

Extracting Qualitative Data in Tourism Perceptions

a Seven Step Approach

Final Report

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Image: The Amsterdam North Shore of 't IJ, also known as the "Golden Coast" for its touristic value and concentration of tourist attractions. Image reproduced with permission from the original photographer (Gerben IJntema).

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Executive Summary

This report was commissioned by FairBnB and the Science Shop to gain insight in how to gather data in tourism policy and research. Sustainable Company Consultants (henceforth known as SCC) perceived that much of the resistance to tourism in Europe was not only a result of actual impacts of tourism, but also a result of perceived impacts. SCC has taken it upon themselves to respond to the commission by developing a seven step approach to extract the necessary data from (local) actor groups involved in tourism and to identify indicators that may additionally enrich the tourism policy debate. This report aims to present the resulting seven step approach as well as the results of applying the approach in two neighborhoods in Amsterdam. In Amsterdam the approach led to: (1) the choice to investigate the perception on the concept of liveability, defined in both an economic and a social dimension in the neighborhoods Amsterdam North (Van der Pek and coastal area) and Old -West, (2) the choice to do semi-structured interviews for four days and analyzing these using a critical discourse analysis. The results of this analysis showed that in Amsterdam North and Old-West there is an economic impact of tourism on a regional scale mostly. The neighborhoods differ more in terms of social impacts whereas Amsterdam Old-West is stated to be more gentrified and (local) actor groups are more used to tourists, and (3) the approach yielded tangible recommendations on indicators on tourism for use in Amsterdam, including but not limited to, for example tourist attraction concentration and tourism intensity. Consequently, the approach was successful in both extracting data from the two neighborhoods in Amsterdam and yielding tangible recommendations for local use. Considering the broader application of this framework outside of Amsterdam, this report gives additional instructions on how to apply the framework in other contexts. Resulting from the application framework and general considerations of the framework, SCC has identified the following opportunities and shortcomings in the frameworks that may need to be considered in further application of the seven step approach:

- In recommending indicators for local use, users of the seven step approach should be mindful of the potential mismatch between perceptions of actors on tourism and the actual impacts of tourism
- While a critical discourse analysis, the principal analysis method used in the Amsterdam application, may yield extensive results, since it is a very time consuming method of analysis. Other analysis methods may be more effective when time is of the essence.
- In recommending indicators, users of the seven step approach should be mindful that the framework was developed to identify **local** indicators of use. Therefore, it would be wise when extrapolating these indicators, to be mindful of the different contexts, as the approach was not originally developed to extrapolate indicators from.
- Users of the framework should always be mindful in applying the approach to the local context: a Dutchmen might be very direct and be very straightforward in his answers, whereas other cultures may not give straight answers, but more nuanced or hide-behind-words ways.

Table of contents

Introduction	6
Problem Definition	7
Designed framework for the city of Amsterdam	8
The rationale	8
The timeline	9
The approach	9
Step 1: Getting to a concept	9
Step 2: Defining liveability and its scope	12
Step 3: Determining the actors	14
Step 4: Translating liveability into research topics	16
Step 5: Collecting the data	16
Step 6: Analyzing the data	19
Step 7: Extracting (local) indicators	25
Further recommendations for broader application of the designed framework	26
Step 1: Identification of a concept	27
Step 2: Definition of the chosen concept and its scope	27
Step 3: Identification of all the relevant actors	27
Step 4: Translation of the concept into research topics	27
Step 5: Data collection	27
Step 6: Data Analysis	27
Step 7: Extraction of local indicators	28
Possible limitations and opportunities of the designed framework	29
Reference list	30
Appendices	33
Appendix 1a: Interview Questions	33
Appendix 1b: Modified interview questions for different group of actors (tourists)	34
Appendix 2: Overview of the designed framework and the proposed further application to a broader context	35

Introduction

In many tourist destinations, tourists are welcomed by local residents with arms wide open. Arriving tourists contribute directly in the tourist industry as well as indirectly in other markets and in a range of externalities outside of economies altogether (Benthem, Fijnje, Koopmans, Tieben, 2017a). Increase in income of the government and tourism industry are some of the incontrovertible impacts of tourism. However, along with those positive effects that tourism can have, some negative can also arise, affecting the socio-economic as well as the physical environment of urban areas (Peeters et al., 2018; Benthem et al., 2017a). Often, many of those aforementioned effects of tourism are highly intertwined with different industries, whereas negative feedback loops can arise from positive effects as well (Fyall & Garrod, 1998). One of the most recent trends in the tourism sector is the rise of collaborative economy accommodation platforms, such as AirBnB. Proponents of these platforms argue that these kind of economies have enabled much of the vacant space in cities to be used, adding value to the income of local residents and allowing tourists to experience a different feel of the city they visit, being able to "live like a local" (Gurran & Phibbs, 2016). However, there are those who believe that this kind of accommodation is related with the spread of negative effects of tourism in a way that can damage residential areas within cities.

Fairbnb aims to encourage more sustainable forms of tourism – alternating those negative effects – and provide a new collaborative economy platform, integrating effects of tourism and shifting to more sustainable forms of tourists' accommodations throughout Europe. Academic expertise on the perceived effects of tourism and the subsequent provision of a framework capable to indicate a data typology with regards to data that complement the emerging discourses are the core goals of both commissioners. The latter will contribute to the ability to add value to the completion of the dashboard application of Fairbnb. The Science Shop of Wageningen University and Research aiming to contribute to the realization of this research, initiate a research project which was assigned to the SCC team.

SCC was assigned to contribute to the realization of this vision and the prosecution of the research, utilizing its academic expertise. Our mission is to deliver a tangible tool for both commissioners, based on the effects of tourism, being able to give relevant data that will direct decision-making procedures to the provision of sustainable accommodation in European cities. In order to achieve its objective, SCC addressed a research question, related to the perceived effects of tourism as well as with the data needed to chart those effects. SCC carried out a research in the city of Amsterdam, focusing on two neighborhoods of the city – Amsterdam Old-West and Amsterdam North. The research followed seven distinctive yet sequential steps, formulating a framework that takes into consideration multiple aspects, giving a holistic overview of the issue at hand. The methodology followed by SCC for the formation of the framework is explained through those steps, justifying all the choices that were made in terms of scientific and research methods that were used.

The framework we provided in this consultative report can be of use for multiple actor groups such as political actors that are confronted with the effects of tourism of today. Therefore, the recommendations of SCC are an integral part of the framework itself and are presented in the final step of it, while general conclusions, regarding the end product of SCC are presented in the last chapter of this report.

Problem Definition

It is widely known that the development of tourism in urban areas can lead to both negative and positive effects where some of those can be highly interrelated. In recent years, the academic discourse as well as the tourism industry has shifted from emphasizing only to the negative effects of tourism to the exploitation of all the potentials that tourism can offer. Bearing in mind international examples, such as Barcelona, the realization of this shift is evident, along with the possible redirection of the tourism industry to more sustainable forms. The result of this redirection is the remarkable decrease of negative effects of tourism considering all the ecological, social and economic impacts. However, in order to be able to provide those desirable, more sustainable, forms of tourism, a holistic approach should be adopted by the related actors, aiming to include both negative and positive effects of tourism without excluding any aspect or perspective that might be proved useful for the framework. In addition, given the fact that tourism as a phenomenon is multi-dimensional, there is a range of the involved actors, each one with their own perspectives and perceptions of the effects of tourism. Thus, all perspectives should also be included in this intended holistic approach, ensuring the desired transparency of their current state.

SCC aims to bridge the existing gap between academic tourism-related discourses and the tourism sector in the city of Amsterdam, designing a framework that is based on qualitative data and that can be used from crucial tourism-related actors, namely Fairbnb and urban tourism policy-makers, in order to achieve the aforementioned shift to more sustainable tourism practices in the city. Therefore, the main research question for SCC is:

"What are tourism-related actor perspectives on the effects of tourism on liveability in two neighborhoods in Amsterdam with varying degrees of sharing accommodation rentals?"

This main research question will be answered through responding to the specific research questions that were previously formulated.

In order to address this question, SCC devised a set of secondary questions that consisted of the focal point of the conducted research in Amsterdam Old-West and Amsterdam North:

- 1. How do different actors perceive the economic impacts of tourism on their neighborhood?*
- 2. How do different actors perceive the social impacts of tourism on their neighborhood?*

The selected areas were examined in terms of tourism development, through the identification of all the actors related to tourism – in both direct and indirect way – and the corresponding perceptions of theirs regarding the effects of tourism in the examined areas, particularly but also in comparison with the city center.

Designed framework for the city of Amsterdam

The rationale

After defining the problem and being fully aware of both commissioners' vision, SCC started to formulate step by step the desirable consultative tool. As it is already cited in the introduction of the report, the tool consists of seven well-defined, distinct as well as sequential stages, as shown in Figure 1.

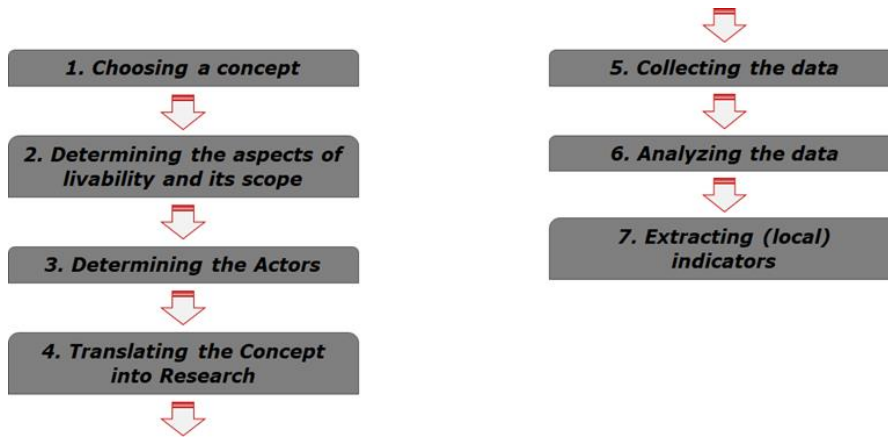


Figure 1: Flowchart of the designed framework for the city of Amsterdam.

The proposed framework was applied in two neighborhoods of Amsterdam, Amsterdam Old-West and Amsterdam North, identifying different perceptions of different types of actors. Given the fact that the research was initially assigned for the city of Amsterdam, SCC together with the commissioners decided to narrow down the research area in those two neighborhoods, based on their current characteristics in terms of the development of sharing economy platforms there. In both neighborhoods, various effects of tourism are evident, however in Amsterdam Old-West the existence of sharing economy platforms is more evident compared to the Amsterdam North (the total area of De Baarsjes/Old-West contains 1609 Active Airbnb listings, the total area of Old-North contains 325 active Airbnb listings)(AirDNA, 2019). Thus, it was considered as important for SCC to examine whether the perceptions regarding the effects of tourism are different in these areas, due to the existence of sharing economy platforms, such as Airbnb, in the area.

For the preliminary steps of the framework, a literature review on the effects of tourism in urban areas, revealed different perspectives and perceptions of those effects, highlighting the importance of liveability in cities, in all those perceptions, both negative and positive. For that reason, liveability was decided to be the core concept of the designed framework. Those initial steps of the framework include the identification of all the aspects of the chosen core concept that are relevant for the city of Amsterdam and the construction of proper questions based on those aspects. Afterwards, forty-five interviews were conducted in both neighborhoods, collecting data from actors directly and indirectly related to tourism, such as local residents, tourists, hosts in sharing economy platforms or people working in the tourism and/or hospitality industry. Afterwards, data analysis was performed, via a critical discourse analysis in order to identify whether the concept of liveability that was initially chosen along with its defined aspects and also the actors that were approached are relevant to the examined neighborhoods. Several discursive fields were identified, presenting all the different actors' perspectives and focusing particularly on the points of friction in the discourses that can display power-relations.

The results of the data analysis revealed a set of indicators, able to direct decision-making procedures related to tourism development.

