WELCOMING AMSTERDAM |
INCORPORATING TOURIST AND CITIZEN IN A STRATEGY FOR A GROWING TOURISTIC REGION |

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Mentors: Arie Romein (1st) & Gerdy Stuip-Verschuure (2nd)
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PROBLEM | IMPACTS OF TOURISM IN AMSTERDAM AND OBJECTIVE OF THE PROJECT

CONTEXT | HISTORICAL, GOVERNMENTAL, TECHNICAL, ECONOMIC AND SOCIAL LAYERED ANALYSIS

STRATEGY | CULTURAL CLUSTERS, NODES AND CONNECTIONS

BRIDGING THE GAP | BETWEEN THE CITY CENTER AND REGION

CLUSTER DEVELOPMENT | OF NDSM CLUSTER

PROJECT DEVELOPMENT | REFLECTION ON THE STRATEGY AND PROCESS
PROBLEM
PROBLEM AND IMPACTS OF TOURISM IN THE CASE OF AMSTERDAM
17.000.000 tourists in 2015

138.600.000 visit days in 2015

6.800.000 tourists of the total number of tourists 40 %
tourists that stayed in a hotel in 2015

86499 inhabitants center

1:4,4 citizens : tourists

4,4 tourist per citizens every day in the center

41 % in center of the total amount of rooms

12619 of the 30645 hotel rooms are in the center
Crowding locations tourists, based on: Kuddledieren (Poel & Boon, 2015), own image.
problem

trends

GLOBALIZATION  MIGRATION  ECONOMIC WELL-BEING

↓  ↓  ↓

GROWING NUMBER OF TOURISTS

layers

social

diversification of activities;
loss of identity;
decreased liveability;

Protest in Barcelona tegen woningverhuur aan toeristen, derived from https://www.nul20.nl/dossiers/airbnb-gewild-en-verafschuwd

WELCOME TOURIST,
THE RENT OF HOLIDAY APARTMENTS
IN THIS NEIGHBOURHOOD DESTROYS
THE LOCAL SOCIO-CULTURAL FABRIC
AND PROMOTES SPECULATION. MANY
LOCAL RESIDENTS ARE FORCED TO
MOVE OUT.
ENJOY YOUR STAY.
problem

trends
  GLOBALIZATION  MIGRATION  ECONOMIC WELL-BEING

GROWING NUMBER OF TOURISTS

layers
  economic

  employment opportunities;
  diversification of economy;
  disappearing of local economy;
  commodification;

loss of identity;

diversification of activities;
  decreased liveability;
**problem**

**trends**
- Globalization
- Migration
- Economic well-being

**layers**
- Technical

**GROWING NUMBER OF TOURISTS**

**improved infrastructure and social services; crowding, placelessness;**

- Loss of identity; disappearing of local economy; commodification;
- Diversification of activities; decreased liveability; employment opportunities; diversification of economy;
problem

trends

GLOBALIZATION  MIGRATION  ECONOMIC WELL-BEING

GROWING NUMBER OF TOURISTS

layers

governance spreading tourists through the region;

loss of identity; disappearing of local economy; commodification; placelessness;
crowding,
diversification of activities; decreased liveability; employment opportunities; diversification of economy; improved infrastructure and social services;
Amsterdam Marketing spreading strategy region, https://www.iamsterdam.com
**Problem**

**Trends**
- Globalization
- Migration
- Economic well-being

**Growing number of tourists**

**Layers**
- Cultural commodification
- Loss of cultural identity

**History**

- Loss of identity;
- Disappearing of local economy;
- Commodification;
- Placelessness;

- Crowding,
- Spreading tourists through the region;

- Diversification of activities;
- Decreased liveability;
- Employment opportunities;
- Diversification of economy;
- Improved infrastructure and social services;
**Problem**

**Trends**

- Globalization
- Migration
- Economic well-being

**Layers**

- Growing number of tourists

**Identity**
- Loss of identity;
- Disappearing of local economy;
- Commodification;
- Placelessness;
- Cultural commodification;
- Loss of cultural identity

