

Balanced tourism Amsterdam

What can the municipality of Amsterdam do, in terms of public space design, to ensure that the tourist flow remains regulated and the balance between residents and tourists restores in the city?

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Abstract

Every year, cities in general and heritage cities in particular, welcome a large number of tourists from all over the world. Different authors have argued that the heritage tourism segment is showing even better growth than others and that the number of visitors to art cities is growing more than expected based on general growth figures. The Netherlands is currently experiencing a rapid development in tourism of which Amsterdam, a city of cultural and art tourism, is the main destination. Scholars extensively discuss the impact of tourism on the environment economy and society and emphasize the need for sustainable tourism development, but relevant questions remain open. In particular, research has not yet been able to quantify when and where tourism and non-touristic developments are in a good balance.

This present thesis review's Amsterdam's history and studies the diversity of urban activities present in the city. Building on this analysis as well as on diversity mapping results, the thesis suggests that urban diversity mapping may be helpful in determining where and when tourism can support urban development in Amsterdam.

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1 | Introduction

"Tourism is growing explosively, Amsterdam is filling up. The number of tourists rose by 9 percent to 42 million, according to new figures from Statistics Netherlands. That is the strongest growth in ten years." (Gerritsma & Vork, 2017). Amsterdam is growing in terms of inhabitants, businesses, and tourism. In 2000 the number of hotel stays was fewer than eight million, which is an enormous difference compared to 2019 when the number of hotel stays skyrocketed to 18.4 million (Website Onderzoek en Statistiek, 2021). These numbers demonstrate that there is an immense difference between the years 2000 and 2019, with a growth of almost 240%.

With its historic buildings, canals, and famous museums, Amsterdam is one of the leading European city destinations for tourists. This looks like a benefit, but it is a blessing and a curse at the same time. For example, businesses like the catering industry will never criticize a full restaurant/cafe and a taxi driver will always enjoy a fully scheduled evening. When it comes to the residents of the city, they will be more likely to complain about the ever-increasing number of tourists. This is evidenced by the enormous number of complaints that are found in newspapers like Het Parool and De Volkskrant. Online, a debate is trending

whether the municipality of Amsterdam should do something about the "never-ending flow of tourists". For residents, it feels like urban diversity in the city is declining in certain areas; and this is cause for concern. The present thesis will expand the knowledge on what the municipality of Amsterdam can do, in terms of public space design, to ensure that the tourist flow remains regulated and balanced between residents and tourists in the city. Based on diversity mapping results (from Baciu 2022), the thesis will conclude by discussing in which areas of the city diversity does indeed decline as a result of ongoing growth in the tourism industry.

The diversity mapping is not a standalone. The thesis is subdivided in three main chapters. I start by studying the origins of Amsterdam, to give a better insight in the city's infrastructures and districts. Thereafter, the behavior of the tourists themselves is investigated, to get a better understanding of how they move through the city. And finally, urban diversity is studied and an overview is created to see the city through function maps and urban diversity maps. Based on these maps, a conclusion about the urban diversity can be drawn, answering the question where tourism can still enhance urban diversity and where it does not.

2 | The origin of Amsterdam

This chapter gives some backstory for Amsterdam, the Dutch capital, and explains where the different boroughs are located. The chapter also provides information about the urban character of each district. This information will prove useful in Chapter 3, where the behavior of residents and tourists is studied.

How did the city start?

Amsterdam is the capital of the Netherlands. It is famous for its cultural heritage, huge network of canal, and small gabled homes called 'herenhuizen', all which date back to the Golden Age. The name of the city stems from the location near the Amstel Dam, which was built in the 13th century. The city was granted city rights shortly after 1300, became a pilgrimage site in 1345 as a result of the Miracle of Amsterdam, and expanded to become one of the world's most important port and commerce cities during the Golden Age (Image 1). From the end of the 16th century, an influx of foreigners, primarily from the Southern Netherlands, Germany, and Scandinavian countries, led to urban expansions, including

the last canals of the fortification, now known as a canal ring, which was completed in 2010 and added to the UNESCO World Heritage List. The Van Gogh Museum, the Rijksmuseum with works by Rembrandt and Vermeer, and the Stedelijk Museum with modern art are all located in the Museum Quarter. Cycling is integrally interwoven into the city's character, and there are numerous bike trails.

Citymaps

Amsterdam is not an old city. The city's name does not appear before in written history since 1275. Also the Dam, from which the name of the city is derived, was only built around 1270 (Hajo Brugmans & Adriaan Loosjes, 1947, pp. 8–9). Yet before that time (around 1063) farmers lived in the area about whom a written testimony has been preserved (Wijnman et al., 1974, pp. 13–14). On the historic date October 27 in 1275, Floris V gave to the people who lived in Amsterdam or around Amsterdam, toll-freedom throughout Holland. The muniment of this is the oldest document in the city archives' possession and proves that Amsterdam had to exist for some time in 1275. (Hajo Brugmans &



Image 1 - Painting Hendrik Cornelisz. Vroom: The Amsterdam harbor 1960 (Vroom, 2007)

Adriaan Loosjes, 1947, pp. 8–9).

The first city map of Amsterdam was commissioned by the Amsterdam administration at the end of 1538 by the painter/cartographer Cornelis Anthonisz (ca. 1505 - 1553) as a gift for Karel V. (van Hasselt et al., 2015). The painting consisted of a bird's-eye view that was a mixture between a cityscape and a city map, something that was completely new for that period. In 1544 some adjustments were made by Anthonisz C.. The map drawn at that time is shown in image 2. This map shows the city, surrounded by walls and towers with five gates giving access to the city. Farmers inhabited the mounds and built the lots. In the course of the 13th century, craftsmen also settled within the city walls, creating small settlements. The map offers insight into the course of the streets, the type of houses and the public buildings of Amsterdam. By putting the area into use, the 'Amsterdam' soil soon began to fall 1 to 2 cm annually (van Hasselt

et al., 2015). To keep the water out of the city, dikes and dams had to be built. These were eventually built, which contributed greatly to the urbanization of the city. In the mid-sixteenth century, the population increased so much that it created an expansion of the city.

The city has undergone four expansions. The First and Second are often mentioned together because the first plan from 1585 was quickly changed to a more extensive plan. After the fall of Antwerp in 1585, a huge stream of refugees arrived to Amsterdam (Abrahamse, 2010). The old city could not cope with the population growth. After the alteration of 1578, all monastic orders were forced to leave the city (Borger et al., 2000). The vacant lots and buildings offered some space for living, but not enough. Initially, they started with the 'densification' of the existing city. three years later it was decided to build a city wall around the entire city to protect Amsterdam for the constant threat of war.



Image 2 - Cornelis Anthonisz, Birdview map of Amsterdam, 1544, Amsterdam Museum (Anthonisz, 1544).

Image 3 shows in which direction the city expands. The flow of immigrants continued to increase due to Amsterdam's growing economy. This led to further expanding the city. Initially, the third expansion was part of a much larger plan that had to cover the entire ring from western Amsterdam to the Amstel (IsGeschiedenis, 2011). However, it was deemed too large to complete in one sitting. In 1613, three canals were dug at the west side of the city what offered housing opportunities. These canal houses were highly valued by the wealthy elite. Behind this area the Jordaan emerged, a residential area for simple craftsmen and nuisance-causing industries. Image 4 shows a map with the result of the plan. This phase was finished on 1625.

The fourth phase started on 1658 (visible on image 5), and was functional since 1662 (Borger et al., 2000). This phase forms the city in the shape of a half-moon how we still know Amsterdam today. Urban sprawl has been fueled by an abundance of capital for luxury consumption, investment and speculation (Knotter A., 1985).