The timeline

After the official approval of the project proposal by the commissioners, SCC worked intensively for four weeks in order to deliver the agreed product. Figure 2 below presents the timeline followed during the aforementioned time span and it is based on the initial project management of SCC's work (Gantt chart given on the project proposal, p.12).

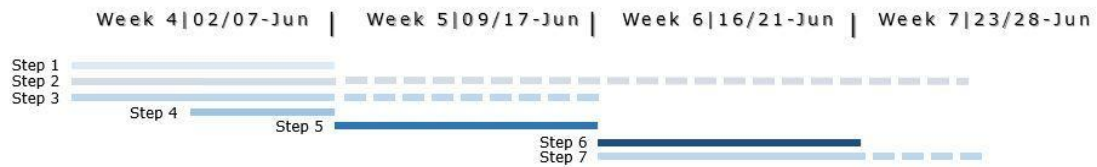


Figure 2: The timeline of the designed seven-step framework.

As shown in the figure above, there are steps of the framework that were initiated at the same time span (week). After step 3, the formation of the framework follows a more sequential flow, while some of the steps are divided into two phases; a core phase when all the essential preliminary procedures were made, but also a second phase that was on-going during the execution of other steps, indicating their reciprocal influence.

In order to give an overview of the hours needed for the realization of this project, the Full Time Equivalent (FTE) per week as well as the working hours needed per step are presented in figure 3 below.

Week	FTP
4	5
5	4
6	5
7	3
Total	17

Step	Working hours (x5people)
1	15
2	19
3	8
4	6
5	30
6	40
7	22
Total	140

Figure 3: Full Time Equivalent and Working Hours for the designed seven-step framework.

The sub-chapters that follow are assigned with the steps of the framework, analyzing and presenting the methodology as well as the output of SCC's work.

The approach

Step 1: Getting to a concept

In the 1960's tourism became a world-wide phenomenon defined as a leisure tourism, aiming to relaxation and pleasure of the travelers (Romão, Neuts, Nijkamp, & van Leeuwen, 2015). Since then, tourism has remarkably developed throughout the world, reaching in 2012 one billion registered tourists' arrivals (United Nations World Tourism Organization (UNWTO), 2013). In particular, the Netherlands has started to attract more foreign tourists since 2015, after the recovery of the European economies (Fedorova, Bakens, & Tepic, 2017), where Amsterdam is considered as the core destination of the country (Noordeloos, 2018). In addition, it is noteworthy that in 2017 international tourists and businessmen that visited

the country reached 17.6 million, while this number is expected to reach 24.6 million by 2030 (Government of the Netherlands, n.d).

Millions of tourists arrive in the city every year and thus Amsterdam can easily be related to some of its landmarks – such as the canals, the red light district or the coffee shops (Noordeloos, 2018). However, Amsterdam is more than that and can be considered as an “export-oriented multi-product company” (Romão et al., 2015, p. 455). Romão et al (2015) see tourist destinations such as Amsterdam as an “inclusive appealing product complex” that is offered in a specific location, capable to offer multidimensional tourist services and serve the needs of the diverse type of tourists arrive in the city.

Marketable costs and benefits of tourism

Next to the aforementioned diversity that tourism in Amsterdam is capable to offer and thus can lead to the increase of loyalty of the tourists in this particular holiday destination, there are various impacts that tourism can have. To begin with, the arrival of tourists contribute directly in the tourist industry, as higher revenues and profits can be achieved through the increased flow of tourists in the city (Bentham et al., 2017a). In particular, the aforementioned loyalty of tourists for the city can contribute to the achievement of even higher revenues and profits originating from “repeat tourists” (Romão et al., 2015, p. 456).

Tourism Industry Benefits

Regarding the indirect contribution of tourism, investments in tourism-related infrastructure such as construction of accommodation facilities can be considered as a good example, as they can actively contribute to the increase of the GDP. It is worth mentioning that in 2017, the contribution of tourism to the national GDP was \$40.1 billion (Noordeloos, 2018). The tourism sector of the city of Amsterdam also has a direct impact on the job market and thus on the income of the people that work in the city. As the number of tourist has been increased, the number of tourism-related products, facilities and services has been consequently increasing. In 2016, 10% of the overall employment in Amsterdam was employed in the tourism sector. Next to that, hospitality sector and food industry – hotels, cafés etc. – experienced an increase in job creation, as more than 2416 jobs became available in this particular sector (statistics for 2015) (Fedorova et al., 2017). It is worth mentioning, though, that besides the fact that accommodation capacity has been remarkably increased, the corresponding increase in the people working in accommodation facilities is disproportional, indicating that tourism sector represents an economy of scale (Fedorova et al., 2017). Technology-related jobs also experience an increase in regard to tourism, as more and more tools are needed, produced and offered in order to fulfil the needs of the city tourism. (App) Developers are included in this category of jobs, offering tools related to (improved) city mapping and navigation, travelling schedules and weather forecasting (Amsterdam Economic Board, 2015).

Costs and Benefits to Other Markets

Other markets of urban economies can also be affected along with a range of externalities outside the tourism economies all together (Bentham et al., 2017a). Examples of other markets affected by tourism development are the housing and general travel markets, such as the aviation industry.

The housing market is possibly affected by tourism, tourism-related services and tourism-related activities, in both direct and indirect way: Land and housing properties in popular tourist destinations, such as Amsterdam, can put tourists and local residents under competition, generated by the increased external demand. Next to that, the value of housing properties as well as the market prices can be indirectly affected by tourism, due to the capitalization of the amenities related to the tourism sector (Biagi, Brandano, & Lambiri, 2015).

Additionally, the aviation industry may experience and increase in revenues. Close to Amsterdam, for example, lies Schiphol International Airport. Schiphol serves as the main airport for visitors to both the Netherlands and the European mainland as a whole (Schiphol group, 2016), showing that Schiphol gain at least some of its revenues from the tourism industry. Apart from the direct effect to the industry, the effects also flow back into the Dutch economy. Decisio (2015), for example, estimated that Schiphol facilitates a total of

113.900 jobs directly related to functions of Schiphol. However, these effects disregard the potential effects to regional economies, such as the amount of business headquarters due to better transport to and business activities in the area (Burghouwt, Lieshout, van Spijker 2017b).

Government Costs and Benefits

Adding to this long list of benefits offered by tourism, the government is one more actor that can benefit from tourism and its development: The government is able to increase its revenues through taxation (Tyrrell & Johnston, 2006; Benthem et al., 2017a). Tourist fees have been remarkably increased over the last decade, adding in 2013 over 162 million euros in the municipal funds. The higher rates of the tourist tax itself, along with the increase of the municipalities that impose a tourist fee and the increase of the night spend in accommodation facilities in the city are considered as the main reasons behind the increase of the tax revenues. It is noteworthy that in 2013 the tax revenue in Amsterdam, originating from tourist tax, was the highest among all the municipalities in the Netherlands (van der Beek, 2015).

On the other hand, while government tax revenues may increase, so do government expenses due to tourism. Among governments' direct expenses for tourism Benthem et al. (2017a) discern five areas in Amsterdam in 2016:

1. Cleaning & waste collection services.
2. Enforcement & monitoring services for accommodation and hospitality regulations (€34.5 million).
3. Safety expenses: apart from the enforcement services on business and accommodations, the city has a separate budget set aside for safety features in general. Mietus (2016) mentions, for example, that the increase in tourism has led to an increase of criminal activity on tourists, often by foreign gangs in Amsterdam. Consequently, the share of these expenses is certainly attributable to tourism.
4. Repair and maintenance costs for monuments, streets and canals (€5.3 million).
5. The costs of these government expenses totaled at €45 million in 2016. The structural expenses due to cleaning/waste, enforcement and monitoring and safety are remaining roughly constant over the years. Unfortunately, discerning the share of these expenses are caused by tourism and this would require an exact cost overview, especially in man hours spent on tourism specifically, which is not available at this point in time.

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Additionally, the government gives out a wide range of facilitate tourism in the city, Benthem et al. (2017a), for example, identify Museum subsidies (22,6 million in 2016), city marketing initiatives (about 5 million), the subsidies for events and festivals (3.5 million) and public transport subsidies (40.9 million) some of which are, at least partly, aimed at tourist facilitation.

Non-market(able) costs and benefits: The life of a local resident

As tourism is a profitable industry with many clear market impacts (see the text above), non-market(able) impacts could easily be overlooked. Lately, more and more attention has for example been given to the resistance dawning in local residents of touristic areas, both in the media (e.g. Coldwell, 2017; Milikowski & Naaf, 2017; Hunt, 2018; Bartiromo, 2018; Veenhoven, 2018; Meershoek, 2019) and among tourism academics (e.g. Alexis, 2017; Olya, Shahmirzdi & Alipour, 2017; Hughes, 2019). The resistance begs the question on why local residents are against tourism. The answer is true: literature has shown tourism has an intricate effect on the lives of local residents in four different dimensions: in the Economic, Social, Cultural and Environmental well-being of their lives (Kim, 2002; Kim, Uysal & Sirgy, 2013).

Consequently, the focus on only economic gains disregards this intricate effects tourism may have on the life of a local resident in general which results in the current rise in anti-tourism

sentiment in Europe. To achieve a sustainable tourism industry, it is therefore essential to not only maximize easily marketable benefits or costs but also maximize the benefits to the life of a local resident. One of the concepts that describes many important aspects of the life of a local resident, is the concept of liveability. According to SSC, liveability regards the possibility for any resident to be able to live in a certain area and holds many definitions and nuances (Herrman & Lewis, n.d.). Liveability, however is not only static, but depends very much on the feeling of being able to live in a certain area (Okulicz-Kozaryn, 2013). As a result this project will aim to discover the perceptions of local residents on the liveability in local areas. It should however be noted that liveability is still a rather broad concept, therefore a clear delineation of the concept will need to be extracted.

Step 2: Defining liveability and its scope

After deciding on a concept (step 1) this step of the framework delineated different aspects of liveability in the city of Amsterdam. Amsterdam is a metropolitan city consisting of a giant urban region. In order to achieve quality of life for the residents, the city needs to maintain the liveability. There are several categories to determine liveability in certain neighborhoods. Every city or even area can use different categories to determine their liveability, for example the Quality of Life (QOL), defined as the living standards, health, comfortness and feelings of happiness according to individuals and communities (Aluri, 2017), can be used. In this study SCC uses QOL as a measure to determine liveability in the city itself.

QOL is indicated through both physical features and individual perceptions in terms of property rights, health condition and the opportunity to use public transport (Alhagla, 2010). Another study, that considers the effects of tourism on QOL, regards the QOL as the perception of local communities on the social, economic, cultural and environmental dimensions of their life (Kim, Uysal & Sirgy, 2013). Kim's (2002) study on the effects of tourism regards QOL as something transferable even as she describes that in order to enhance the positive effect, the tourism industry can transfer the QOL to the residents. Other studies have attempted to define liveability on a community level instead of upon an individual scale.

"A livable community is one that is safe, has affordable and appropriate housing and transportation option, and has supportive community features and services" (Harell et al, 2014).

Also, liveability can be defined by several other factors, such as the human and social-cultural resources, environmental and urban morphologies and governance (Chivot, 2011). As a result SCC has chosen to define liveability through both nuances used in the debate on QOL and the debate on liveability as the feeling of a livable area, which consists of the perceptions of its involved actors on both the economic and the social (-cultural/environmental) aspects that allow an actor to use the area.

Having delineated SCC's definition of liveability, several aspects and dimensions were delineated to narrow down the focus of analysis. According to SCC, the liveability concept has two main dimensions: the economic and the social (-cultural/environmental). Based on Chivot's (2011) Human and Sociocultural factors, SCC defines crowdedness as an aspect of the social dimension and income and living expenses as aspects of the economic dimension of liveability. Based on the environmental and urban morphologies, SCC defines safety, in terms of disturbances, nuisance and crime; and neighborhood identity and the physical infrastructures as an aspect of the social dimension.

