

Graduation Plan

Master of Science Architecture, Urbanism & Building Sciences



Graduation Plan: All tracks

The graduation plan consists of at least the following data/segments:

Personal information	
Name	Lowin van der Burg
Student number	4039807
Telephone number	06-20364198
Private e-mail address	lowinvandenburg@gmail.com

Studio	
Name / Theme	Happy Cities
Teachers / tutors	Marta Relats and Luisa Calabrese
Argumentation of choice of the studio	The graduation is a part of the research group Happy Cities. As a part of this research group this thesis will investigate the concept of happiness and quality of life issues from different angles. It seeks for ways to find indicators of happiness that can help formulating a strategic plan and design.

Graduation project	
Title of the graduation project	Experience Amsterdam: A positive coexistence between the quality of life and the quality of tourism in Buiksloterham
Goal	
Location:	Buiksloterham, Amsterdam
The posed problem,	The conflicting demands of residents and tourists create an imbalance in the urban environment. The current transformation of Buiksloterham does not properly address the required needs of both groups to create a vital urban neighbourhood.
research questions and	How can the spatial transformation of Buiksloterham attract residents and tourists, and create a positive coexistence between them through the quality of life and the quality of tourism?
design assignment in which these result.	An urban plan will be designed in Buiksloterham which both addresses the spatial needs of residents and tourists. Essential elements of the plan will be further elaborated on a smaller scale. These elements show how residents and tourists can coexist in a positive way.

Process

Method description

The methodology in the graduation consists of three components; a theoretic, an empirical, and a design component. Each of the six sub question uses one or more of these components. The components are divided in two themes; residents and tourists (Fig. 1).

The first, third and fourth sub question will be answered within the theoretical framework. Since the addressed topics in this thesis are from various academic fields, an integration of theory is made to come to the theoretical framework. The emphasis lies in the search of the spatial components of the academic fields of urban design, planning, sociology, philosophy, and environmental psychology.

Outcomes from the theoretical framework will be used as a base for conducting empirical research. This will be done in the second and fifth sub question through spatial analysis, interviews and case studies. Spatial analysis will aim for a better understanding of Amsterdam and Buiksloterham, mainly where and how public life takes place. Through interviews conducted with the local government information will be gathered about current and future plans for Buiksloterham. This will form valuable input for the design, which can then amplify local initiatives.

The last sub question is the synthesis of the other sub questions. It is where the drawn conclusions from the previous sub question will be implemented into design solutions for Buikslooterham. Through the design of several extreme scenarios in which either the resident or the tourist is dominant a synergy will be found.

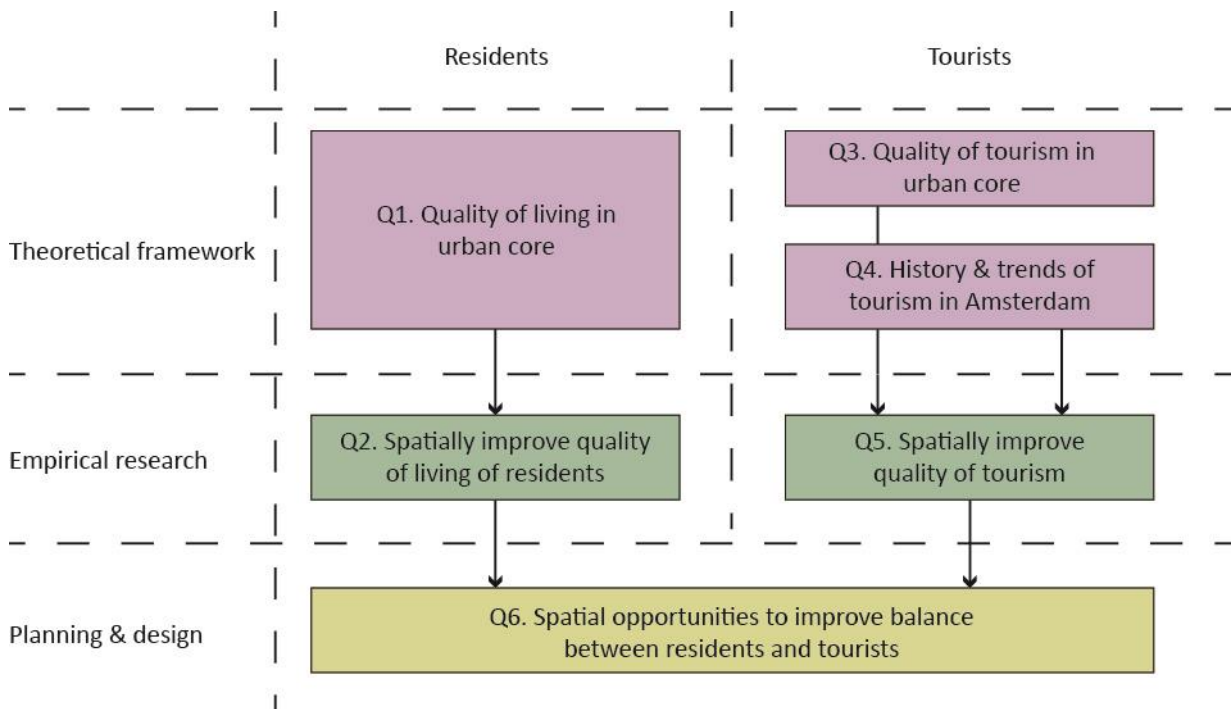


Figure 1: Methodology (author)