Around 1800, there were no further developments around urban expansion of Amsterdam (Abrahamse, 2010). The population even decreased. However, several areas on the outskirts of the city have made progress with pre-industrial activities, such as the sawmills southwest of the city. During the 19th century, the city walls disappeared and connections between other cities such as Haarlem and Utrecht were improving. (Borger et al., 2000). Image 6 on the next page gives an impression how Amsterdam looked like in 1721 and image 7 shows the location on the map with, in grey lines, the areas of the starting districts.



Image 3 - Map of First and second expansions of Amsterdam 1597 (Haye, 2013).

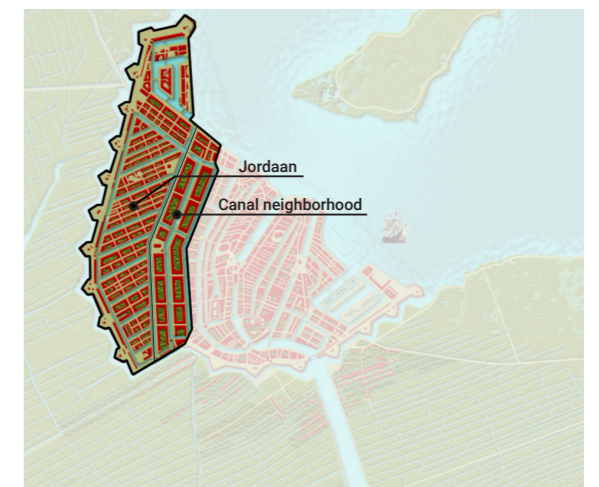


Image 4 - Map of thirth expansion of Amsterdam 1625 (Haye, 2013).



Image 5 - Map of fourth expansion of Amsterdam 1662 (Haye, 2013).



Image 6 - Citymap of the city center of Amsterdam in 1721 (Covens & Mortier, 1721).

Between 1680 and 1919 the population of Amsterdam grew again. This meant that for the first time in ages, plans had to be made for a new urban expansion. The plans started in the south of Amsterdam with De Pijp. Subsequently the city expanded further to the southwest. The Vondelpark was realized in 1865. Image 8 clearly shows where it is located on the map, based on the empty space. At the same time, an island has been sprayed up in the north of Amsterdam to provide a place for the central station. At the end of the 19th century, there was a significant increase in construction activities around the capital. These constructed buildings connected with the existing lots.

Places such as Staatsliedenbuurt, OudWest, Concertgebouwuurt, de Pijp, Oost and Dapperbuurt arose from this.

The big change that happened between 1920 and 1939 was the arrival of Schiphol airport. People could visit the city more easily because of this change. Furthermore, the city mainly expands further to the south and west. Places like Betondorp and Oostzaan were upcoming neighborhoods. Amstelveen, Halfweg and Badhoevedorp were also expanded to meet the never-ending demand for housing.

On the map of image 9 its clearly visible how multiple villages, that are not really part of the city Amsterdam, popped up around the city.

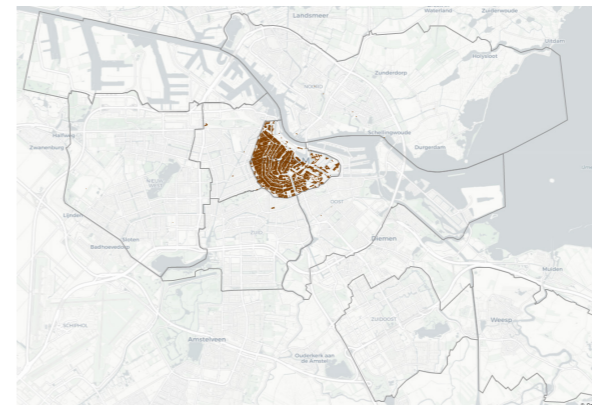


Image 7 - Amsterdam before 1860 (Amsterdam, 2019)

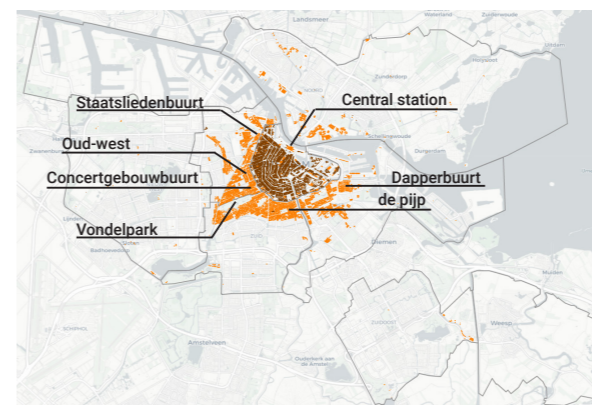


Image 8 - Amsterdam between 1860 - 1919 (Amsterdam, 2019)

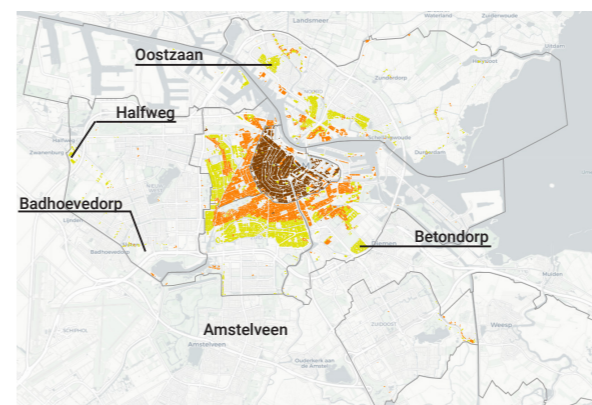


Image 9 - Amsterdam between 1920 - 1939 (Amsterdam, 2019)

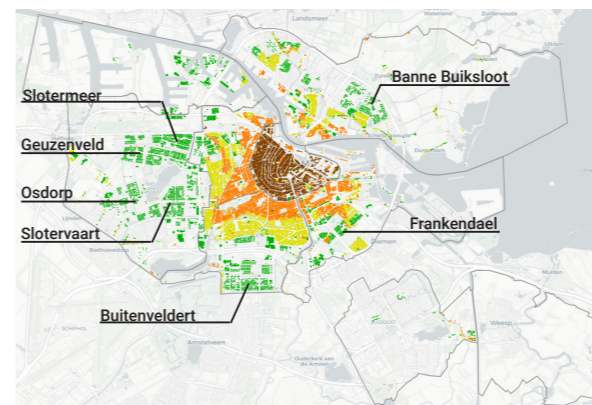


Image 10 - Amsterdam between 1940 - 1969 (Amsterdam, 2019)

examples of these 'Tuindorpen' are Betondorp and Oostzaan. The expanding of the suburbs of Amsterdam was also noticeable. This consists of three extra places, namely Amstelveen, Halfweg and Badhoevedorp.

between 1940 and 1969 Amsterdam started with the AUP expansion plan of the city (Algemeen uitvoeringsplan). This plan, designed in 1935, was made to promote sustainable housing development, and was brought into force by the city council in 1939 by Royal Decree (image 10). After the Second World War, it was widely practiced; it was the basis for the western and southern extensions. It was intended to be the basis for the development of the city until 2000. From the plan the places Frankendael, Sloterveen, Geuzenveld, Slotervaart, Osdorp and Buitenveldert were constructed. In Amsterdam-Noord, Banne Buiksloot was constructed. Amstelveen also expanded enormously during this period and became part of the Amsterdam urban region (Borger et al., 2000).

Schiphol expanded with four new runways and became one of Europe biggest airports.