Consequently, the scope of SCC for this analysis consisted of the following dimensions and aspects:

1. Economic Dimension
 - a. Income
 - b. Living costs (including the prices of food, housing, transport)
2. Social Dimension
 - a. Crowding of the area or environment, which depends on both the carrying capacity and individuals perception on crowding
 - b. Safety

- i. Disturbances and or nuisance that may happen in the neighborhood because of tourist activities, such as drinking, urinating or shouting in public
- ii. Crimes, such as pickpocketing or scamming
- c. Physical infrastructures (facilities, restaurants, shops and their type of goods)
- d. Identity of neighborhood

It is vital to note that these dimensions and aspects were specifically chosen for use in Amsterdam, as this is the area SCC will be testing the framework on. The scope allows the study to now delve into what is known about either the tourism-related actors perceptions of the aspects we defined.

Economic Dimension

Both indirectly and directly, the economic well-being of a resident can be affected by the tourism industry. Directly, it can be said that the people that work in a tourism-related sector such as the hospitality or private sector are affected in terms of income levels. Also, economic liveability can define the amount of money people need to spend in order to live a decent life. In the case of Amsterdam North and Amsterdam Old-West, SCC will use this factor to determine if tourists have impact on the living costs and in what way. Tourism can open up opportunities for jobs, can have a positive benefit to the incomes and can simply contribute to the livelihoods of residents. According to Aluri (2017), a liveable city should be able to provide a stable economy and job opportunities for its residents.

An indirect economic factor can be perceived by the people through the facilities that are provided and through taxes paid by tourists to the government. In Amsterdam, the largest source of income is gained through the provision of services. Actually, Amsterdam is one of the major tourism destinations in Western Europe equal to international cities such as Paris, Berlin, Barcelona, Madrid and Venice. Through the expansion of the tourism industry, the benefits to Amsterdam are prior, for example in 2016 alone the Netherlands received 13 billion euros from the tourism sector (UNWTO, 2018).

Expenses of local residents can change due to tourism. As mentioned before, tourism impacts are not limited to the tourism market only. The housing market is one of the external markets that experiences changes due to tourism such as increasing rent- and housing prices. According to Koster (2018), Los Angeles has experienced a rise in property prices due to short term housing rental services (STRs). Zanini (2017) discovered in Venice that:

"The cost of building in Venice is 75% higher than on the mainland" (expert respondent from Zanini (2017))

"The typical Venetian, who has migrated to the mainland [...] doesn't want to admit he can't afford to live in Venice anymore" (public respondent from Zanini (2017)).

Arianna (2018), however found that in Venice the increase in STRs was correlated with a decrease in rental prices. However, Arianna (2018), argues this may have to do with the migration of local residents.

Social Dimension

There are several factors that can be considered as social. For the Quality of life concept, the perception of people that live in a place is mostly determined by social factors. In the present report, SCC determined this concept in the two examined areas, in terms of crowding and safety. In terms of crowding, demographic density can be seen as a liveability factor due to its association with the accessibility to local facilities or infrastructure such as roads, open spaces or green areas within the neighborhoods.

For the city of Amsterdam, this aforementioned aspect of crowding might be proved particularly complex, as besides tourists the city has many students, expats but also commuters that are moving to and from Amsterdam based on the time of the day. The peak levels of crowding in Amsterdam occur during (national) holidays such as Christmas, New Year's Eve, Kings Day as well as during spring or tulip season and summer holidays, while the city is less crowded during autumn and winter (Sykes, 2019).

In terms of disturbance, SCC included in their definition general types of nuisance but also more serious cases, such as crimes. Nuisances can be perceived in different ways. For

instance, the existence of strangers in the neighborhoods, loud voices and public urinating. For those types of nuisances, the Municipality of Amsterdam has already launched sanctions (Boztas, 2018).

Regarding safety in tourism areas, there are some cases where tourist attractions and the existence of hazards and/or risks cannot be avoided. Therefore, it is needed for the academic discourse and tourism-related actors to explore ways and strategies to mitigate the risks (Yang, 2013). There is a variety of factors that can determine safety perception in relation to tourism, fluctuating from terrorist attacks to pick pocketing (Sykes, 2019).

In the case of SCC's project, the focus has been on the living environment and identity perceptions of tourism-related actors in both Amsterdam North and Amsterdam Old-West. As tourism in Amsterdam not necessarily seems to be connected to general environmental indicators such as temperature and pollution, these are not included. In future studies, the latter can be a contribution to the improvement of tourism decision-making in cities that experience overcrowding due to tourism (Bakker, 2018).

Based on the identified aspects of the concept of liveability, the secondary questions developed in the problem definition chapter are further operationalized in order to ensure that they will be covered throughout the following steps:

- How do different actors perceive the economic impacts of tourism on their neighborhood?
 - How do different actors perceive the impacts of tourism on their expenses in their neighborhood (e.g. housing prices, grocery prices etc.)
 - How do the different actors perceive the impacts of tourism on their income?
- How do different actors perceive the social impacts of tourism on their neighborhood?
 - How do different actors perceive the impacts of tourism on the safety in their neighborhood
 - How do the different actors perceive the impacts of tourism in the amount of people in the area
 - How do the different actors perceive the impacts of tourism on the community identity of the neighborhood
 - How do the different actors perceive the impacts of tourism on the physical identity of the neighborhood?

Step 3: Determining the actors

In order to ensure success for the proposed framework (step 2), SCC set as a prerequisite the identification of all the related actors. Hence, the extraction of useful data regarding different opinions and perspectives was assured, in order to be able to identify all the points of friction in discourses among those actor groups and displaying the emerging power relations afterwards. It is worth mentioning that the identification of tourism-related actors in Amsterdam, is a step that was already taken in order to conduct the project proposal. However, due to a high importance of the identification of the related stakeholders, SCC decided to include it in the proposed framework as a separate step, before moving to the actual data collection for the examined neighborhoods of Amsterdam. Having the stakeholder identification as a separate step of the designed framework, SCC ensured that all the crucial points where discursive fields conflicted are identified in a proper and utilizable way.

In the project proposal, a stakeholder analysis was conducted in order to identify all the involved and most relevant actors related to tourism in Amsterdam. The actors identified through that analysis, namely the European Union (EU), hospitality sector of Amsterdam, hosts, local residents, the Municipality of Amsterdam, Non-Governmental Organizations (NGOs), the public transport and the tourists.

The actors that were identified were placed in a matrix based on their interests and power they have in relation to tourism. Those actors are presented in the figure 4 that follows, while a more detailed presentation of the actors is presented on Appendix 1 of the project

proposal. It is noteworthy that for the proper execution of the following steps, and considering the given time frame, it was chosen to approach the actors placed in the upper side of the matrix; those with the highest interest. Lastly, SCC consciously excluded Fairbnb from the list of actors as the designed framework of social data will be in use for Fairbnb.

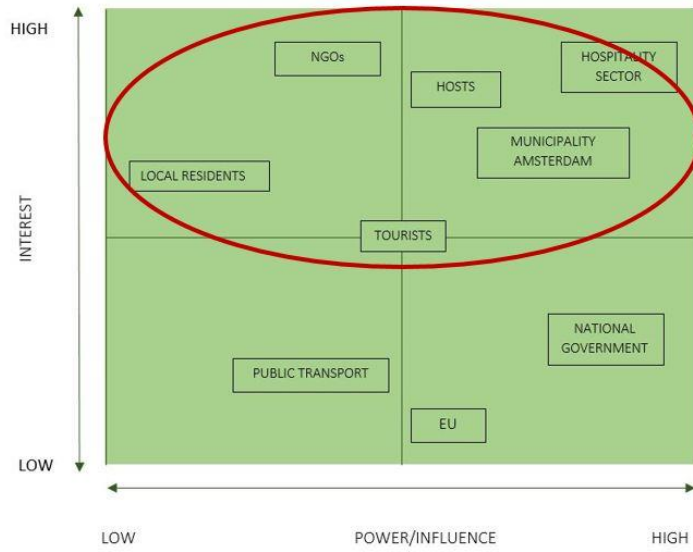


Figure 4: Stakeholder analysis.

Step 4: Translating liveability into research topics

Having decided upon the aspects of the core concept that needed to be addressed (step 3), SCC moved to the next step and the preparation of the questions for the research. Interviews were chosen to be SCC's core method of data collection, as it can provide more freedom concerning the content and order of the questions as well as the chosen wording and the way that questions can be expressed. SCC's goal behind this decision, is the potential flexibility that an interviewer can have, as the concept and its aspects that are going to be explored through the interviews are multi-dimensional and thus additional questions may rise around the issue at hand (Kumar, 2014). For that reason, the interviews were chosen to be semi-structured. With regard to sampling, it was chosen to be random, giving in each potential respondent "an equal and independent chance of selection in the sample" (Kumar, 2014, p. 234).

Based on the actors that needed to be approached and the aspects of liveability that needed to be explored, SCC formulated 3 broad groups of questions, in order to ensure that all the topics are going to be covered. The questions formulated in step 2, under the secondary questions of this research were used as a basis for the question list, ensuring that all the identified aspects of liveability will be covered. It is worth mentioning that SCC's intention was to, as an academic consultancy team, take a neutral position in the debates on tourism impact and not to direct in any way the flow of the interviews. SCC acknowledges, however, that as a social scientist one is always to a certain extent subjective in the research. Throughout the project, SCC intended to collect realistic opinions and to stay as neutral as possible, in an attempt to not influence the power-relations between actors that were to be revealed. For that reason, all the questions were on purpose chosen to be open, avoiding leading or misleading questions.

The first group of questions outlined the profile of the interviewee, exploring some of the basic characteristics of his/her identity. The interviewees were asked about their age range and nationality, the sector that they work to – if it is tourism-related or not – as well as if they are active – either as a host or a renter – in any kind of sharing economy platforms. Based on the answers of this group of questions, the perspectives of all the aforementioned tourism-involved actors of the previous step will be identified afterwards, but also other potential type of actors may be revealed.

The second group of questions was related to the perception of the interviewees regarding the examined neighborhoods themselves but also in comparison with the city center. With this group of questions, SCC intended to identify the overall sense that the interviewees have for the neighborhoods and also the extent to which they relate this sense with the development of tourism in the area. In the last group that followed, the questions were related with one by one aspect of liveability. The question list that was formulated is presented in Appendix 1a.

Step 5: Collecting the data

After the completion of the question list (step 4), SCC planned the on-site visits at the two examined areas in Amsterdam. Based on the project management of SCC (available in the project proposal), four visits were scheduled on the sites, during Week 5 (10-14-Jun). The interviews were conducted in working days (Tuesday, Thursday, Friday), while it is worth mentioning that one out of the four visits, was scheduled on a National holiday (10-Jun, 2nd day of Pentecost). Including a non-working day in the schedule, gave SCC the opportunity to approach actors, relatively differentiated from those approached during working days. Regarding the time chosen to conduct the interviews, SCC chose morning and afternoon hours (10:00-16:00), in order to maximize the interviewees' turnout. The tracts within the examined neighborhoods where the interviews were conducted was also an important factor that SCC took under consideration, as the aim was to cover broad-based areas of the two neighborhoods as well as key locations, such as the Hallen in the Amsterdam Old-West and the local van der Pek Markt in Amsterdam North. Figure 5 below shows the zones that were covered for conducting the interviews in both neighborhoods. In particular, excerpt of the areas Van der Pek/ "Gold Coast" (top right, 3.83km²) and Old-West (bottom left, 4.14 km²) are given. In both areas various points of interest, such as shopping streets, tourist

attractions and (local) street markets were added. The given map was constructed using the city of Amsterdam administrative area map¹ and Google my maps².