**Pressure**
- Crowding;
- Spreading tourists through the region;

**Quality of Life**
- Diversification of activities;
- Decreased liveability;
- Employment opportunities;
- Diversification of economy;
- Improved infrastructure and social services;
problem

trends

GLOBALIZATION  MIGRATION  ECONOMIC WELL-BEING

GROWING NUMBER OF TOURISTS

layers

IDENTITY  PRESSURE  QUALITY OF LIFE
Crowding locations tourists, based on: Kuddedieren (Poel & Boon, 2015), own image.
Problem

Growth tourism disproportional, based on interview with Veldhuizen, 2017.
A tourism area cycle of evolution by Butler, 1980.
If the municipality does not take action soon, the migratory flow of tourists coming to the city & region of Amsterdam will leave a disruptive impact behind, making the city increasingly less attractive to citizens.
To distribute the number of visitors in the Amsterdam Metropolitan Area more evenly through the city and region to use the full socioeconomic potential equally, relieve the pressure on the problematic area - the city center - and minimize the negative impacts on all other areas while providing attractive spaces for both the citizen and tourist.
To **distribute the number of visitors** in the Amsterdam Metropolitan Area more evenly through the city and region to use the full socioeconomic potential equally, **relieve the pressure** on the problematic area - the city center - and **minimize the negative impacts** on all other areas while **providing attractive spaces** for both the citizen and tourist.

**tourist experience** & **quality of life**
By a proposal of touristic areas spread out through the city existing of nodes and connections, filling in the gab between the city center and the region.
methodology

THESIS IS INFLUENCED BY THEORIES FROM:

NETWORK CITY
Gabriel Dupuy & Kritika Sha
Network layer approach

LIFE CYCLE TOURIST DESTINATION
Butler
The life cycle of a tourist destination

IDENTITY
Hull, Lam & Vigo
Place identity
Riza, Dorati & Fasli
Place image

TOURIST CLUSTERS
Hoog
Cultural clusters

THIS PROVIDED INFORMATION ABOUT:

How to analyse the operators in a layered approach
The possible scenario’s for a touristic destination
How to identify authentic images of an area
The requirements for an attractive cultural cluster
CONTEXT
LAYERED ANALYSIS
context

THESIS IS INFLUENCED BY THEORIES FROM:

NETWORK CITY  LIFE CYCLE TOURIST DESTINATION  IDENTITY  TOURIST CLUSTERS

social
economic
technical
governance
history
SOCIAL
- activity of social media tourists
- activity of social media citizens
- crowding of tourists
- crowding of citizens
- crowding of both

Based on research by Psyllidis, 2016 and Hakvoort & Gutiérrez, 2016.
Based on maps.amsterdam.nl and de Hoog, 2013 The Dutch Metropolis.
TECHNICAL
- pedestrian friendly public space
- pedestrian prioritized network
- cycle prioritized network
- tram line
- bus line
- ferry line
- train tracks
- highway

Based on maps.amsterdam.nl
Based on maps.amsterdam.nl and iamsterdam.nl.

**GOVERNANCE**

- no, unless areas for new hotels
- stop on touristic facilities
- neighbourhood campaign area
  (Amsterdam Marketing)
HISTORY

- monument
- UNESCO heritage
- national conservation
- local conservation
- identical element

Based on maps.amsterdam.nl.
STRATEGY
CULTURAL CLUSTERS, THROUGH NODES AND CONNECTIONS
A cultural cluster is defined as a cluster that: “has at least three cultural institutions within a walking distance of not more than 5 min from each other and draws at least 500,000 visitors per year” (Hoog, 2013, p. 47).
HIGHLY ATTRACTIVE CULTURAL CLUSTER | tourists follow the route along the clusters

CLUSTER WITHOUT HIGH ATTRACTION | attractions are not familiar or attractive enough for tourists to accumulate here

ATTRACTIVE AREA, NO CULTURAL CLUSTER | tourists are attracted to the area without it having a higher concentration of cultural attractions