What stands out on the expansion of image. 11 on the next page is the fact that the city grew, the number of inhabitants went down in this period. Furthermore, the Bijlmermeer was constructed, Banne Buiksloot extended and the importance of Schiphol increased and was connected to the railway network of the Netherlands by means of an underground tunnel.

Between 1986 and 2001 the population increased again but the city did not really expand anymore. In a few places there is still some new construction, but in most areas the city became very densified. The second part of the Bijlmermeer was completed during this

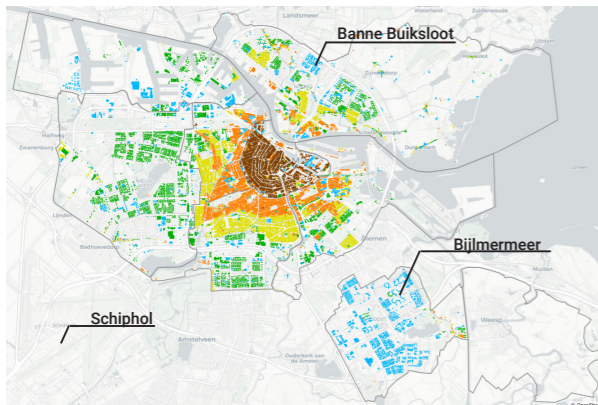


Image 11 - Amsterdam between 1970 - 1985 (Amsterdam, 2019)

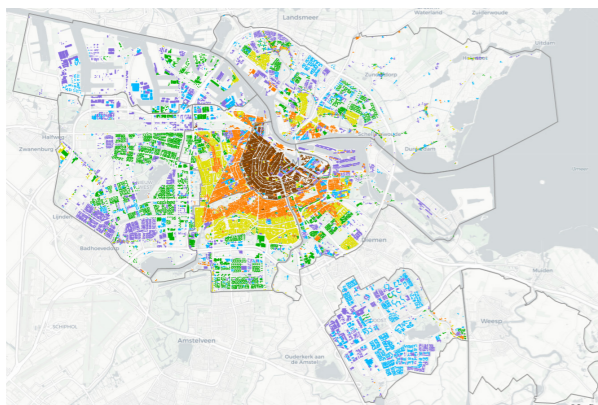


Image 12 - Amsterdam between 1986 - 2001 (Amsterdam, 2019)

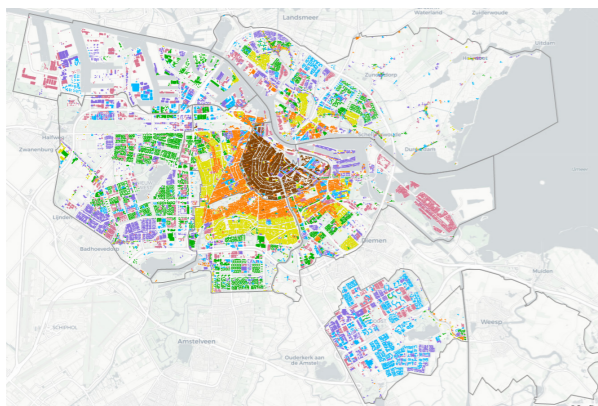


Image 13 - Amsterdam between 2001 - After (Amsterdam, 2019)

time. Duivendrecht and Diemen, as well as some empty spaces in the western outlying area, have also been filled with Housing space. In the Eastern Docklands, the former shipyards have been transformed into new residential areas.

Image 13 shows how the current situation looks as of now. The city is still developing every day. Hereby the municipality of Amsterdam considers that extension, renovation, and additions to buildings must be done with care since the city centre of Amsterdam is on the UNESCO world heritage list. The fact that Amsterdam is on this list indicates that the city carries something very special with it, and that it is not only important for the Dutch themselves, but also something for humanity as a whole.

What are the boroughs of Amsterdam?

Amsterdam is divided in eight districts:

-Centrum, Noord, Oost, Zuid, West, Nieuw west, Westpoort and Zuid Oost. Each district has his own committee who is responsible for conducting municipal tasks, such as providing employment opportunities in the district and keeping clean the streets. The committees operate as the City's eyes and ears, acting as a means of communication between the neighborhoods and city governance. (Amsterdam, 2022).

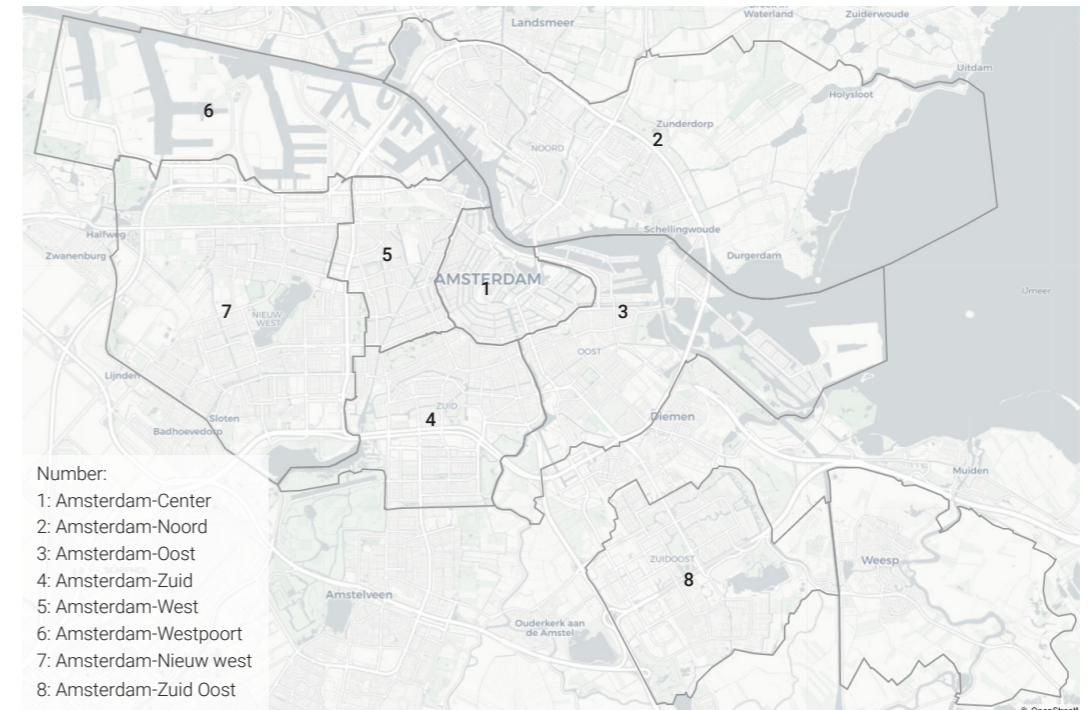


Image 14 - Amsterdam boroughs (City of Amsterdam, 2022)