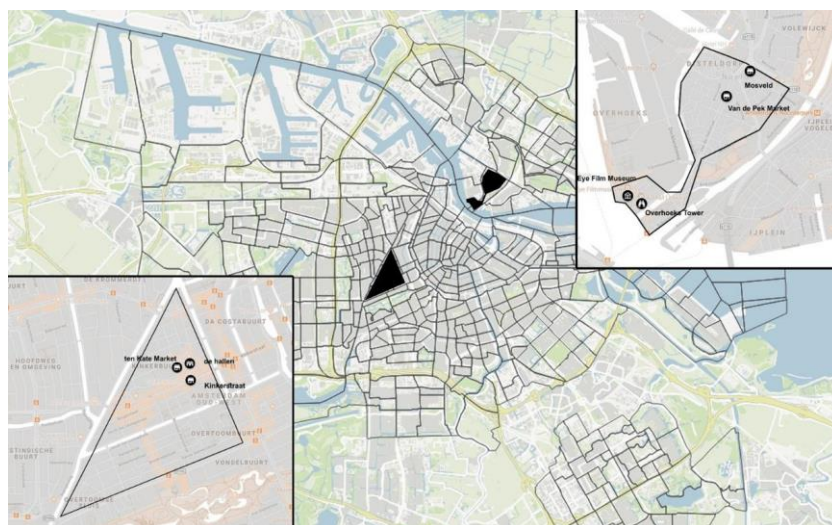


Figure 5: Map of Amsterdam with the two research areas (in black).

It is noteworthy that some of the questions of all the three groups were adjusted based on the actor that was approached every time. For instance, the questions were differentiated in case of local residents and tourists. The broader theme and scope of each group of questions was kept the same, however some of the questions were chosen to be adjusted – or even excluded in cases of particular groups of actors. In Appendix 1b, the adjusted list of questions are presented.

In order to keep the optimal balance between the collected data from tourism-related actors, SCC carried out a preliminary meeting before starting with the interviews in order to have a clear overview about the results gathered so far in both neighborhoods. In cases of occurring imbalance between particular types of actors, the alteration of the sampling method was decided; accidental sampling was chosen, while SCC based its approach on specific locations within the examined neighborhoods, where it would be more likely to find a particular type of respondents (Kumar, 2014). For instance, the aforementioned example of the Hallen in Amsterdam Old-West, was considered a place where it was more likely for SCC to approach tourists. In addition, two respondents working in the tourism sector – tour guides in Amsterdam – were approached via telephone. The Municipality of Amsterdam was also approached via telephone, however SCC did not get the expected results, as the discussion was kept in an informational level from the Municipality's side, indicating SCC to search for relevant information on the Internet (e.g. related policy documents) rather than actually answer the questions of the interview. Lastly, it is of high importance to highlight that actors related with tourism in Amsterdam, such as NGOs was difficult to be approached due to the tight given time span of the project, as it was not feasible to book an appointment before Week 7 (24-28-Jun).

After the completion of the site-visits at the two neighborhoods of Amsterdam, SCC gathered all the data, in order to outline the profile of the respondents. In particular, data from nineteen respondents were gathered in Amsterdam Old-West and twenty-four from Amsterdam North, while the tour guides approached via telephone work in the city of Amsterdam, but not particularly in the two examined areas. Regarding the age-range, the majority of the respondents are in the second range, between twenty and thirty years old, for both neighborhoods. Figure 6 below presents the allocation of the percentages among the given age-range.

¹ Retrieved from: <https://maps.amsterdam.nl/gebiedsindeling/>

² Constructed Using Google My Maps, tool Available on: <https://www.google.com/mymaps>

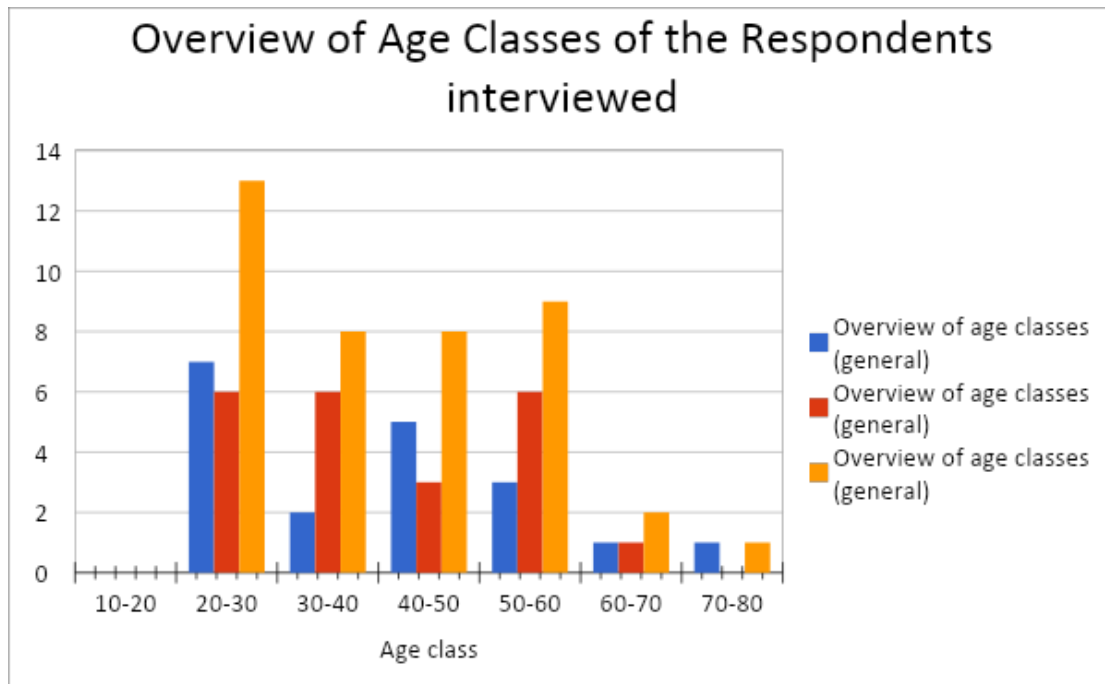


Figure 6: Overview of the respondents in terms of age range.

With regard to sharing economy platforms, the majority of the respondents were aware of their existence and operation in the city of Amsterdam and use them as renters when travelling abroad, but only two respondents - particularly in Amsterdam Old-West - are (Airbnb) hosts. In order to have a clear overview of the respondents, they were classified in several types of actors, as shown in figure 7 below. The basic types of actors identified were based on Step 3 of the framework, however, as the Figure shows, several sub-groups were emerged, giving a broader picture of the respondents in total. It is worth mentioning that the types of actors identified and presented in the figure below were emerged, since themany actors had more than one "main" indentity. For instance, a local resident with Dutch nationality (Actor type: Local Resident (Dutch)) was also considered as Host (Local Resident (Host)).

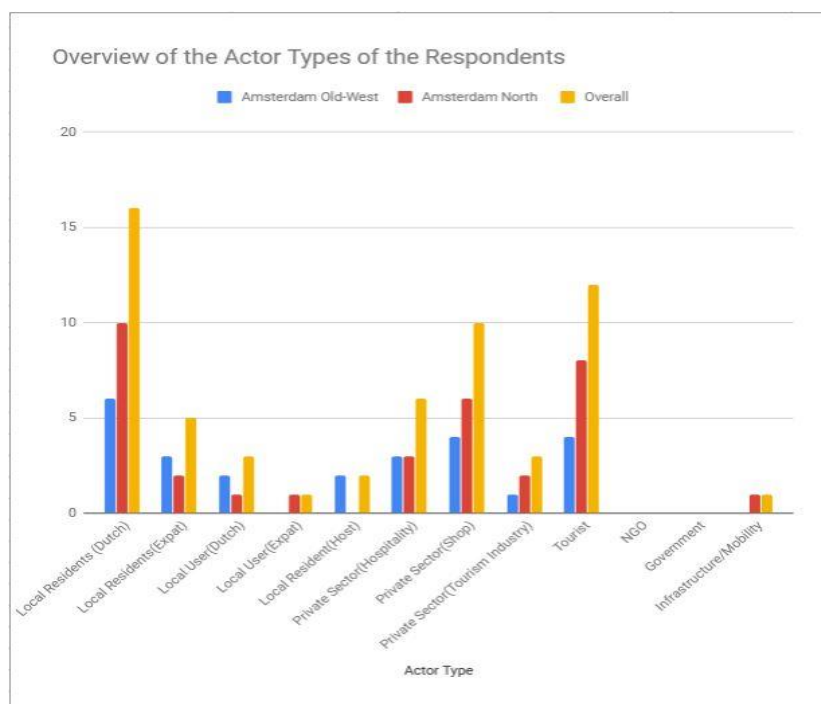


Figure 7: Overview of the respondents in terms of the types of actors.

Step 6: Analyzing the data

After the data collection period (step 5), a critical discourse analysis was done to analyze the discursive fields of the different actors. After the identification of all related actors (step 3), the discourse analysis was chosen because it can show where people's opinions differ and reveal frictions that emerge from the discourses of different actors, depicting power-relations. During the discourse analysis, the previously determined codes based on the literature review were used, as well as new codes that were derived from the raw data. To begin with, the concept of liveability was used and divided in the two overarching relevant aspects, namely social and economic aspects. The latter were then separated into codes such as tourism development, sense of place and safety. The coding allowed SCC to structure the findings, based on the neighborhood, the actor and the concept. The analysis led to interesting findings on overlapping and differentiating perspectives of actors on tourism in the neighborhoods Amsterdam-North and Amsterdam Old-West. The data collection (step 5) was carried out in the Van der Pek neighborhood and the coastal area of Amsterdam North to keep the neighborhoods similar in terms of scope. Henceforth, Amsterdam North indicates those specific parts of the area.

Results

Amsterdam North

In general, local residents in- and local users of Amsterdam North take in a positive attitude towards tourism in their neighborhood. Residents and users seemed to agree that tourism is located in the center of Amsterdam. However, they found that the North area gets busier, but as one resident argued "(..) that it is not that crazy." (Shop owner in Amsterdam North). Tourists that visited the North of Amsterdam compared the city to either other international cities or the city center of Amsterdam and liked the quietness of the North area. Both tourists and local residents argued that there is a need to spread tourism "(..) because there is a lot to see around Amsterdam as well." (Gift shop employee in Amsterdam North) plus it shows the "(..) variety of the city." (Tourist in Amsterdam North).

Economic effects

Concerning the perceived impact of tourists on the local economy, most actors seemed to see a direct connection between tourism and the profits gained by the municipality of Amsterdam. Reflecting on their personal income, the interviewees that worked in the private sector saw a direct link to tourism development. In this case, local residents were doubtful but most were aligned in thinking that "(..) **it's probably better for business.**" (Local resident in Amsterdam North) and contributing to the local economy. Considering prices, local residents argued that food- and rent prices have risen and that tourism-related sectors will probably raise prices if the number of tourists will increase. Interviewees from the private and hospitality sector confirmed this, mostly "(..) *because when more people are coming we can raise the prices (..) business-wise [this is] another way to get more money.*" (Tourism sector employee in Amsterdam North).

Tourists stressed they **contributed to the local economy of Amsterdam** and the neighborhood they were visiting in particular. They did this in terms of "(..) *spending lots of money for [tourist attractions].*" (Tourist in Amsterdam North) and by purchasing food from local markets, cafes and restaurants. An interesting point to mention here is that tourists **compared the prices in the neighborhood to the city center and international cities**, such as Barcelona, London and Geneva. In terms of accommodation, tourists seemed to prefer hotels and small Bed and Breakfast's above sharing accommodation platforms such as Airbnb. Most tourists see an advantage in using collaborative economies "(..) *because [they] think it is a really good way to get around.*" (Tourist in Amsterdam North). However, according to the tourist interviewees there were cheaper options which also settled with their requirements. A last point worth mentioning here, some local residents use or have used Airbnb as an extra source of income or knew many acquaintances that do or did.

