2018, *Vereniging Vrienden van de Amsterdamse Binnenstad* Available at: <https://www.amsterdamsebinnenstad.nl/index.html> (Accessed 7 September 2018).

Wall, G. and Mathieson, A., 2006 *Wall, G. & Mathieson, A. (2006) Tourism: Change, Impacts and Opportunities, Pearson Education Limited, Harlow,*

Webster, C. and Ivanov, S., 2014 Transforming competitiveness into economic benefits: Does tourism stimulate economic growth in more competitive destinations? *Tourism Management*, 40, pp.137–140.

Wiegerink, K., 2012 How Hospitable is your city?

Williams, S., 1998, *Tourism Geography - Tourism Geography.pdf* Available at: http://shora.tabriz.ir/Uploads/83/cms/user/File/657/E_Book/Tourism/Tourism%20Geography.pdf (Accessed 17 September 2018).

Williams, S., 2004 *Tourism: Tourism, development and sustainability*, Taylor & Francis.

Wolf-Watz, D., Sandell, K. and Fredman, P., 2011 Environmentalism and Tourism Preferences: A Study of Outdoor Recreationists in Sweden. *Scandinavian Journal of Hospitality and Tourism*, 11(2), pp.190–204.

Zamani-Farahani, H. and Musa, G., 2012 The relationship between Islamic religiosity and residents' perceptions of socio-cultural impacts of tourism in Iran: Case studies of Sare'in and Masooleh. *Tourism Management*, 33(4), pp.802–814.

Zervas, Proserpio and Byers, 2016, *The rise of the Sharing Economy: estimating the impact of airbnb on the hotel industry* Available at: <http://people.bu.edu/zg/publications/airbnb.pdf> (Accessed 13 September 2018).