Literature and general practical preference

The main bodies of literature used for the thesis are divided into four main topics:

Quality of life

- Gehl, J. (1987). *Life between buildings: Using public space*. Washington: Island Press.
- Gehl, J. (2010). *Cities for people*. Washington: Island Press.
- Jacobs, J. (1961). *The death and life of great American cities*. New York: Random House.
- Knox, P. L. (2005). Creating Ordinary Places: Slow cities in a fast world. *Journal of Urban Design*, 10(1), 1-11.
- Lofland, L. (1998). *The public realm: Exploring the city's quintessential social territory*. New York.
- Maloutas, T., & Pantelidou, M. (2004). Debates and developments: the glass menagerie of urban governance and social cohesion: concepts and stakes/concepts as stakes. *International Journal of Urban Regional Research*, 28(2), 449-465.
- Maslow, A. H. (1943). A theory of human motivation. *Psychological review*, 50(4), 370-396.
- Montgomery, C. (2013). *Happy City*. London: Penguin Books.
- Nussbaum, M. (2000). *Women and human development: The Capabilities Approach*. Cambridge: Cambridge University Press.
- Nussbaum, M., & Sen, A. (1993). *The Quality of Life*. Oxford: Clarendon Press.
- Peters, K. E., B., & Buijs, A. (2010). Social interactions in urban parks: Stimulating social cohesion. *Urban forestry & Urban greening*, 9(2).
- Rundell, J. (1994). Creativity and judgement: Kant on reason and imagination. In G. Robinson & J. Rundell (Eds.), *Rethinking imagination. Culture and creativity* (pp. 87-117). London/ New York: Routledge.
- Ryan, R. M., & Deci, E. L. (2001). On happiness and human potentials: a review of research on hedonic and eudaimonic well-being. *Annual review of Psychology*, 52, 141-166.
- Ryan, R. M., & Huta, V. (2009). Pursuing pleasure or virtue: The differential and overlapping well-being benefits of hedonic and eudaimonic motives. *Journal of Happiness Studies*, 11(6), 735-762.
- Ryff, C. D. (1989). Happiness is everything, or is it? Explorations of the meaning of psychological well-being. *Journal of Personality and Social Psychology*, 57(6), 1069-1081.
- Stevens, Q. (2007). *The ludic city: exploring the potential of public spaces*. New York: Routledge.

Van Dorst, M. J. (2006). Sustainable liveability: Privacy zoning as a physical condition or social sustainability. In M. Tolba, S. Soliman, & A. Abdel-Hadi (Eds.), *Environment, health and sustainable development* (pp. 1-10). Alexandria: IAPS.

Quality of tourism

- Ashworth, G., & Page, S. (2011). Urban tourism research - Recent progress and current paradoxes. *Tourism Management, 32*(1), 1-15.
- Ashworth, G., & Tunbridge, J. (2001). *The tourist historic city*. New York: Routledge.
- Boeschoten, H. (2010, May 30 - June 3, 2010). *Staatsbosbeheer, everything nature has to offer*. Paper presented at the fifth international conference on monitoring and management of visitor flows in recreational and protected areas Wageningen.
- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology, 13*(2), 179-201.
- Cohen, E., & Taylor, L. (1992). *Escape attempt. The theory and practice of resistance to everyday life*. London: Routledge.
- Dahles, H. (1998). Redefining Amsterdam as a tourist destination. *Annals of tourism research, 25*(1), 55-69.
- Dann, G. (1999). Writing out the tourist in space and time. *Annals of tourism research, 26*(1), 159-187.
- Elands, B., & Lengkeek, J. (2012). The tourist experience of out-there-ness: theory and empirical research. *Forest policy and economics, 19*, 31-38.
- European Commission. (2000). *Towards quality urban tourism - Integrated quality management (IQM) of urban tourist destinations*. Luxemburg: Office for official publications of the European Communities.
- Gottlieb, A. (1982). American's vacations. *Annals of tourism research, 9*(2), 165-187.
- Hayden, D. (1995). *The power of place: Urban landscape as public history*. Cambridge: MIT Press.
- Herbert, D. T. (1988). Work and leisure: Exploring a relationship. *Area, 20*(3), 241-252.
- Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of tourism research, 6*(4), 390-407.
- Lengkeek, J. (2001). Leisure experience and imagination: Rethinking Cohen's modes of tourist experience. *International Sociology, 16*(2), 173-184.
- Lynch, K. (1960). *The image of the city*. Cambridge: MIT Press.
- MacCannell, D. (1976). *The tourist*. Berkeley: University of California Press.
- Ouf, A. M. S. (2001). Authenticity and the sense of place in urban design. *Journal of Urban Design, 6*(1), 73-86.
- Shaw, G., & Williams, A. M. (1994). *Critical issues in tourism: a geographical perspective*. Oxford: Blackwell Publishers.
- Stevens, Q. (2007). *The ludic city: exploring the potential of public spaces*. New York: Routledge.
- UNWTO. (2014). *Understanding Tourism: Basic Glossary*. Madrid: World Tourism Organisation.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of tourism research, 26*(2), 349-370.