Image 14 shows where the boroughs are located. Each number is a name of a district. Number 1 is Amsterdam-Centrum. This is the old city center and the heart of Amsterdam. It is known as the open-air museum of the Netherlands, and famous due to the rich history the city offers. People claim that visiting the historical center gives "the best Dutch experience". This can be explained because it is the place where the typical canals are clustered, and most Dutch rowhouses can be found. Also, because the central train station is located here it is a place where many tourists can be found. Number 2 is Amsterdam Noord. This is an upcoming neighborhood with many new high-rise apartment buildings. Noord has also some vintage buildings what gives the area an alternative atmosphere. When arriving the city by train when one visits Amsterdam by train, it can immediately be seen on the other side of the river IJ. Amsterdam Oost (number 3) contains, just as Amsterdam Noord, a lot of

high-rise apartments. The old industry is being refurbished in this way with new places to live. furthermore, will tourists visit this place for the zoo Artis or to relax in Westerpark, one of the well-known parks of Amsterdam. One of the only places in Amsterdam where you might come across a villa is number 4 on the map, Amsterdam Zuid. On the northern side near the old city center are tourist activities located like cozy cafeterias and museums. The more one is to the south, more and more offices will be found and more expensive houses. Number 5 is Amsterdam-West. The west of Amsterdam, including the former districts of Oud-West, De Baarsjes, Westerpark (the biggest park of Amsterdam) and Bos & Lommer, can be seen as the city's cozy living room. From the green, lively Oud-West to the cultural Westerpark neighborhood; in Amsterdam-West, quiet, residential areas alternate with busy, shopping streets (I-Amsterdam, 2022). The Westpoort industrial park of Amsterdam, number 6 on

the map, encompasses much of the port of Amsterdam and a vibrant of businesses centers at Sloterdijk station. In the refurbished eastern part of the neighborhood is the Amsterdam Theatre, a waterfront venue where concerts and events take place. A little village called Ruigoord, is also located in the west of Westpoort. The village proclaims itself as a cultural Freetown where squatting is legalized. Number 7 shows the area of Nieuw-West what is the part of Amsterdam-West, build after World War II. The buildings consist mostly out of flats and guest workers homes that are built in an open building method. This building method leaves a lot of green space between the buildings which provides green spaces. Nowadays, many homes are being built due to the ever-growing demand for housing. Siegfried Nassuth was the architect for Amsterdam Zuid-Oost on number 8 on the map. He planned to design a city map with the principles of the Swiss architect Le Corbusier, which were high rise tower blocks, built together to form a distinct "honeycombed" pattern for middle-class families. Soon after the project was finished, it became clear it was not as popular as expected. In recent years, many of the high-rise buildings have been renovated or torn down. More expensive low-rise housing has been built to attract more middle- and upper-income residents, and lately students discovered the place as affordable housing. Due to the Arena, which is the football stadion of Ajax, it also attracts football fans . Whilst the AFAS musical hall, together with Pathé Arena cinema, makes sure there is plenty of entertainment for the rest of the public.



Image 15 - Grachtengordel Amsterdam Center(van der Meulen, 2020)



Image 16 - Bar Pilek in Amsterdam-Noord (Pilek, 2012)



Image 17 - Logo Ruigoord in Amsterdam-Westpoort (Ruigoord, 2021)



Image 18 - Westerpark Amsterdam- West (Het Parool, 2018)

3 | Residents and tourism

This chapter provides information about the residents and tourists. It takes a closer look at the number of inhabitants and tourists visiting Amsterdam, where these people stay and live, and gives some knowledge about overcrowding Amsterdam.

Number of inhabitants

A city exists out of more than only infrastructure and buildings, the people are part of it as well with all their cultures, uses and behavior throughout the city. Over 50% of the global population lives in cities (Bisello et al., 2017), so it is important to design the city that is comfortable to live in. But is it nice to live in Amsterdam as a resident? Because of the rich history and the cultural value of the city, many people want to live in Amsterdam. The growing interest in the capital city can be illustrated with the statistics. Over the years, the demand for housing has increased significantly. The chart of image 19 shows how the number of inhabitants in the municipality of Amsterdam raise by 21% from 722,230 in 1995 to 873,338 in 2021. (Héél véél informatie over Amsterdam, 2022). This is an extra amount of 151,108 people who are needing to be house vested. Statistics of the World-Population-

Number of inhabitants - Amsterdam

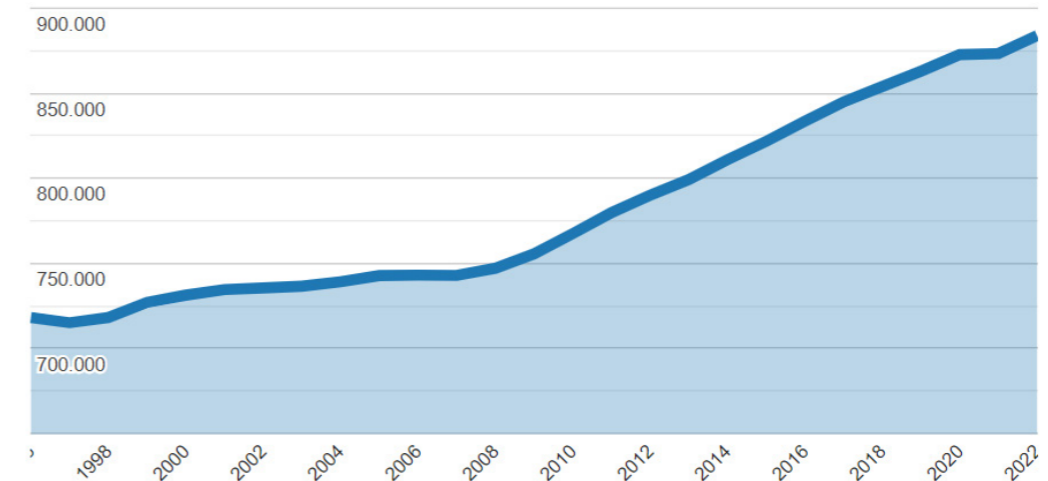


Image 19 - Residents in the municipality of Amsterdam, 1995 to 2021. (Gemeente Amsterdam, 2022)

Residents by age - Amsterdam

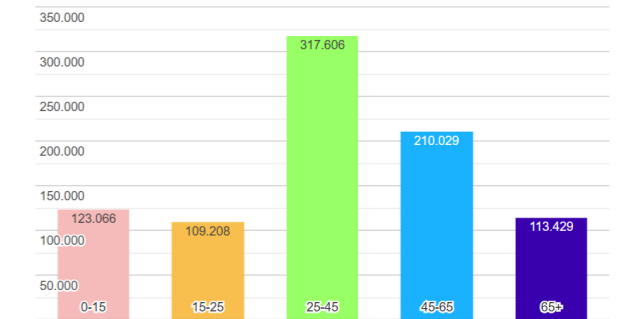


Image 20 - Ages of the residents Amsterdam, 2021. (Gemeente Amsterdam, 2022)

Review also predict a rise in the future. With a grow rate of +0.75%, Amsterdam would have in the year 2035 a population of 1,236,929 inhabitants (CBS et al., 2022).

Where do the residents of the city live?

To know where different kinds of people live, it is handy to look at the age of the inhabitants. The diagram of image 20 shows the amount of elderly and young people living in Amsterdam. What stands out is that people with the age of 25-45 is very high, and almost three times as much as the people with the age of 15-25. For starters it's almost impossible to find a place in Amsterdam