Social effects

The social effects of tourism which were perceived by different actors had to do with **identity** and feelings of **safety** mostly. Although, most local residents and local shop owners stressed that tourism in Amsterdam North is "(..) *not yet, but coming.*" (Shop owner in Amsterdam North), **a majority argued that the neighborhood is exposed to a rapid change.** The latter was described in terms of the development of more expensive apartments and restaurants, company buildings and the renovation of more aged houses. Mostly, these changes were linked to tourism both directly, "(..) *tourists from other countries are coming*

every day, so the Dutch government is trying to make some changes, like they try to make some fancy centers and some new buildings (..)” (Expatriate/student in Amsterdam North), and indirectly, “(..) I don’t think that [the change of the identity of the North area] is a direct impact from tourism it is more to do with gentrification.” (Local restaurant and shop owner in Amsterdam North).

Tourists seemed to **appreciate the diversity of the city** in total and the quietness of Amsterdam North in particular. Still, some tourists argued that they preferred the old buildings located in the city center compared to the modernity of the Northern part. The modernity of this particular part of the city was described by one local shop owner as “(..) **the Golden Coast.**” (Local café owner in Amsterdam North). Tourists seem to perceive the difference between the city center and Amsterdam North specifically, in terms of feelings. As one tourist mentioned:

“It definitely has a different feel to it, to the other side of [the] river (..).” (Tourist in Amsterdam North)

Besides the feeling towards the **identity of the neighborhood**, tourists seemed to see a difference in the **identity of the people** as well. For example, several tourists mentioned that they see “(..) a lot of tourists (..), rather than local people.” (Tourist in Amsterdam North). The fact that the interviews were carried out in the Van der Pek area and around the Eye Film museum may have affected this. Mainly, local residents seemed to **avoid** this more touristic part of the North due to for example economic reasons and tourists seemed to “(..) [come to North] to see this building, with the swing [tower].” (Tourist day in Amsterdam North), the Eye Filmmuseum and the IAmsterdam sign.

Through the analysis, it became clear that local residents, local users and tourists feel rather safe in the neighborhood and do not seem to think that tourists influence their safety in the area. However, local residents and local users did mention that **tourists on bikes cause irritation and dangerous situations**. Several local residents of Amsterdam North mentioned:

“The most annoying thing is that (..) tourists on the bicycles they do not know how to cycle on the Dutch cycle paths. So, that is the only way I get into direct contact with tourism.” (Local resident in Amsterdam North)

“(..) tourists don’t notice that they walk on the cyclepaths and sometimes it goes wrong, but that happened only once.” (Local resident in Amsterdam North)

This particular cycle aspect was mentioned from a tourists’ point of perspective as well. Tourists argued to appreciate the fact that bicycles “(..) overrule cars and other things.” (Tourist in Amsterdam North), yet some of them mentioned that they had to be “(..) **mindful of [different] traffic rules.**” (Tourist in Amsterdam North) when walking.

Amsterdam Old-West

In the neighborhood Amsterdam Old-West, interviewees were generally positive about tourism activities in the area. The Foodhallen opened in 2014, and offers a variety of cuisines all together in one building. According to local residents, there are more tourists coming to the Foodhallen in Old-West, attracting more tourists to the area in general nowadays than before.

Economic effects

The relatively positive perspective of local residents on tourism in Old-West might be based on the fact that many of the local residents consider tourism as an important source of income for the city. According to a local resident, tourism is “**another source of income**” (Local resident in Amsterdam Old-West) for those who are involved in the tourism sector and sharing accommodation platforms. This does not apply to all interviewees, as many also mentioned that their personal income is not affected by tourism activities in their neighborhood. Generally, tourists did seem to think they contribute directly to the local economy by purchasing goods in the area, paying for accommodation and hospitality. This is different from the perspective of the local residents, expats and the users who do not rent

out their houses via sharing accommodation platforms, who argue that if there are any economic impacts, they are indirect.

Some local residents mentioned the economic **processes** that have changed the neighborhood in Old-West, also mentioning the effect of short term rentals which would support this process according to the interviewees. During the data collection, a market salesman argued that the touristification of the area has negative impacts on his income also as the local residents move away and they are replaced by tourists, who do not have the weekly demand for his products like the local residents. According to the salesman, the tourists do not buy his products, but they simply walk past his market stand. In Dutch he said:

"De vast klant die trekt weg. De toerist is geen vaste klant, die komt toevallig langs. De toerist heeft geen wekelijkse behoefte nodig, dus dat is voor de verkoop niet bevorderlijk. Als je de Albert Cuyp ziet, daar is alleen toerisme, daar wordt voor geen euro meer verkocht. Die zijn daar echt niet blij mee. Vanuit dat oogpunt gezien is het niet allemaal een voordeel. Ik vind het leuk dat ze voorbijlopen, daar gaat het niet om. Maar het is hier meer in proportie, de Cuyp is niet meer in proportie. Dat is daar echt niet leuk meer. Ik ben bang dat als het zo doorgaat, dat het deze kant hier ook zo op gaat, dat is niet louter positief, als je je geld eraan moet verdienen dat dat je ervaring moet worden" (Market salesman in Amsterdam Old-West).

In other words, the salesman noticed a change in the **type of visitors** at the market. He compared this market to the Albert Cuyp market, where, he argued, there are almost only tourists visiting the market and market salesmen might generate less income because of this change in visitors. Also, he mentioned that there is a balance between tourists and his customers at this market still, but that he fears that if things continue this way, the same might happen to this market.

Social effects

According to a local resident who owns a little bakery in the neighborhood, the **area was recently made more attractive** especially for the tourists, which again attracts more tourists. The perception of local residents, users and expats on the crowdedness of the area generally came down to them **being content with the amount of tourists** in the area and the presence of tourists is perceived to be normal. One interviewee mentioned *"There's just tourists here, that's just normal"* (Local resident in Amsterdam Old-West). Generally, local residents in Amsterdam Old-West seem to consider tourism to be a positive contribution to their neighborhood. They argued **to feel safe** regardless of tourism activity in the neighborhood.

Interestingly enough, the perception of the **identity** of the neighborhood differed for the interviewed actors to some extent. An expat living in Old-West argued about the area: *"This is I feel like where more Dutch people will come"* (Expat in Amsterdam Old-West). According to a tourist couple, the area feels more *"authentic"* than other parts of the city. This seems to indicate that the actors have similar perspectives on the general identity of the neighborhood.

A shop owner in Old-West argued that even though many Airbnb's have been established in the street where his shop is located, the identity of his street never changed due to tourism activity. According to the interviewee, the street he lives in is **still a "volksbuurt"**. The area around the Foodhallen on the contrary, was in fact impacted by tourism development according to the interviewee. This shows that even within the neighborhoods themselves, **the social impacts differ per street and are limited.**

Tour Guides

The point of view of tourism experts was analyzed through interviewing two local tour guides who work in other parts of Amsterdam, then the areas selected (step 5). There are findings of criminal activities that have taken and take place in tourist areas. In some cases, different prices in a restaurant are applied to tourists and locals in terms of having a menu in both English, with more expensive prices, and the local language, with normal prices. Another

scam concerns the taxi fares. Tourists that are heading to the airport by the use of taxi services get scammed at the end of their journey frequently, through the use of a radio to display the prices instead of the actual fare machine. In many cases, tourists cannot do anything about it because most of them are hurrying to pursue their flight. Another point that came up during the interview is that tourism activity can attract criminal activity as well. Organized criminal activity is found in many international (European) cities where a coach from Eastern European origin arrives in the morning to pickpocket during the day and departs in the evening. This finding is in contrast with previous findings of different actors, since the local residents, expats, users and tourists themselves did not mention this and argued to feel safe.

Reproduction of discourses

The places where people talk and where discourses are reproduced differ per actor in both Amsterdam North and Amsterdam Old-West. The most frequently mentioned way of expressing **one's opinion on tourism was via word-of-mouth communication**. Moreover, for local residents, expats and users, Facebook is a platform which is used quite often to express people's opinion on tourism. One example of a Facebook page which is used by local residents to express their thoughts, but mostly discontent about the current state concerning tourists and tourism regulation in Amsterdam is called "**Pretpark Amsterdam**". Even though these platforms exist, not all of the interviewees who are expats, local residents or users stated to use such a platform to share their opinions and perspectives on tourism in their neighborhood. However, many interviewees did mention to **use newspapers and these platforms to read what others think and follow the latest news**. The use of these newspapers and social media platforms might also impact the users' opinion and reproduce either positive or negative discourses on tourism in the city of Amsterdam.

In Amsterdam North most actors mentioned that they read about tourism but did not specifically look for it. Interviewees seemed to be unwilling to cross the line of sharing feelings online on the topic of tourism. One local resident mentioned:

"(..) No, because that will make me a racist right away!" (Local resident in Amsterdam North)

As outlined above, actors did share opinions, feelings and/or thoughts on the subject of tourism within their **personal sphere(s)**. The private sector, among which the tourism-related sector, used a website, Facebook and/or a review-based forum such as TripAdvisor to promote their business and read the reviews written by visitors.

"(..) we do have a website and we have a shared Facebook page with the residents of the Van der Pek street, but I am not an active user of media myself." (Local resident and shop owner in Amsterdam North)

"(..) I am on TripAdvisor a lot and I read a lot about tourism (..) it does affect my opinion because people complain a lot, but it is not one of my biggest concerns." (Local resident and shop owner in Amsterdam North)

Although they read the reviews, most of them argued that *"(..) [they] don't really write on it [themselves]"* (Local resident and shop owner in Amsterdam North).

In Amsterdam Old-West, most actors shared opinions concerning tourism with relatives and friends **through personal dialogue mainly**.

"(..) [we hear about it] more in families or with friends [and then] we talk about." (Local resident in Amsterdam Old-West)

Local residents mentioned that they did not particularly search for tourism related topics on social media. Some mentioned Facebook discussion pages that shed light on the more negative sides of tourism, such as Pretpark Amsterdam as mentioned above.

"Sometimes I see Facebook posts about uh...they're quite anti tourism" (Local resident in Amsterdam Old-West)

Expats in both neighborhoods mentioned **the lack of hospitality towards people from abroad**. In Old-West, one expat considered to express his opinion on a specific website that he read about, namely the Amsterdam Shallow Man.

"(..) it is an English expat media, [the Shallow Man] does write about his own reflection about what people in Amsterdam do say about [the need to speak English] because of tourists." (Expats in Amsterdam Old-West).

Discussion

In terms of the identity of each neighborhood, Amsterdam North is perceived as a relatively quiet neighborhood by both local residents as well as tourists. Whilst comparing other parts of the city to Amsterdam many local residents, expats and users stated that they experienced less crowdedness. This shows that perceived crowdedness can be a relative matter. Moreover, in both areas interviewees mentioned that tourism makes the neighborhood more lively.

Since urban tourism is booming in many international cities, crowding is recognized as a social limitation for the local population of the area that is visited (Beiqi Shi et al., 2017). Oswald Mhlanga and Tembi Maloney Tichaawa (2015) argue that the social impact of tourism activities within a tourism destination can be both negative and positive. Crowding perceived by local residents can differ as shown in the case of Amsterdam. On a relatively short distance, people perceive similar tourism development negatively and positively. This has to do with individual differences in the perception of crowding, but when resources and services can no longer keep up, density starts to matter in terms of carrying capacity (Neuts and Nijkamp 2011). The consumer preferences might also influence visitor's tourist experience in situ, as well as what crowdedness and overcrowding means to them, as these concepts are quite relative and personal. When asked about the perception of crowdedness of these neighborhoods, most interviewees began to compare their previous experiences in different cities or in different countries to their perception of the amount of people in these two neighborhoods in Amsterdam.

In both Amsterdam North and Amsterdam Old-West, interviewees claimed that the presence of tourists did not impact their personal safety. Local residents in both Amsterdam North and Old-West did mention that tourists on bikes cause accidents and annoyance, which in a way might also impact the safety of cyclists and pedestrians. In the introduction of this report, the trend to "live like a local" was mentioned. However, this trend has different sides to it as it allows visitors to experience a different feel of the city which seems to be harmless for the area itself (Gurran and Phibbs, 2016). Consequently, tourist attractions respond to the trend and provide the kind of service that makes it possible for a large public to "live like a local" without much effort (Paulaus et al. 2017). In case of both neighborhoods that were analyzed, cycling can be seen as a local aspect of the Dutch culture and tourism centers have responded to that through the increase of bike shops in Amsterdam. Especially, neighborhoods that experienced tourism for a long period of time face issues in terms of an increase of bike accidents and a change of daily navigation due to tourism.