Amsterdam

- Ashworth, G., & Tunbridge, J. (2001). *The tourist historic city*. New York: Routledge.
- ATCB. (2012). *Amsterdam visitors profile*. Amsterdam: Amsterdam Tourism & Convention Board.
- CBS. (2014). *Toerisme 2014*. The Hague: Centraal Bureau voor de Statistiek.
- Gemeente Amsterdam. (2011). *Structuurvisie Amsterdam 2040*. Amsterdam: Callf & Meischke.
- Gemeente Amsterdam. (2015). *Stad in Balans*. Amsterdam.

Process

- Corner, J. (1999). The agency of Mapping. In D. Cosgrove (Ed.), *Mappings* (pp. 213-252). London: Reaktion Books.
- Yin, R. K. (2013). *Case Study Research: Design and methods*. London: Sage Publications.

Reflection

Relevance

Societal relevance

The societal relevance of the thesis comes in multiple ways. The thesis includes residential, touristic and economic relevance.

Residential relevance: Due to the growing tourism industry the city centre of Amsterdam has the danger of becoming a theme park (Hermanides, 2015). By making other areas attractive for tourists the touristic pressure on the city centre will release. This will help maintain and improve the living quality in the historic centre. Design interventions for Buiksloterham aim to create a neighbourhood where human life can thrive. Through enhancing the liveability of public space a virtuous circle will be set in motion. Social encounters in urban spaces enhance the social construction of the sense of place and authenticity. This improves the liveability but also promotes the authenticity which strengthens experiential tourism.

Touristic relevance: In the saturated society of today, people are more trying to achieve meaningful experiences than fulfilling their need for products (Jensen & Aaltonen, 2013). This changes the way urban tourism takes place. It is not so much anymore about visiting all the sites but to experience life in Amsterdam. To experience Amsterdam, tourists will become part of local life. For Buiksloterham the aim is to attract those kind of tourists, who want to participate in local life. With the creation of a neighbourhood where public local life can flourish, tourists will be attracted. The establishment of the new theme of rough urban cultural tourism adds an extra layer for tourists in Amsterdam besides 'Golden Age' cultural heritage tourism and party/drug tourism. It gives the city extra attractiveness for today and future tourists.

Economic relevance: the tourism industry is a growing market in Amsterdam and accounts for 10% of the total amount of jobs. Due to a growing lack of support by its inhabitants it is important for the economy of Amsterdam to find a solution for the arising imbalance. By embedding the tourist market in the local life of inhabitants, support can be created because locals see the economic effects of tourism. Supporting citizens are very important in creating the experiential tourism through which the city of Amsterdam can compete with other cities in the global tourist market.

Scientific relevance

Research has been conducted to the quality of living and the importance of identity to a place (Gehl, 2010; C. Montgomery, 2013) and to urban tourism (Ashworth & Tunbridge, 2001; Dahles, 1998; Jensen, 1999). The link between the residents, who have to welcome the tourists, and the tourists themselves has not often been made. With this thesis is aimed to add to this blank space in the academic field. The research will be focused on the place where residents and tourists encounter each other, in the public space. The spatial demands of both groups are central to design Buiksloterham and facilitate both user groups.

This thesis is a part of the research group Happy Cities. As a part of this research group this thesis will investigate the concept of happiness and quality of life issues from different angles. It seeks for ways to find indicators of happiness that can help formulating a strategic plan and design. Through literature review and empirical research, the essential parameters for a good quality of living and tourism will be obtained.

Time planning

With the P2 presentation the theoretical part of the graduation is ended. The theoretical framework now works as a base for the empirical research and the planning and design. After the P2 presentation the focus will be on the end goal; an organic urban plan with one pilot project for residents and tourists in Buiksloterham. Figure 7 shows the schedule for the coming months. The schedule is divided into the three methodological components of this graduation. The key dates and the products that have to be finished show the important deadlines.