Property value - Sale price per m2

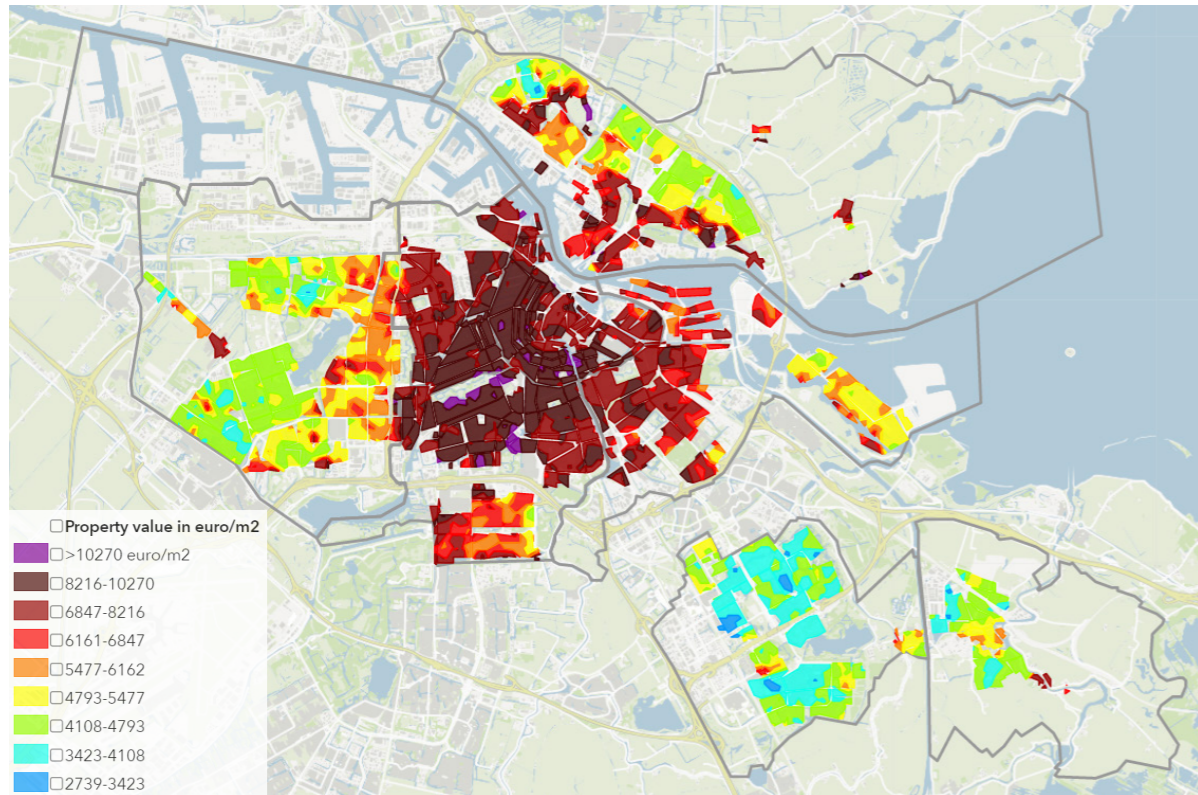


Image 21 - Map with property value - Sale price per m2 of Amsterdam 2015 (Amsterdam, 2015)

because of the extreme prices. According to The Parool in 2021, the price of a house in Amsterdam was, on average, €518,000 euro, which is 7% more compared to early 2020 (Koops, 2021), and above average compared to the rest of the Netherlands. These prices have a lot of impact on who is going to live where in the city. The square meter prices are visible on image 21, which shows the price per m2 in 2015. The closer you get to the city center, the more you will pay per square meter. Starters and students are not prone to live in the city center when prices are skyrocketing. To house these people, the municipality has given the order to expand the city as fast as possible. This resulted in a lot of apartment blocks that are located outside of the city center. Because these new apartments are priced a lot better (but still above average), it attracts younger people looking to buy or rent their first home. A way to get a housing

space more near the city center as a person with a lower income is through social rent, but you must be incredibly lucky with this given the fact that social rent hardly occurs near the center. In 2011, Amsterdam had 195 thousand rental homes. In 2019 there were only about 180 thousand left. As a result, the percentage of social rental housing in relation to the total housing stock fell from 49 percent to 41 percent (Marc, 2021). The municipality of Amsterdam will investigate whether it can buy up social rental housing and rent them out by themselves to keep the price of the housing market balanced because it is still a big problem.

The company Nul20 has done a large-scale survey study about living in Amsterdam and asked the question: 'What do Amsterdammers think are attractive neighborhoods?' (NUL20, 2002). The research showed that the ranking of the most attractive neighborhoods differs

according to the group of people you ask. Oud-West, Zeeburg and Westerpark are attractive to young people; Slotervaart, Slotermeer and their own neighborhood score mainly with people over 55; The Concertgebouwbuurt is popular with singles, Bos en Lommer with families with children; Bos en Lommer, Geuzenveld and Slotermeer are favorites among the lower incomes; The Vondelparkbuurt and the Eastern Docklands score particularly well with higher incomes.

It goes without saying that people move more quickly to an environment in which they feel good. The conclusion that can be drawn from this is that the people who say they feel good in a specific environment are most likely to be found in the indicated environment.

There were also neighborhoods in the study of Nul20 that draw votes from all over the city. The canal belt is mentioned by people from all over Amsterdam, as are the Jordaan, Buitenveldert, Prinseneiland, Sloten, Rivierenbuurt, Vondelparkbuurt, Watergraafsmeer and Zuid. (NUL20, 2002). These are the well-known places of Amsterdam and there will probably be a mixed number of people here, combined with a lot of tourists.

Where do tourists stay in Amsterdam?

For the city of Amsterdam, tourism has long been of major importance. Unfortunately, the number of visitors became out of proportion to the size of the city. Since 2008, Amsterdam was the fourth most popular tourist destination in Europe, with only London, Paris, and Rome with more tourists a night (Rawding & Charles, 2022). Getting high on a list like that, makes tourists curious to visit the city.

So how does this big number of tourists behave throughout the city? Amsterdam has three types of visitors: overnight visitors, day visitors

and cruise passengers. In 2019, the number of visitors to Amsterdam amounted to 22.4 million, of which 10.4 million were overnight visitors, 11.3 million day visitors and 0.7 million cruise passengers. Most tourist visitors who spend the night in Amsterdam stay in hotels, hostels, or other accommodations with hotel services. Other lodging options include campsites, marinas, and residences, which are rented out as bed and breakfast or holiday rentals through online platforms (Gemeente Amsterdam, 2021). These sleeping facilities are places where tourists come and go, and can be seen as buildings that "distribute" tourists over the city.

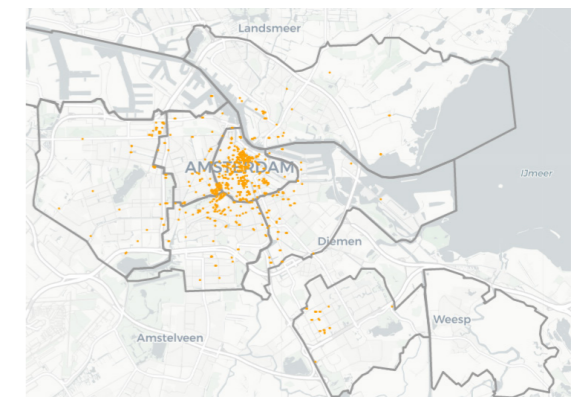


Image 22 - Sleeping facilities Amsterdam (Amsterdam, 2015)

Image 22 shows in orange all the locations of the housing that functions as sleeping facilities. Most of these buildings are located in the city center, which goes without saying, since the main attractions are often located in the center and tourists will not want to travel long for these activities. The fact that the hotel amenities are mostly located here, does have a negative role in the sense of urban diversity in the city center.

How do the inhabitants react on tourism?

In 1997 the Amsterdam Travel and Tourism Office stated that the cooperation of residents might be crucial to avoid a community

backlash (Pearce,1994; VVV, 1998).

Residents tend to describe the never-ending tourist flow as the "tourism tsunami" in Amsterdam (van Ammelrooy P., 2017). This name has evolved over the years. Because a few years ago the inhabitants were proud of the tourists.

In 1998 research has been done on living in the historic center. 76% of the interviewed people agreed with the statement: 'It gives me a sense of pride that my neighborhood is attractive to tourists' against 11% who disagreed. 30% said that the appreciation of tourists makes them appreciate their neighborhood as well (Gerritsma, R. 1999). Over de years, this picture changed if we look at image 23. Fewer than 6% were highly or extremely irritated by tourists in their own neighborhood, but 27% were highly or extremely irritated by tourists in the city center. Events were perceived by 17% as highly or extremely irritating, while the figure for Airbnb was 12%.