An interesting finding is that the relative younger interviewees, both local residents and tourists, seem to be very accepting of tourists in both of the analyzed neighborhoods in Amsterdam. Benckendorff et al. (2010) argue that the conceptualization of the demographic of age needs to be considered when aiming to understand consumer preferences. This means that the preferences of tourists visiting Amsterdam North and Old-West are partly determined by their age range. Nevertheless, many local residents did mention that they avoid areas in the city center that are crowded with tourists in their daily routine by taking different routes from and to their workplaces. This shows that the presence of tourists in general does also affect the daily navigating of local residents who live in other neighborhoods outside the city center of Amsterdam.

Whereas in Amsterdam North only a few interviewees mentioned the presence of sharing accommodations such as Airbnb, in Amsterdam Old-West this was mentioned a lot. Many interviewees either had experience with Airbnb or knew someone, a family member or neighbor, who rents/rented out their home for tourists via sharing economies such as Airbnb. Some middle-aged interviewees argued that the use of sharing accommodation platforms such as Airbnb is more suitable for relatively younger tourists of for example generation X and Y. The fact that young people are more involved in collaborative consumption can be clarified through perceptions of trust. In collaborative consumption platforms such as BlaBlaCar and Airbnb, repeated use of the network is a source of trust in the eyes of the majority of the consumers. The latter is connected to the desire of young consumers to feel smart and fashionable which is then connected to the use of innovative and fashionable services (Cruz et al. 2018).

The data that was collected in both Amsterdam North and Amsterdam Old-West shows that some tourists are aware of the processes of gentrification and avoid Airbnb as they argue sharing accommodation platforms are a driver and they do not want to contribute to gentrification themselves. In fact, the municipality of Amsterdam (2017) argued that Amsterdam Old-West went through a process of gentrification, based on an analysis of different areas in terms of amongst others the type of area; the population; urban development and living; and traffic and public spaces. In fact, half of the population is a new resident since the former analysis that was carried out in 2005. Relatively many residents rent out their houses to tourists and/or are subscribed to sharing accommodation platforms such as Airbnb (OIS, 2017). Sharing economies have been shown to be a response to consumer trends and are often connected with an authentic experience of the specific tourism destination. Often, motivations of tourists to choose for a sharing economy have to do with feelings of home as living space and local information is frequently shared with the host of the accommodation, whereas hotels have influenced the overall perspective of tourists on the destination they visited negatively (Paulaus et al. 2017). However, gentrification in terms of the development of holiday rentals (such as Airbnb) slowly displaces the former population of the area through the provision of services for a different and higher-income group (Gant, 2016).

Conclusions on the Case Study

In the following section, the main research question will be answered by answering the specific aforementioned secondary research questions (step 2). Furthermore, future recommendations based upon the case study in Amsterdam will be developed/formulated/given.

The findings of this qualitative research about the perspectives of different actors on tourism in Amsterdam North and Old-West provide us with many interesting insights about the power-relations in these neighborhoods. The main research question of this project was:

"What are tourism-related actor perspectives on the effects of tourism on liveability in two neighborhoods in Amsterdam with varying degrees of sharing accommodation rentals?"

Shortly, in both neighborhoods SCC determined actors that covered local perspectives (step 3) and the method of data collection (step 5) was based upon aspects that were linked to liveability (step 2 and 4). The specific neighborhoods were chosen due to their difference in the amount of sharing economies.

In step 1 the economic aspect of liveability was defined in terms of income and living costs which implied prices of food, housing and transport. During data collection (step 5) and data analysis (step 6), it was found that tourism-related actors connected the economic aspect mainly to income and prices which confirmed that the influence of the tourism industry exceeds market boundaries. In Amsterdam Old-West, processes of gentrification were mentioned to explain the economic gap between residents within the city of Amsterdam. The latter was linked to the presence of sharing economies whereas those were found to increase the housing prices and the development of new facilities. The amount of sharing economies is far less in Amsterdam North and this was represented in the economic impact of tourism perceived by tourism-related actors in this neighborhood. Here, (local) actor groups saw opportunities for both the municipality and companies, but not for themselves specifically.

The social impact of tourism was defined in terms of the Quality of Life (QOL), separated into crowding and safety, the physical infrastructures and the identity of the neighborhood (step 2). The QOL was further clarified through liveability which in this case signifies the possibility for any resident to be able to live in a certain area. According to SCC, the aspects that delineated QOL and liveability were defined through both individual perceptions within- and the carrying capacity of the neighborhood. During data collection (step 5) and data analysis (step 6), (local) actor groups perceived social impacts in terms of identity (both of people and the neighborhood) and safety which was connected to the daily navigation mostly. In Amsterdam Old-West, perceptions of the identity of the neighborhood were linked to gentrification in terms of a recent renovation of the area, close by tourist attractions mainly. Most local actor groups stated that they were content with the amount of tourists in the neighborhood. An interesting conclusion of data collection in Amsterdam Old-West, is that social impacts differ per street and are place-bounded in this sense. At the same time in Amsterdam North, (local) actor groups argued that the neighborhood felt modern.

Especially in the coastal area of North, local actors stated that the neighborhood was exposed to rapid changes to attract more tourists. In terms of safety, local actor groups in both neighborhoods faced issues in daily navigation such as cycling and walking. In Amsterdam Old-West this was more present as local actors avoid certain places and therefore avoid interaction with tourists. In this neighborhood, the market sales (wo)men have noticed that tourists are visiting the market increasingly. Some people within this actor group worried that the market might become a tourist attraction in terms of visiting instead of consuming.

Perceptions on tourism in the city of Amsterdam are found within personal sphere(s) in terms of word-of-mouth communication and people read it on social media.

Two tour guides that work outside the selected areas (step 5), clarified that (organized) criminal activity is present in Amsterdam which other (local) actor groups did not notice.

For future research, it would be interesting to analyze how local residents tend to avoid certain iconic tourist places by tracking them. This seems especially relevant, because the daily navigation seems to be affected by tourism activities in Amsterdam.

Step 7: Extracting (local) indicators

In the very beginning, SCC carried out a stakeholder analysis (step 3) which pointed out the related actors to the case of tourism management in Amsterdam. Based on the critical discourse analysis (step 6), SCC was able to get more insight on the perspectives and discourses of four actor groups in both Amsterdam North and Amsterdam Old-West concerning tourism. In order these include the local residents, expats, the users and the tourists. Based on the findings of the critical discourse analysis in Amsterdam, SCC will give recommendations in terms of indicators to direct decision-making procedures to the provision of sustainable accommodation in European cities.

Indicators have been discussed elaborately in literature on tourism management, for example by McKinsey&Company (2017) in *Coping with Success, managing overcrowding in tourism destinations*. The report outlined indicators to measure the highest risk of experiencing a given overcrowding problem relative to the lowest risk of that same problem. The latter were exemplified with the use of 68 cities that face(d) issues concerning tourism management. The indicators were divided in six overarching themes, in order these were the general context, alienated local residents, degraded tourist experience, overloaded infrastructure, damage to nature and threats to culture and heritage. Amsterdam was one of the 68 cities that were part of the heatmap and diagnosed on the several indicators set up by McKinsey&Company and World Travel & Tourism Council.

In the critical discourse analysis that SCC carried out in both Amsterdam North and Amsterdam Old-West, many interviewees mentioned that opinions are shared through word-of-mouth. Consequently, it should be taken into account that not every indicator can be verified through the use of databases only. Discursive fields among related actors in cities that experience an overcrowding issue, can be found on the streets and therefore research should be carried out in the open field, according to SCC. Nonetheless, it should be taken into account that perceptions may contradict the available data on for example the density of tourism and/or arrivals growth.

SCC would recommend to use the following indicators that can be of use when measuring tourism and were built and inspired through the European Tourism Indicator System (ETIS) and other (similar) sources. Noteworthy, the indicators, some based on quantitative data and some on qualitative data, together can give a more complete view on improvement of measures for tourism governing in cities that experience overcrowding issues.

- **Importance of Tourism** is an indicator that was mentioned during the data collection period by many interviewees. The former perceived the importance of tourism for the economy of the city, mainly. This indicator is measured through the tourism share of GDP and employment in %.
- **Tourism Intensity** is measured by the number of visitors per resident (#) and can display the geographical spread of tourist flows throughout the city. Also, it can be an indicator for when the limit of tourists by local residents is reached. In other words, it will identify perceptions of over crowdedness such as the inability of local residents to cycle in Amsterdam due to the feeling of "too many" visitors.

- **Negative Reviews** is an indicator that can be measured by the share of “poor” or “terrible” reviews among top attractions. In the case of Amsterdam, these reviews contribute to the reproduction of discourses about tourism among tourists. This indicator might also reveal where conflicting power-relations between different actors in a particular neighborhood take place, as well as shine light on the perspective of the tourist as an actor.
- **Attraction Concentration** measures the share of reviews limited to top 5 attractions, the data gathered is captured from TripAdvisor. SCC suggests to gather data of visitor concentration at specific attractions through the annual/seasonal numbers of visitors per attraction to explain the feeling of over crowdedness due to tourism by local residents.
- **Tourist accommodation density** is an indicator that is not measured easily. However, it stands in line with the arrivals growth and contains data on the available types, locations and prices of accommodation. Analysis with this indicator is carried out in destinations that experience overtourism (Simancas Cruz & Pilar Peñarrubia Zaragoza, 2019). According to SCC, this can be interesting for cities that face over crowdedness due to tourism to indicate what visitors are attracted where and when. Here, spaces of friction between different actors can be found as well.

Further recommendations for broader application of the designed framework

It is already clear that the designed framework is based on particular aspects related to the context and the location of the chosen area. However, both commissioners’ vision is to transfer the gained knowledge for more sustainable tourism throughout Europe. Therefore, aiming to contribute to this vision and realizing the importance of such a framework for the tourism management nowadays in urban areas, SCC chose to outline a (best possible) fits-all framework for future use elsewhere. In particular, the results of the conducted research and the designed framework lead to the forecast of a broader framework, able to be applied and adapted in other cities as well. Providing both frameworks – one local and one broader – SCC aspired to provide to both commissioners the basis for the creation of a practical tool – hereto the dashboard of tourism – that can be used to have a clear overview of tourism effects and potentials in urban areas. This chapter presents the translation of each step, giving a brief description for each one and indicating some key actions needed to be taken in any case. Figure 8 below shows the matching of the steps, while their description is presented afterwards.

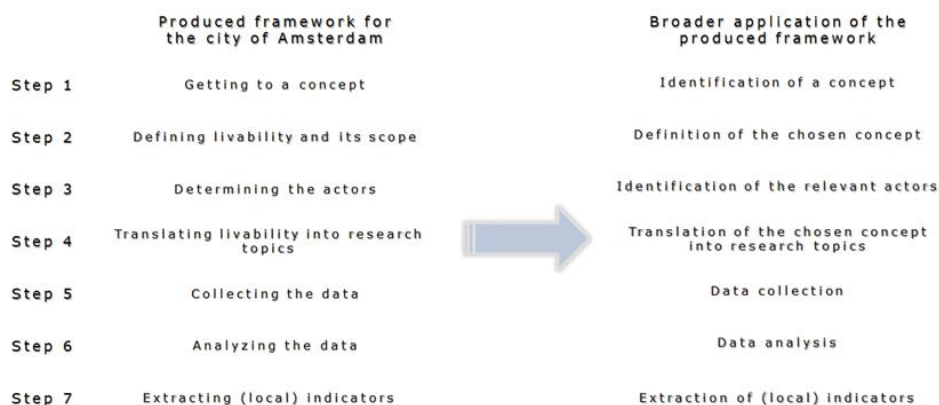


Figure 8: Proposal of the application of the designed framework in a broader context.