Cluster, based on The Dutch Metropolis by de Hoog, 2013, activity from Psyllidis, 2016 and facilities from maps.amsterdam.nl.
For this project, the potential clusters will be defined as an area that: “has at least two or more cultural activities within a walking distance of not more than 10 min from each other and draws at least 300,000 visitors per year, including event visitors.”
POTENTIAL CLUSTERS

- touristic attraction
- cultural cluster
- knowledge cluster
- conference cluster
- potential area with 2 or more cultural attractions (new clusters)
Important is to create a relation with other clusters to strengthen the attractivity, what can lead to combination of clusters into districts or quarters: a variety of possibilities of connections between hubs or clusters.
strategy
strategy
strategy
PUBLIC TRANSPORT NETWORK

- tram line
- bus line
- ferry line
- station
- proposed extra tram network
- proposed extra bus network
PEDESTRIAN NETWORK
- pedestrian friendly public space
- park/forest
- existing pedestrian prioritized network
- proposed extra pedestrian network
strategy

PEDESTRIAN NETWORK
- pedestrian friendly public space
- park/forest
- existing pedestrian prioritized network
- proposed extra pedestrian network
NO DISPERSE OF TOURISTS |
Tourists commonly stop at the city center or heritage border and do not distribute through the city.

CLUSTER WITHOUT HIGH ATTRACTION |
Attractions are not familiar or attractive enough for tourists to accumulate here.

NO DISPERSE OF TOURISTS |
Area that tourists frequently visit, but do not distribute further into the city, while economic axis continues.
strategy

street without economic activity

big crossing

public space with car parking

Apollobuurt & Olympic quarter

Amstelveenseweg

Museumplein

Center
Apollobuurt
Amstelveenseweg
& Olympic quarter
Museumplein
Center

strategy

square with cafés

viewpoint

create pedestrian prioritized street with economic activity
bridging the gap
bridging the gab
bridging the gab
CLUSTER DEVELOPMENT

NDSM CLUSTER REQUIREMENTS
**cluster development**

<table>
<thead>
<tr>
<th>start/new clusters</th>
<th>development</th>
<th>ongoing growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>develop around and in addition to existing (cultural) facilities</td>
<td>development and improvement of the factors: number of institutions, accessibility, design of public space and supporting programme</td>
<td>improving the quality of the institutions, accommodation of visitors and public space and better connect to surrounding areas</td>
</tr>
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<td>adding attractions + events</td>
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<td>important is to create a relation with other clusters to strengthen the attractivity, what can lead to combination of clusters into districts or quarters</td>
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<td>create attractivity</td>
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“a variety of possibilities of connections between hubs” or clusters

Based on development strategies from the Dutch Metropolis by de Hoog, 2013.
**Cluster Development**

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“a variety of possibilities of connections between hubs” or clusters

---

Based on development strategies from the Dutch Metropolis by de Hoog, 2013.
cluster development
cluster development

e&t

ECONOMIC&TECHNICAL
- pedestrian friendly public space
- pedestrian prioritized network
- proposed extra network
- facilities (non-living)
cluster development

g&h

GOVERNANCE&HISTORY
- UNESCO heritage
- national conservation
- local conservation
- identical elements
- neighbourhood campaign area
cluster development

s&e

SOCIAL&ECONOMIC

- tourist attraction
- hotel
- market
- crowding of tourists
- crowding of citizens
- crowding of both
- facility (non-living)
cluster development

s&h

SOCIAL&HISTORY
- activity of social media tourists
- activity of social media citizens
- identical element
cluster development

Confrontation matrix for NDSM based on theory from Kearns, 1992.
Confrontation matrix for NDSM based on theory from Kearns, 1992.