Overcrowding was the most frequently irritation (46%). (Gerritsma, 2019)

Amsterdam Travel and Tourism Office believed that adjusting the city for visitors automatically had a positive influence on the local residents as well. The ideas and thoughts of residents were hardly heard when new policies were applied, even in 2018 when a new local council was established. When the number of tourism went up, counter voices have arisen as well.

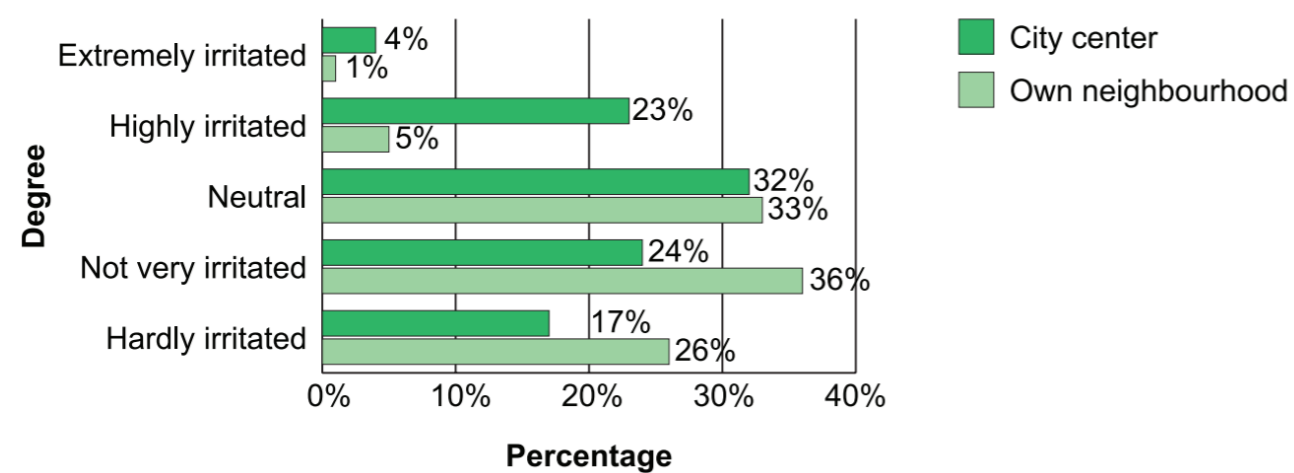


Image 23 - Irritation: in own neighbourhood versus city centre. (Gerritsma & Vork, 2017a)

4 | Functions and citymaps

Amsterdam has a lot of attractions. This chapter tells something about the location of these attractions, what the situation looks like regarding urban diversity and what action the municipality of Amsterdam has already taken to keep tourism out of the center.

What kind of functions attract tourists?

It is a general belief that attractions complete the tourism experience as they are part of the four A's in tourism: accommodation, accessibility, attractions and amenities (Ngwira et al., 2018). Attractions are the reason tourism in a city exists in the first place, hence why it is an important factor to be taken into consideration. Early works on tourist attractions by Clare A. Gunn affirmed that without attractions, there are no tourists or tourism (Gunn, 1998). Also, Hu & Wall confirm these functions: "tourist attractions are an essential ingredient for successful tourism destination development" (Hu & Wall, 2005). An important question to ask is what are tourist attractions? Lew A.A. said the following "attractions include all elements that draw tourists away from their homes and these include sightseeing, activities, and experiences" (Lew, 1987). These three categories of Lew A.A. are applicable to the attractions that can be found in Amsterdam. Sightseeing can be easily done by boating through the canals to see all the canal side buildings or taking a tourist bus who drives you to all the city highlights (Fig 20). Some highlights can also be seen as activities, like visiting museums or a concert hall. Other activities like trying cycling, eating a herring, or coming to the city for the well-known dance scene are also well-known Dutch activities. The experience has a lot to do with the culture of

Amsterdam. The city likes to show itself to the outside world as the city of art and freedom. On the website of Amsterdam, they talk about "The cultural capital, Amsterdam breathes art and culture" (Amsterdam, 2017). Also, the fact that it is possible to smoke weed in the streets,

people can be who they are, combined with all the possibilities the city offers, increases the feeling of freedom. However, these elements can be divided into three subgroups, they are strongly related to each other. In Amsterdam, the city highlights serve as tourist attractions. Figure 24 shows the main city highlights. The city houses a wealth of varied cultural heritage like museums, historical architecture, gorgeous scenery, museums, etc. What stands out is that these attractions are mostly located in, or near the city center. When looking up Amsterdam online as a tourist, you will be overwhelmed with beautiful pictures of the old canals, boats, rowhouses and bridges (Fig 25). These are all located in the city center. The center is the oldest, most beautiful part of Amsterdam and part of the UNESCO world heritage list. This, combined with the city highlights makes the city center the main attraction tourists want to visit. The fact that the tourists overall stay for a short period of time (mostly 2 days) and the city center the main destination ensures that it can get crowded in there.

Many scholars have highlighted the importance of touristic attractions, amenities, accommodation, and access. However, a new research direction has pointed to different results, highlighting in particular the relevance of



Image 24 - Map with all the main city highlights of Amsterdam. (Hu & Wall, 2005)



Fig. 25 - Image of the canals of Amsterdam. (Het Parool, 2007)

urban diversity. Studying the UNESCO heritage site of Sassi di Matera, Baciù and Della Pietra have shown that tourism can both increase and decrease urban diversity. As they have demonstrated, this effect is hard but relevant to control because both the tourists and the locals are attracted by urban diversity and nobody really wants to destroy it.

Tourism affects urban diversity in Amsterdam.

The number of tourists who visit Amsterdam is rising. In 2017, a record number of foreigners visited the Netherlands: 17.6 million tourists and businesspeople. This number is expected to increase even more, perhaps to 24.6 million by 2030. (Spreading tourism, 2017). To a certain extent, tourism has a positive impact on the city. For example, millions of tourists who come visit Amsterdam evidently generate income. An average residential tourist spends about \$116 a day (Dahles, 1998), while average inhabitants of Amsterdam spend only half the amount. Another positive consequence of tourism for Amsterdam is that the growing number of visitors increased employment: In 2016, there were approximately 61.000 jobs in Amsterdam in the tourism sector, a growth of 33% compared to 2007, or 15,000 new jobs (Koopmans, C., Tieben, B., & Fijnje, B. 2016). According to the book Amsterdam 2050, travel and tourism is expected to support around 761,000 jobs by 2027, which represents 9.8% of the total employment.

However, tourism also has its downsides. The biggest problem is overcrowding primarily effectuated by tourists in the city. Overcrowding means in particular congestion of roads, noise,

stench, mutual annoyance, and discomfort, all of which can be found among tourists due to long waiting times at attractions. Not only are tourists unhappy with the existent overcrowding. Residents often feel their city has been taken over. The fact that more and more inhabitants rent out private apartments to tourists is making the problem even worse. The increasing flow of tourists transforms Amsterdam from a diverse city to a city dominated by tourism. This transformation decreases urban diversity (Baciù 2022) and leads to a negative effect on the quality of life for locals. This effect can be devastating, especially as locals become disillusioned and begin valuing their quality of life over the income generated by the tourism industry (Seraphin et al., 2018). In the worst of the locals' nightmares, the inhabitants leave the city center, pushed away by an onslaught of rich and untiring tourists.