Along a more elaborated spatial analysis will the concept of the urban plan be revised. The typology of tourists will be further defined, concerning the spatial needs of cultural tourists and the backpackers. This will create input for a pilot project in which the concepts and plans can be investigated on a smaller scale. The challenges encountered on the smaller scale will provide valuable input for the concept and the urban plan of Buiksloterham. This is a continuous process in which the theoretical framework functions as a guidance for design decisions when it comes to quality of life issues and meaningful experiences in tourism. Along this process will local actors of governmental bodies provide valuable information on what the ongoing processes are in the district. In these interviews preliminary design solutions will be discussed. A case study in the transformed harbor areas along the IJ will teach how transformations in harbour areas can be successful. The gained information will be used to improve designs for Buiksloterham. For the P3 presentation a preliminary urban plan and pilot project will be presented including an extensive spatial analysis.

After the P3 the process of refining and revising the design will continue. New insights will be tested in interviews with the same interviewed people as before the P3. The urban plan and the pilot project are being further defined and more thoughts will go into how the plans can best be presented towards P4. At the P4 presentation the graduation thesis and design will in the state of a final draft. After the P4 finishing touches will be made to the designs and the presentation.

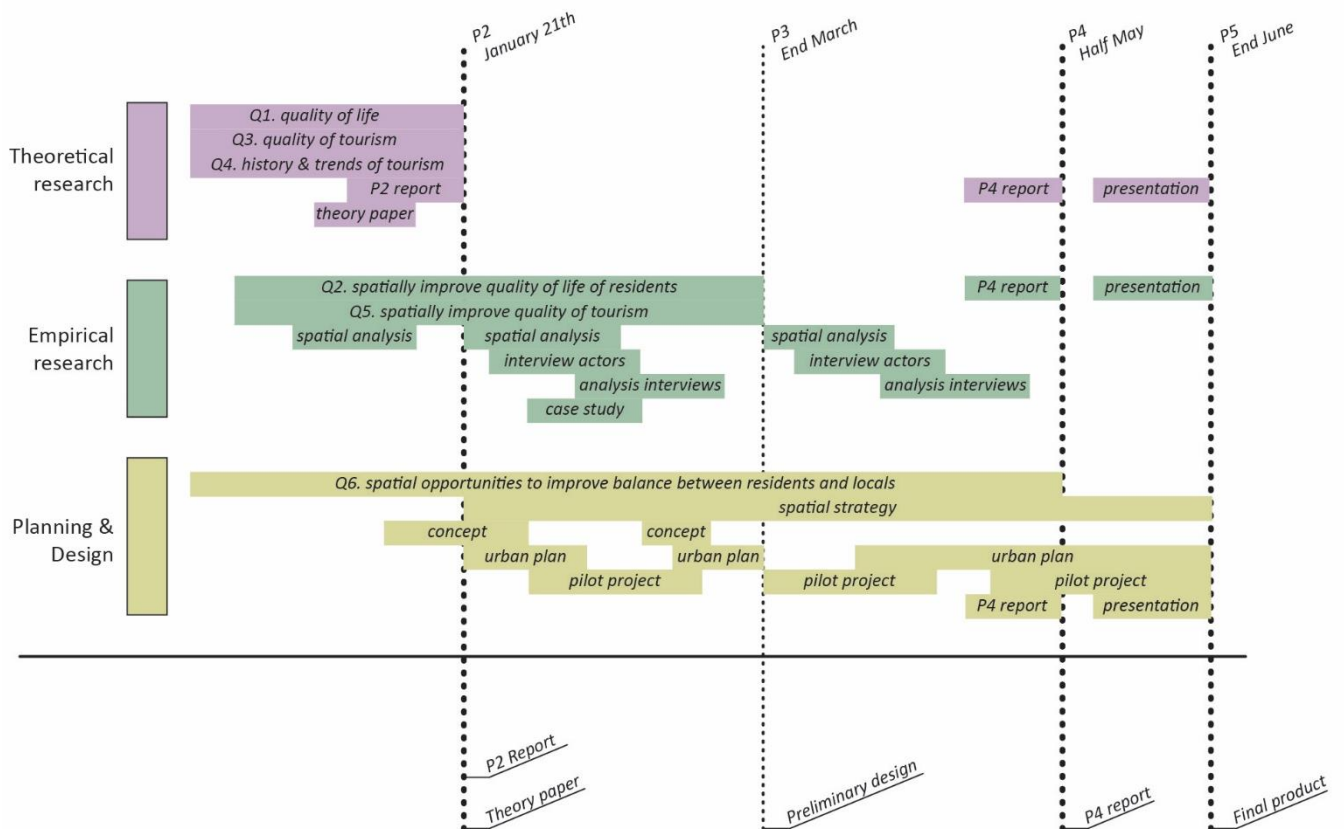


Figure 2: Time planning (author)