**Cluster Development**

**Opportunities**
- Neighbourhoods campaign
- Growth of tourism
- Accommodation development
- New metro line to north
- Development waterfront north
- Competition of other clusters
- Gentrification of the area
- Becoming crowded

**Strengths**
- Strong identity
- Waterfront
- Wide variation in facilities
- Little amount of Airbnb
- Well accessible by bicycle
- Ijhallen is highly popular
- A lot of public space available
- Quiet area

**Weaknesses**
- Isolated area
- Almost no public transport
- Little accommodation capacity
- Pedestrian prioritized connections
- Missing cultural attraction

**Comparative Advantage**

**Investment/Divestment**

**Damage Control**

"Spannende broedplaats op een oude scheepswerf"
Confrontation matrix for NDSM based on theory from Kearns, 1992.
cluster development
cluster development
“We believe that the development of Noord in artistic and cultural fields must not be a copy of what has been crystallized in the city center in four hundred years in form of museums, stages, cultural houses, galleries and so on. If gentrification sweeps away or tightens everything that is rough or frayed, when the original becomes invisible and new residents do not engage with the district, Noord will lose its soul. Then the folksy, green, industrial and artistic character, through which people feel related to this part of the city, will be swept away by flattening and commercialization” (Danse, 2017).
**cluster development**

**DISCOVERIES**
- protected city scapes/history
- monuments
- economic activity
- authentic (public) space

**SUPPORTING PROGRAMM**
- (cultural) attractions/events
- accommodation
- public space
- hospitality industry

**ACCESSIBILITY**
- public transport
- attractive pedestrian connections
- multiple choices for connections

---

**Diagram**

- DISCOVERIES & SUPPORTING PROGRAMM
- ACCESSIBILITY

---
DISCOVERIES
- protected cityscapes/history
- monuments
- economic activity
- authentic (public) space

SUPPORTING PROGRAM
- (cultural) attractions/events
- accommodation
- public space
- hospitality industry

ACCESSIBILITY
- public transport
- attractive pedestrian connections
- multiple choices for connections
cluster development

area to be developed with housing

touristic facilities
event area
parking/storage
cluster development

FACILITIES
- touristic facilities
- event area
- parking/storage

ACTIVITIES
cluster development
cluster development

touristic facilities
- event area
- parking/storage
cluster development
cluster development
cluster development

BUS | 45 min
1 transfer

BUS | 15 min Central Station

FERRY | 15 min Central Station
cluster development

BUS | 30 min
FERRY | 30 min

FERRY | 5 min
pedestrian connection

BUS | 25 min
FERRY | 60 min
CYCLING | 45 min

BUS | 15 min Central Station
FERRY | 15 min Central Station
METRO | Central Station | Albert Cuyp | Zuidas
PROJECT DEVELOPMENT
REFLECTION ON THE PROJECT AND PROCESS
The strategy attracts visitors to other parts of the city - and therefore **relieves the pressure on the city center** - **diversifies activities and facilities** for both the citizen and tourist and brings **job opportunities** in the new clusters and bridges the gap between the city center and region to **distribute visitors on both scales**.
project development

PROBLEM
liveability
crowding\&congestion
 commodification

GROWTH OF TOURISM
globalization

PROBLEMATIC AREA
city center
beating path

visitors are
attracted by

ATTRACTIONS
(cultural cluster)
HERITAGE
identical elements

DISTRIBUTION OF VISITORS
through the city and region

so the aim is...

by creating new touristic
attractions and places the
attractiveness of the city
increases, so more people
will come to the region

by the means of...

CREATING CULTURAL CLUSTERS
to attract visitors to
other places

strengthen

GENTRIFICATION
raising rent prices\& loss
of identity\& commodifica-
tion

therefore the spatial
strategy needs to be
accompanied by a strategy
to regulate the number of
visitors coming to the region

including

ACTIVITIES\&FACILITIES
attractive to both citizens
and visitors\& increasing
the quality of life

risk of
WELCOMING AMSTERDAM | INCORPORATING TOURIST AND CITIZEN IN A STRATEGY FOR A GROWING TOURISTIC REGION |
Project definition