Reducing tourism in the city center.

When designing a viable future scenario for Amsterdam—one that goes beyond fearful nightmares—the role of diversity mapping (Baciù, Birchall 2021) should be extremely relevant. Diversity maps can allow architects and planners, as well as tourists to see which areas of the city strike a good balance between tourism and local businesses, and they can help determine where tourism is helpful towards urban development. The city of Amsterdam, in particular, wants to expend the city center, creating more and more attractions in the municipality, but outside the center. Probably, the reason for pushing tourism outside the center is based on an intuitive sense that the city center is overcrowded by tourists while the



Fig. 26 - Diversity map of Amsterdam (Baciu, D. C., Bichall, C 2022)



Fig. 27 - The Eye and the ADAM tower. (Amsterdam-nu, 2015)

periphery is not. If this is true, it would be all the more important to actually map which areas are overcrowded by tourism and which are not—but it is exactly this that is achieved by diversity mapping. In addition, through diversity mapping and simulation, it is possible to map out in which areas of the city urban diversity declines if tourism continues to grow. The diversity map, created by Dan C. Baciu (Baciu 2022, Fig. 22) shows where urban diversity declines if tourism increases. The suggestion here is to limit tourism in these areas, while supporting tourism outside these areas because outside them, tourism supports additional diversity. The map has been created by mapping urban diversity based on urban functions data from the municipality of Amsterdam (Amsterdam, 2019), and by simulating where an increase in hotels reduces diversity. The dark green places show the areas where adding hotels will have a negative effect on urban diversity. What can be read from the map is that the places where urban diversity would decrease, are mainly located in the center of Amsterdam and around the Vondelpark. These are also the places where the most famous tourist attractions can be found. This reinforces the reason for spreading tourism over the surrounding districts of the municipality of Amsterdam. However, the map has the advantage that it allows for more precise planning, and it can be recomputed to reflect changing situations.

To distribute tourists, the places where the tourists should be going must be made attractive to visit. A nice example are the Adam tower and film museum Eye (Fig. 23). When arriving at Amsterdam central station, one of the first things you will see is the Adam tower and the film museum on the other side of the river. This makes it tempting to cross the water with the

free ferry and stay here for a while/up to a day. By spreading tourism to the districts, promoting the attractions in these areas is an important step. Most tourists plan their trip online and searching online for the city highlights. Websites are for this reason an important means to send tourists in a certain direction. When visiting the I-Amsterdam site, it stands out that the neighborhoods around the city center are the first to be promoted. For example, areas that are upcoming, like the NDSM terrain in Amsterdam-Noord or Bos en Lommer in Amsterdam-West are easy to find on the website. Activities and attractions in the city center are also promoted, but a lot less than the lesser-known boroughs of Amsterdam. When looking up the top attractions on the website, it promotes the Zaanse Schans, Keukenhof and Muider slot castle (which they conveniently named Amsterdam castle). From the ten activities they name, five are outside of the municipality. Which is a lot considering that Amsterdam still wants to profit on their tourism sector. As long as tourists stay in the municipality, the municipality collects the spendings of the tourists via things as city tax. As soon as tourists leave the municipality, the money that will be spent goes to other visited municipalities. It is remarkable this is promoted given the fact that income is lost. The amount of tourism has grown so much these measures needed to be taken.

From Amsterdam out to Holland city.

I-Amsterdam is a public-private foundation focused who contribute to the livability, attractiveness, and prosperity of a sustainable and inclusive Amsterdam (I-Amsterdam, 2020). The foundation is already busy with spreading tourists over the rest of the Netherlands to make clear the Netherlands consists of much more than just the centrum of Amsterdam. This by promoting surrounded areas and improving



Fig. 28 - Bike map from union with tourist name's. (Union, 2019)

the accessibility to these areas. A nice example is Amsterdam beach. Hereby is, in collaboration with VVV-Zandvoort (the local tourist office of Zandvoort), decided to promote "Zandvoort Aan Zee" for foreigners as "Amsterdam Beach". Other place name changes soon followed, like "The flowers of Amsterdam" what Dutch people know as Keukenhof, or "the castles and gardens of Amsterdam", what actually owns the name Muiderslot. Fig. 28 shows a bike map made by bike store Union with some of the name's places got for tourists. The name changes helped; but while the proportion of visitors leaving the city rose considerably in the first few years of the campaign, this growth has stagnated later, in the last 5 years. At the same time, the number of tourists with the pressure on Amsterdam increased considerably. Machtveld L., the spokesperson for I-Amsterdam, stated in an

interview with AT5 that the pressure on the city centre should be relieved and working on improving the accessibility of the surrounding areas could help (AT5, 2016). Several articles confirm this, for example in the article "Sustainable accessibility in rural destinations: a public transport network approach", where Kristof T. and Janne J. claim that public transport has a critical role and plays with respect to sustainable mobility for sustainable tourism development in rural destinations. Also, the article "A destination too far? Modelling destination accessibility and distance decay in tourism" by Hooper J. says that Distance, together with the price have frequently been identified as the major factors affecting tourists' decision-making progress. So, transportation may have a crucial role in tourism development.

Advertising for locations outside Amsterdam
Sustainable tourism development is important to keep Amsterdam accessible to residents and tourism. Chapter 4 explains that in order to do this, spreading tourism over the surrounding areas and the rest of the Netherlands is a desirable step to achieve that goal. But how is this possible? The need to market a destination has been well-established as one of the essential management components required to ensure a competitive tourism destination. (Crouch & Ritchie, 1999). It's important to keep in mind that marketing has a dual responsibility. On one hand to conserve the resources of a tourist destination, and on the other hand to provide a high-quality visitor experience. This is accompanied by satisfying both the tourist and residents in the relevant holiday destination. Amsterdam has become the selling point for the Netherlands and has for this reason the most tourists visiting the place. Spreading tourism and moving it out of the city center can be a possibility if there will be looked for opportunities in-and outside of the municipality of Amsterdam, as long as it caters to the main attractions within the concerned area. This, combined with taking care of the needs of the inhabitants, is trending toward sustainable tourism.

Many people find their vacation destination online. This makes digital marketing crucial in the distribution of tourism out of the city center. Herby, most information can be found on websites of the government or vacation sites, but also social media starts to play a bigger and bigger role in finding the desired holiday destination. Beautiful images are a common means of advertising to show what a destination looks like. The fact that people attach great importance to the aesthetic value of a location

that shows at the same time the attractions of the location makes it interesting for tourists. When searching the term 'Amsterdam' on the social media platform Instagram, the platform will show pictures that people took when they visited the place (Image 29).

Another nice example is in the Amsterdam Forest, called 'De Amsterdamse bossen'. Every year around spring, Japanese blossom blooms here which makes a beautiful environment for photos. The oasis of photos taken there is putted on platforms such as Instagram who can be found with hashtags and search terms. This creates beautiful impressions that people are



Fig. 29 - Screenshot of the instagram feed when searching Amsterdam (Instagram, 2022)

often looking for when searching for a vacation destination. Image 30 shows the feed when searching japanese blossom Amsterdam.