Step 1: Identification of a concept

After conducting a literature review, SCC agreed upon the concept of liveability, as the core of the subsequent research for the case of Amsterdam. The current situation of the city in terms of tourism development in the city center but also the surrounding areas and the occurring effects of them in the daily life of the people that live, work, use and/or visit the area were the primary reasons behind this selection. In cases of other areas, cities, or countries this choice might be differentiated, depending on their characteristics in terms of the current tourism development there. SCC proposes to the potential users of the framework, the proper preliminary analysis of the area, in order to identify all those characteristics that define the emerging tourism-related issues. Literature review was selected by SCC, in order to ensure the scientific relevance of the end product, however depending on the user of the framework (e.g. a municipality or a tourist accommodation firm), the means by which this analysis can occur may be different.

Step 2: Definition of the chosen concept and its scope

After identifying the proper concept, based on which the framework can be based on, a clear operationalization of it is needed, in order to define all the aspects of the concept that are needed to be taken under consideration for the research that will follow. It is noteworthy that SCC included in this step six aspects of the selected concept (liveability), as the aim was to give the broadest picture possible for the case at hand. However, it is on the potential user's decision to decide upon the number of aspects that are needed to be examined, based on their emergency as well as the feasibility of the research, in terms of time and resources.

Step 3: Identification of all the relevant actors

Having decided upon the crucial aspects that need further research, SCC recommends to the potential users of the framework to execute an extensive stakeholder analysis, in order to identify all the actors that are relevant to the chosen concept as well as their level of interest and power regarding the chosen concept, so as to ensure that all perspectives will be taken into consideration.

Step 4: Translation of the concept into research topics

After the operationalization of the chosen concept and the identification of all the related stakeholders, the research topics should be formulated. SCC achieved this translation, by formulating a question list which then was used to conduct the interviews. Regardless of the format that will be chosen for the next step, this translation is considered by SCC as essential, as the potential users of the tool, will be able to set their focal points.

Step 5: Data collection

As cited above, the selection of a particular means for the realization of the steps is dependent on the availability of the potential users. For that reason, the method that can be used for the collection of the required data might be different for users in different cities or countries. SCC considers the interviews a helpful method of data collection, as it gives the opportunity to directly contact the actors, having a direct result. However, different methods can also be used, such as surveys, questionnaires or focus groups. This selection is also dependent on the extent of the conducted research as well as of the size of the sample that will be intended to be examined.

Step 6: Data Analysis

After the data collection, an analysis should be carried out to find out if the chosen concept and its aspects, the related actors and the research topics identified in the former steps are relevant in the specific research area. Hereby, research questions and/or topics set up in the beginning phase, can indicate the structure of the data gathered during the collection period. The type of analysis used can differ and should be aligned with the kind of methods used in

the previous step from the potential users of the framework. In the case study, SCC chose a critical discourse analysis to find different discourses taken into account the power-relations among the relevant actors. The latter was considered to be important by SCC to find frictions within and between the discursive fields of the relevant actors and use this as point(s) of improvement for the future. It is noteworthy that during the previous step and the current, it should be taken into account that different aspects can arise that former data collection, through for example literature review, did not reveal.

Step 7: Extraction of local indicators

The Data Analysis of the former step will shed light on the different needs of actors with regard to tourism development in the examined area/city. After summarizing the results of this analysis the potential users of the framework will be able to extract a set of indicators, that will be locally-dependent on the case at hand, indicating what aspects of the research should be taken under serious consideration for decision-making procedures related to tourism development. SCC proposed in the last step of the designed framework a set of indicators that is based on various databases related to tourism-related tourism (see Step 7, p.25), identifying those indicators which reflect and cover to a great extent the results from the conducted critical discourse analysis. SCC recommends to the potential users of this framework, to take into consideration indicators that are already developed (from reliable bodies and resources), in order to identify an effective set of indicators. It is noteworthy that this last step should also be developed based on particular local conditions of the examined area/city as well as from the chosen concept in the initial step of the framework. Therefore, the resulting set of indicators will/can be different for every area/city that the framework will be applied.

Possible limitations and opportunities of the designed framework

The research carried out by SCC is capable of giving directions to decision-making processes regarding tourism, based on a case in Amsterdam, contributing to both commissioners' goals. However, it is important to highlight that SCC is aware of certain features of the research that can be considered as limitations.

To begin with, subjectivity can be seen as a limitation, as it can affect the reliability of the research. Due to the fact that the research was by nature qualitative, the results were eliminated on the *perceived* impacts of tourism, and not the impacts themselves. It is not about the objective quality of tourism-related services and utilities, but about how tourism-related actors are satisfied. The actual quality of life was the focal point of SCC to research, as this "experienced" quality is what actually people do feel and not what they expect (Okulicz-Kozaryn, 2013). SCC's intention was to utilize the advantage of this subjectivity, as the indicators emerged are able to "capture experiences that are important to residents of a city, not to experts who construct indices (Okulicz-Kozaryn, 2013, p.437). When the measurement of factual data is needed in terms of tourism impact, quantitative methods may be more relevant, while if a more holistic picture is needed, the combination of both qualitative and quantitative is recommended.

Considering that time is a crucial and determining actor in research, the selection of the critical discourse analysis as the core method of data analysis, might be seen as inconvenient to some. Using this particular method, SCC intended to reveal perceptions of certain groups of people that may have been unacknowledged so far. However, due to the nature of this method, CDA can be proved particularly time-consuming. In a different context, with a different examined area and sample and depending on the actor that applies the framework, time might not be seen as a limiting factor, resulting in a more extended research.

It is worth mentioning that the designed framework is context- and location-dependent, as several factors related to the area were taken into consideration. Those factors resulted in a set of indicators that are suitable and useful for the examined areas. This fact could act as a limitation of this research, as the results can be considered as place-bounded. SCC, recognizing this limitation and aiming to contribute to the initial vision of both Science-Shop and Fairbnb decided to recommend a potential future application of the designed framework, in a broader context. Following all the seven steps yet focusing only on those fundamental aspects that were considered as applicable and adaptable in other European cities, SCC intended to shift the occurring limitation of the place-dependency to an opportunity for future research elsewhere. Applying the framework at a different area or a city, a different set of indicators may occur, due to local aspects and emerging trends related to tourism.

Cultural sensitivity is an important aspect of the framework and needs to be kept in mind when operationalizing the framework in different places. The framework that SCC created is to a large extent based on the specific situation in Amsterdam, and is therefore, place based. For instance, cycleability is broadly accepted in the Netherlands, while in other places this might not be the case or other factors have to be taken into account, such as for example boat traffic in Venice. In the case of Amsterdam, Dutch people tend to talk straight to the point so it is more relevant to interview them directly in the street, while other cultures may tend to talk at length, some of them may speak more open at social media. Keeping these cultural dependent factors in mind, one can enrich the research based on this framework as would be suitable for every different city.

Even though indicators for Amsterdam were previously recommended, this does not close the door to other indicators which could be relevant for different cities. For example, the indicator criminality could be useful in some cities. In Amsterdam, this did not come forward as one of the most important factors, as most interviewees mentioned that they have not experienced any heavy disturbance or crimes based on tourism themselves. Different indicators could be found based on the operationalization of the framework in different cities. Therefore, SCC highly recommends the further use of this framework to reveal the different actor perspectives on tourism in different cities in order to truly understand the impacts of tourism as well as its potential.

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Appendices

Appendix 1a: Interview Questions

1st group of questions

1. What is your age? (age ranges:20, 20-30, 30-40, 40-50, 50-60, 60<)
2. What is your nationality?
3. What is your place of birth? (if Dutch)
4. Do you live in this neighborhood? If yes, which one? If no, what is the reason of visiting this area? Job
5. For how long have you been living in this neighborhood?
6. Do you work in a tourism-related sector?
7. Are you active on sharing accommodation platforms such as Airbnb, either as user or a host?

2nd group of questions

1. How long have you been staying in Amsterdam?
2. For how long will you stay?
3. Have you experienced any changes in this neighborhood because of tourism?
4. If yes, what kind of changes?
5. Have you experienced any changes in the city center because of tourism?
6. How do you think tourism has changed the way you live?

3rd group of questions

1. How has tourism impact on the amount of people in this neighborhood?
2. How has tourism impact on the prices in your neighborhood? (for rent, shops etc., in general)
3. How does tourism affect your personal safety?
4. How has tourism impact on the identity of this neighborhood?
5. How has tourism activity influence on any disturbances in this neighborhood?
6. How do you think tourism has influenced your personal income?/ How do you consider the impact of tourism on your personal income?

Extra questions regarding communication channels

1. Do you use any kind of means to be informed or express your opinion concerning tourism?
2. If yes, what kind of means do you use? (writing, speaking etc.)

Appendix 1b: Modified interview questions for different group of actors (tourists)

1st group of questions

1. What is your age? (age ranges:20, 20-30, 30-40, 40-50, 50-60, 60<)
2. What is your nationality?
3. What is the reason of visiting Amsterdam? (work, leisure, other)
4. Are you staying in this area or elsewhere in the city?
5. What is the type of accommodation you are using?
6. What is the reason behind this choice? (money, location etc)
7. Are you active on sharing accommodation platforms such as Airbnb, either as user or a host?

2nd group of questions

1. What do you think about this neighborhood?

3rd group of questions

1. What do you think about the amount of people/tourists in the area?
2. What do you think about the prices in the area?
3. What do you think about the identity of this neighborhood?
4. Do you feel safe in this neighborhood? (Comparing to the city center)?
5. Do you think you contribute to the local residents (economy) of this area?
6. What do you think of the amount of disturbances in the area?

Extra question regarding communication channels

1. Where do you get the information about tourism in Amsterdam?

Extracting Qualitative Data in Tourism Perceptions

*An Overview of a Seven Step Approach
as used in Amsterdam
and for General Applications*

Appendix 2: Overview of the designed framework and the proposed further application to a broader context

Framework Overview

*Contents for both
Amsterdam Application
and
General Application Chapters*

Step 1: Getting to a Concept

Step 2: Defining the Concept Scope

Step 3: Determining the Actors

Step 4: Translating the Concept

Step 5: Collecting the Data

Step 6: Analysing the Data

Step 7: Formulating (local) Indicators

Extracting Qualitative Data in Tourism Perceptions

*An Example Application of
a Seven Step Approach
in two Amsterdam Areas*



Getting to a Concept

Literature review to identify a general concept that is affected by tourism and sharing economy platforms in the city of Amsterdam

Livability identified for the Amsterdam case



Defining the Chosen Concept and Scope

*Delineation of the concept of
livability and identification of its
essential aspects that
are in need of further research*



Determining the Actors

Identification of all tourism-related actors in the city of Amsterdam

Stakeholder analysis and categorization of the actors based on their interest and power

Final selection of the actors that are going to be approached, ensuring that all the perspectives will be taken into consideration for the framework



Translating the Concept into Research Topics

Set up of the questions that needed to be asked, translating the identified aspects of livability from step 2 into questions that will yield the required data

Decision upon the form of the questions



Collecting the Data

Detailed planning of the visits in (Amsterdam (time, location

Interviews on the selected areas

Constant reviewing of the question list, depending on the approached actor

Constant reviewing on the balance between the respondents, in terms of the types of actors



Analyzing the Data

Critical Discourse Analysis for the analysis of the discursive fields of the different actors

Focus on the points of friction in the discourses that can display power-relations

Presentation of the findings for both neighborhoods



Extracting (Local) Indicators

Formulation of recommendations for directing decision-making procedures based on the findings from CDA in Amsterdam (previous step)

Research on sources with developed indicators that are relevant to the results of the CDA (McKinsey&Company's report (2017), European Tourism Indicator System (ETIS))

Formulation of a set of local indicators: importance of tourism, tourism intensity, tourist accommodation density, negative reviews, attraction concentration