Problem statement

Motivation

Relevance

Problem analysis

Globalization

Migration

Economic welfare

Trends with Europe as main touristic destination

Crowding, causing stress

Disturbance

Touristification

Citizens are driven away

A "soulless" center

Decrease in livability

Relevance

Research question

Fieldwork

Interview expert/citizen/tourist

Observations

Theoretical framework

Framework

Spatial strategy for Metropolitan Region of Amsterdam

Spatial design for potential areas

Evaluation and discussion

SQ 1

Interview expert/citizen/tourist

SQ 1

Observations

SQ 2

Multiple scales

Governance

History

Infrastructure

Economic

Social

SQ 2

Analytical framework (MRA)

Dupuy layer approach

Kritika Sha additional layers

SQ 3

Tourism strategies

SQ 3

Tourism impacts on cities

SQ 1

SQ 4

Based on Kritika Sha's thesis methodology (2017)
journey of the tourist

location: on the road & visit site
SPATIAL INTERVENTIONS SITE
train, tram, bus, car, bicycle, on foot

activities
accommodation

transport
airplane, train, bus, car, bicycle

booking
return visit?
appreciation
orientation

BRANDING AND INFORMING
location: home

IMPROVE

costumer journey, based on nbtc.
LEGEND

-no, unless areas for new hotels
- stop on touristic facilities
- marketing campaign area

(Amsterdam Marketing)
LEGEND
- pedestrian friendly public space
- pedestrian prioritized network
- cycle prioritized network
- tram line
- ferry line
- train tracks
- highway
- train station
- metro station
- tram station
LEGEND
- touristic attraction
- hotel
- facility (non housing)
- market
- cultural cluster (Hoog, 2013)
24% of the tourists also visit the region

25% of the beach tourists also visit Amsterdam

LEGEND
- citizen movement
- touristic movement
- center of the region: Amsterdam
clusters
### Confrontation Matrix for Baarjes Based on Theory from Kearns, 1992

<table>
<thead>
<tr>
<th>STRENGTHS</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• high accessibility - cycling, tram, car</td>
<td>• neighborhoods campaign</td>
<td>• competition of other clusters</td>
</tr>
<tr>
<td>• Rembrandtpark and Erasmuspark</td>
<td>• growth of tourism</td>
<td>• becoming crowded by citizens</td>
</tr>
<tr>
<td>• high mix of facilities</td>
<td>• improve the quality of city axes</td>
<td>• no accommodation development offer</td>
</tr>
<tr>
<td>• interesting area for sightseeing</td>
<td>• well connected to city axis</td>
<td></td>
</tr>
<tr>
<td>• well connected to city axis</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>WEAKNESSES</th>
<th>INVESTMENT/DIVESTMENT</th>
<th>DAMAGE CONTROL</th>
</tr>
</thead>
<tbody>
<tr>
<td>• low accessibility - train, metro</td>
<td>• Rembrandtpark and Erasmuspark</td>
<td>• Rembrandtpark and Erasmuspark</td>
</tr>
<tr>
<td>• missing cultural attraction</td>
<td>• high accessibility - cycling, tram, car</td>
<td></td>
</tr>
<tr>
<td>• pedestrian lines - transport nodes</td>
<td>• growth of tourism</td>
<td></td>
</tr>
<tr>
<td>• distance to larger transport nodes</td>
<td>• improve the quality of city axes</td>
<td></td>
</tr>
<tr>
<td>• only one accommodation facility</td>
<td>• well connected to city axis</td>
<td></td>
</tr>
</tbody>
</table>

Confrontation matrix for Baarjes based on theory from Kearns, 1992.
### strengths
- strong identical element: sport
- high accessibility
- interesting area for sight seeing
- a lot of public space is present
- quiet area

### Opportunities
“Varying from world-famous art to boutique chic”

### weaknesses
- little facilities
- functions are disconnected
- too much public space for infr.
- no accommodation available
- pedestrian prioritized areas are disconnected

### Threats
- competition of other clusters
- gentrification of the area
- becoming too crowded
- no accommodation development
- private accommodation offer

Confrontation matrix for Olympic quarter based on theory from Kearns, 1992.
strategy

For this project, the potential clusters will be defined as an area that: “has at least two or more cultural activities within a walking distance of not more than 10 min from each other and draws at least 500.000 visitors per year, including event visitors”