Another way how social media influences the search to a holiday destination, are the friends that people follow on the platforms. If

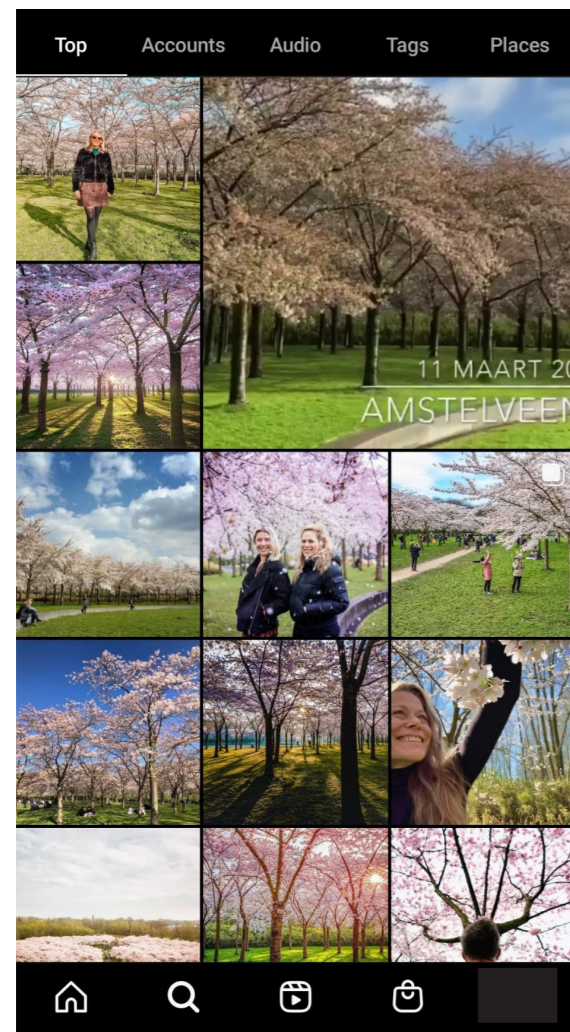


Fig. 30 - Screenshot of the instagram feed when searching japanese blossom Amsterdam (Instagram, 2022)

a person takes beautiful pictures when they visit a city, and they put them on their social media account, the chances are big that their followers see those pictures what is some kind of advertisement for the city. Influencers also contribute to this way of promoting cities. Their job is promoting certain content and that content could be a particular city or country. They often get paid through sponsorships which are now

mainly hotels, restaurants and clubs that want to attract a certain type of customer. The same could perhaps be done with the promotion of areas that the municipality of Amsterdam wants to highlight, such as Amsterdam-Noord, etc.

To attract people to certain area, it is important to make it as accessible as possible. According to the physical term "The path of least resistance" it becomes easier to get people to do a certain activity that they like, if it's not taking a lot of effort. Making an action accessible can be for example: clear indications where attractions can be found; in public transport the announcements broadcasters in Dutch and English; affordable public transport; good accessibility of the destination to be visited. Accessibility is one of the most important and can certainly not be skipped when expanding tourism into surrounded places.

Improving transport outside Amsterdam

It is particularly noticeable in tourism, in the way that distance affects a traveller's destination choice (Andy' Lee et al., n.d.). Poor transport planning translates into lower accessibility for non-driving visitors. According to Geurs and van Wee (2004), accessibility should be considered through four components:

- The land-use system, including the quality of the destination itself in terms of activities or opportunities.
- The transportation element that covers status of the transport system, including travel time and how much it costs.
- The temporal component, which reflects the time constraints that travellers may experience for their activity patterns, and the availability of activities or opportunities according to the time of the day, week or year.
- The individual component, which reflects the needs, abilities and opportunities of transport

users and thus considers socio-economic and demographic factors.

When these four elements are applied to Zandvoort Beach, it quickly becomes apparent that it is logical action this place is promoted. A beach has plenty of opportunities, the ride goes straight from Amsterdam to the beach, it is accessible to a wide audience, and it is a place that can be visited for a long period of time in almost every day of the year.

To advance sustainable transport practices in tourism, both behavioral change on the demand side and appropriate policy and planning on the supply side are needed. (Gunter, 2017). It is a matter of supply and demand. If nobody wants to visit a place, it will not be necessary to supply public transportation to that destination. The accessibility of a destination is necessary, but at the same time is the advertisement just as important. Hence it is extremely important to promote the outer areas more than the city center, which will increase the demand for it. Here again, diversity mapping could help. Tourists will tend to go to diverse areas, and through diversity mapping, such areas can be identified.

Image 31 shows the tram and metro facilities the city offers. When analyzing the map, it quickly becomes clear these public transport facilities are very reliable in and around the city center. When getting further away of the center it becomes less, especially in Amsterdam-Noord where only the metro line 'Noord-Zuid lijn' (colored in blue) drives to Amsterdam-Noord. Because the river IJ splitting Amsterdam-Noord and the rest of Amsterdam it is difficult to get the two connected. Various ferries sail across the IJ to move people to Noord, but improving tram and metro facilities will help move people to the location and make it more accessible.

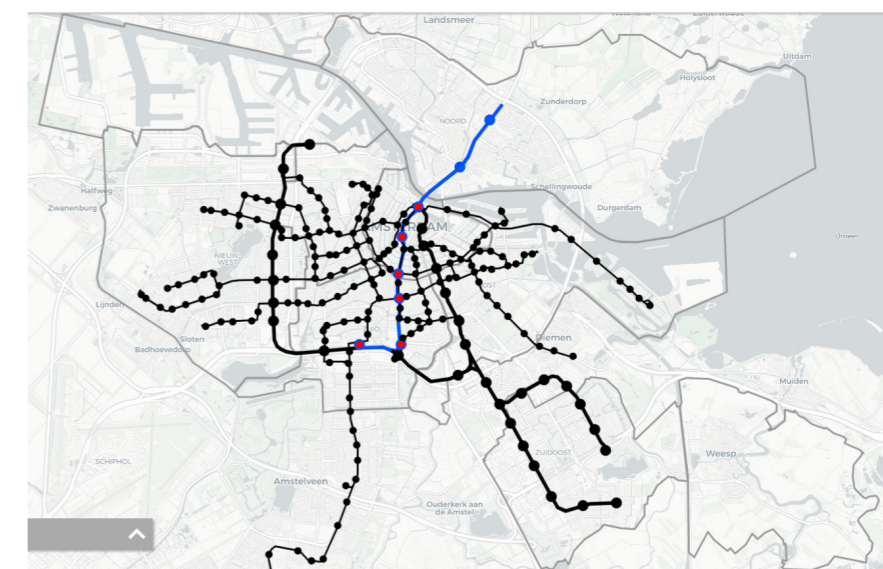


Fig. 31 - Map with the tram and metro lines. (Amsterdam, 2019)

Conclusion

The city of Amsterdam is attracting large volumes of visitors. The city's culture and diversity are the main attractor. Given the relatively small size of the city center, where most cultural sites are found, congestion and overcrowding have emerged. In particular, many areas of the city are now dominated by tourism. Along the way, tourism has initially increased urban diversity, but it now decreases urban diversity in many areas, especially in the city center. The municipality of Amsterdam has reacted to these changes. It has begun to limit tourism in the city center while promoting it in the periphery. What will the city do if this situation changes again?

This present thesis has revisited Amsterdam's history together with the history of tourism in Amsterdam. More importantly, the thesis has suggested that diversity mapping could be a valuable tool for precise planning and management in Amsterdam. Both tourists and locals like urban diversity. Would it not be meaningful to set urban diversity as a goal, and to create maps help develop the tourism industry in a way in which it supports further urban diversification? Presently, the tourism industry is discouraged in the city center while it is supported in the periphery. But this situation could change, which makes legislation very unsteady and difficult. The suggestion of this thesis is that the goal should always be the same: The goal should be to increase urban diversity. Through diversity mapping, it is now possible to evaluate for each architectural project whether it increases or decreases urban diversity (Baciu, Birchall 2021, Baciu, Della Pietra 2021, Baciu 2022). The suggestion is that hotels should be built where hotels increase urban diversity, now and tomorrow.

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Thank you