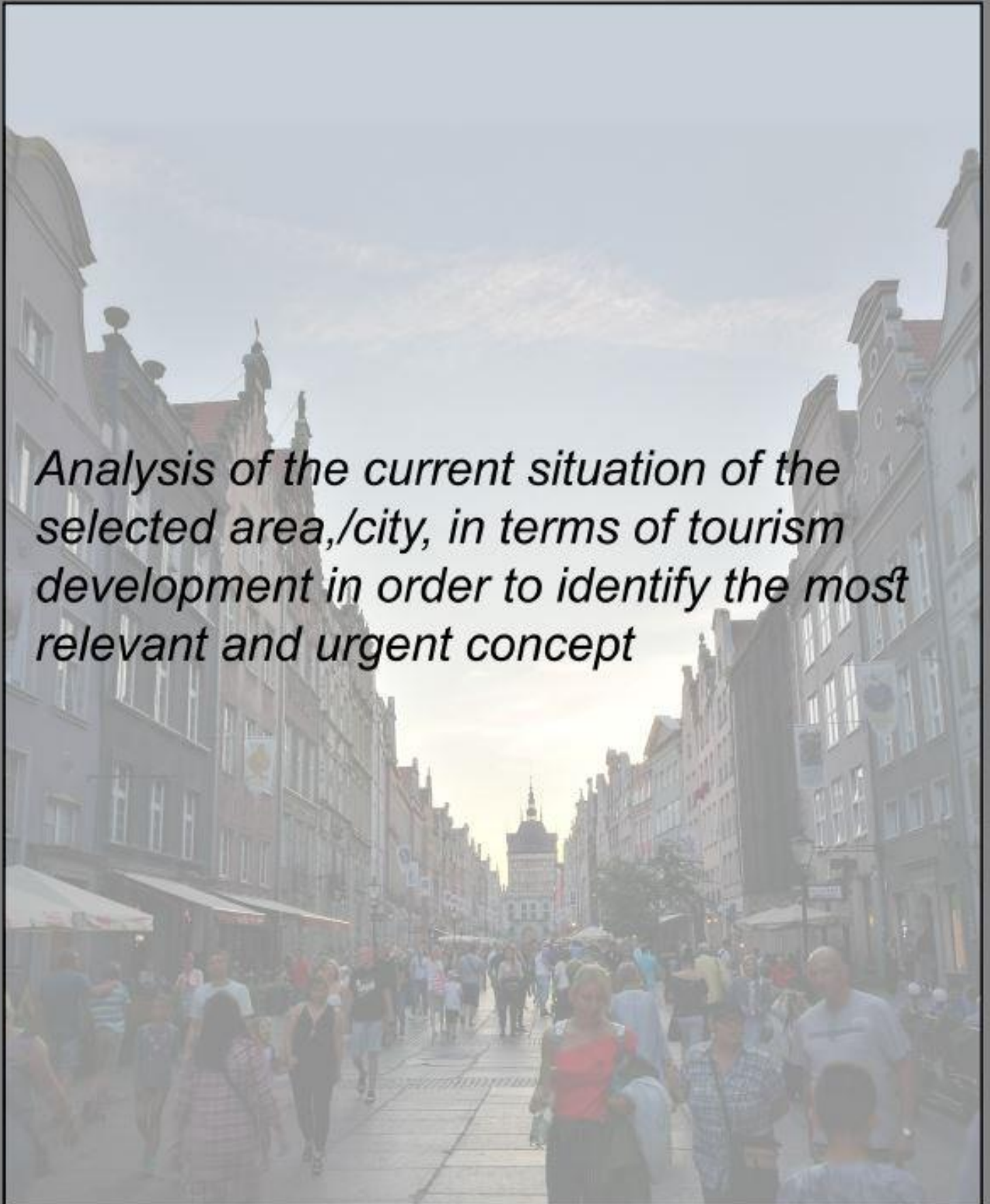


Extracting Qualitative Data in Tourism Perceptions

A Seven Step Approach for General Applications

Identification of a Concept Emerged in the Examined Area

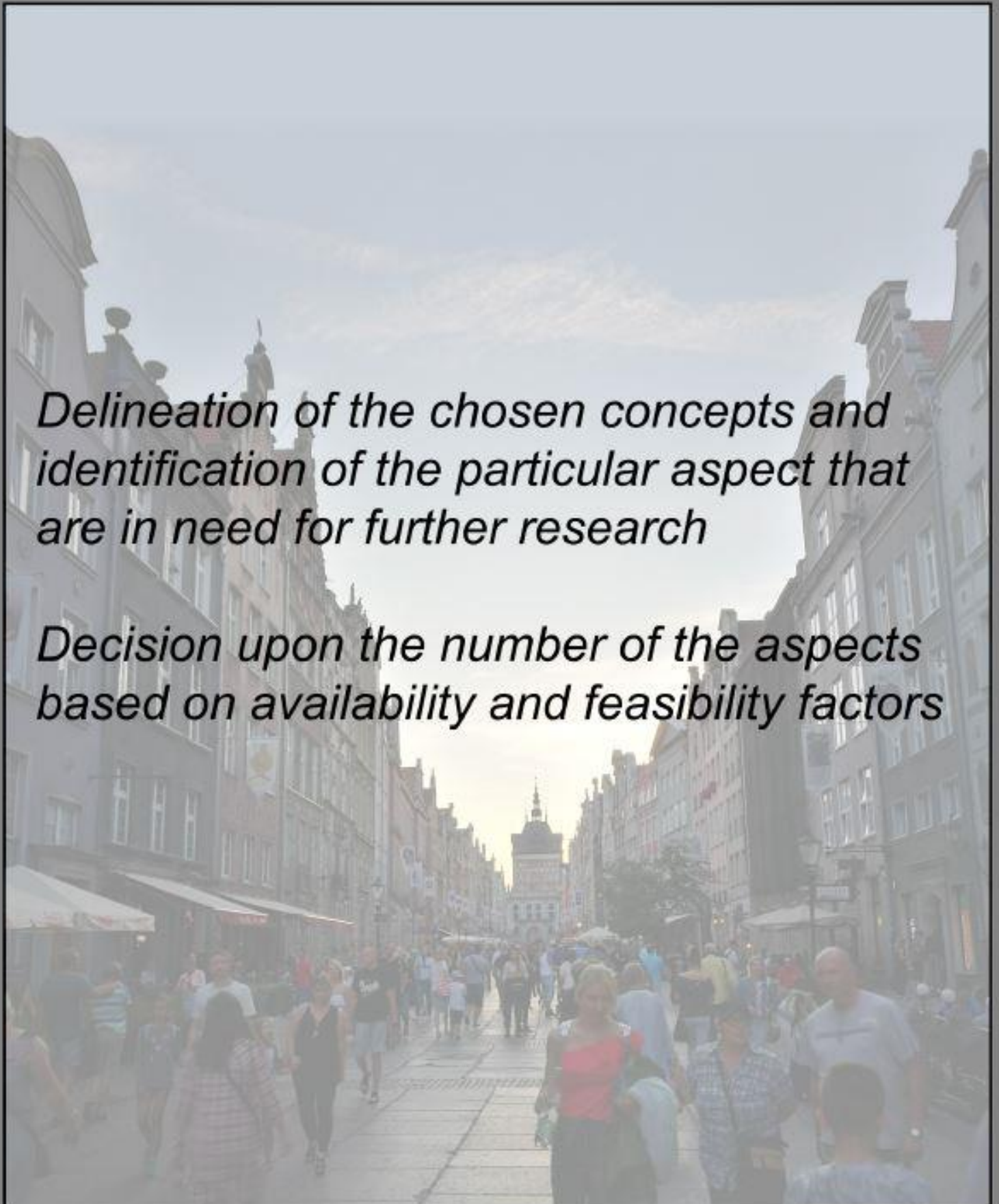
Analysis of the current situation of the selected area,/city, in terms of tourism development in order to identify the most relevant and urgent concept



Definition of the Chosen Concept and its Scope

Delineation of the chosen concepts and identification of the particular aspect that are in need for further research

Decision upon the number of the aspects based on availability and feasibility factors

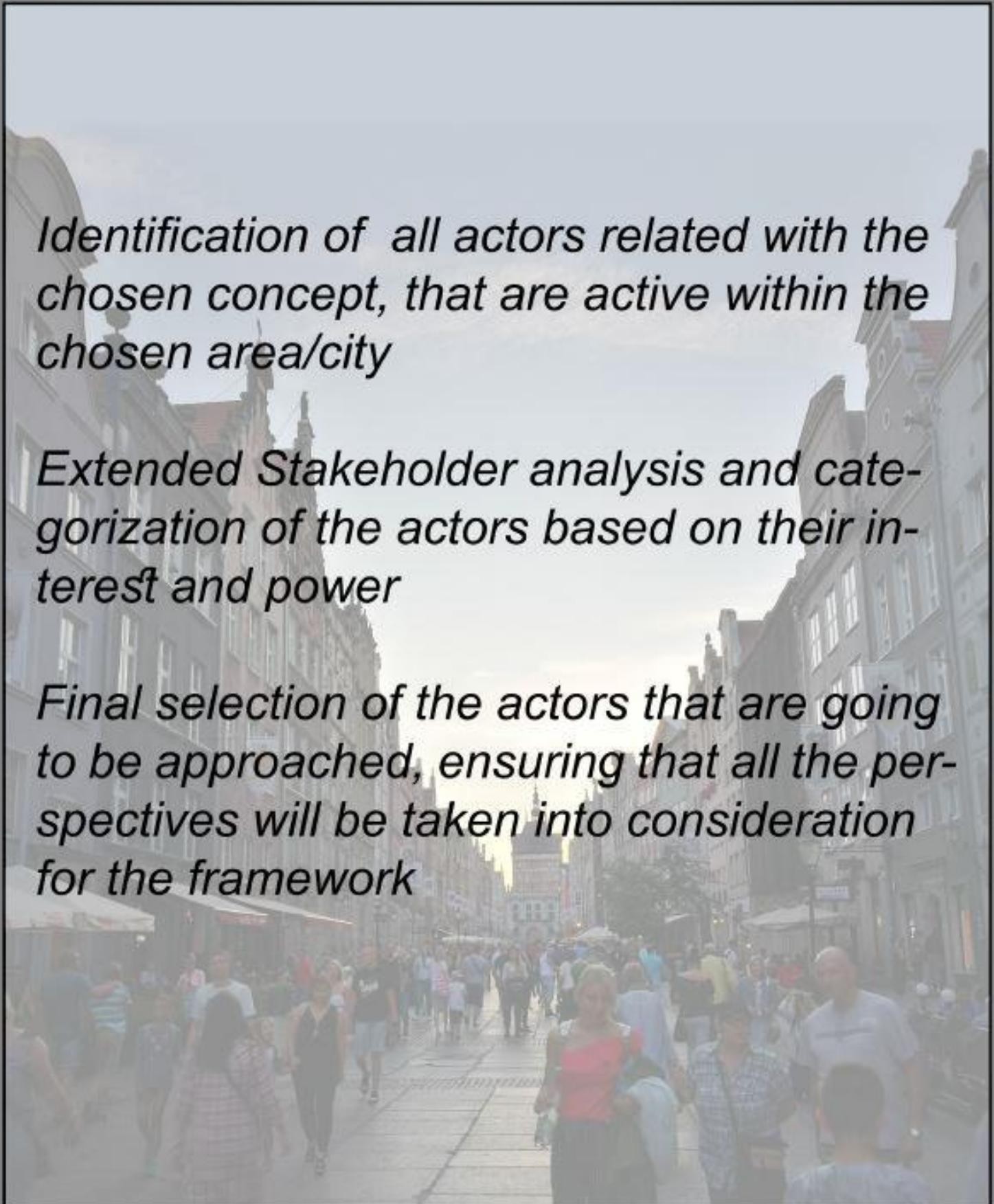


Identification of All the Related Actors

Identification of all actors related with the chosen concept, that are active within the chosen area/city

Extended Stakeholder analysis and categorization of the actors based on their interest and power

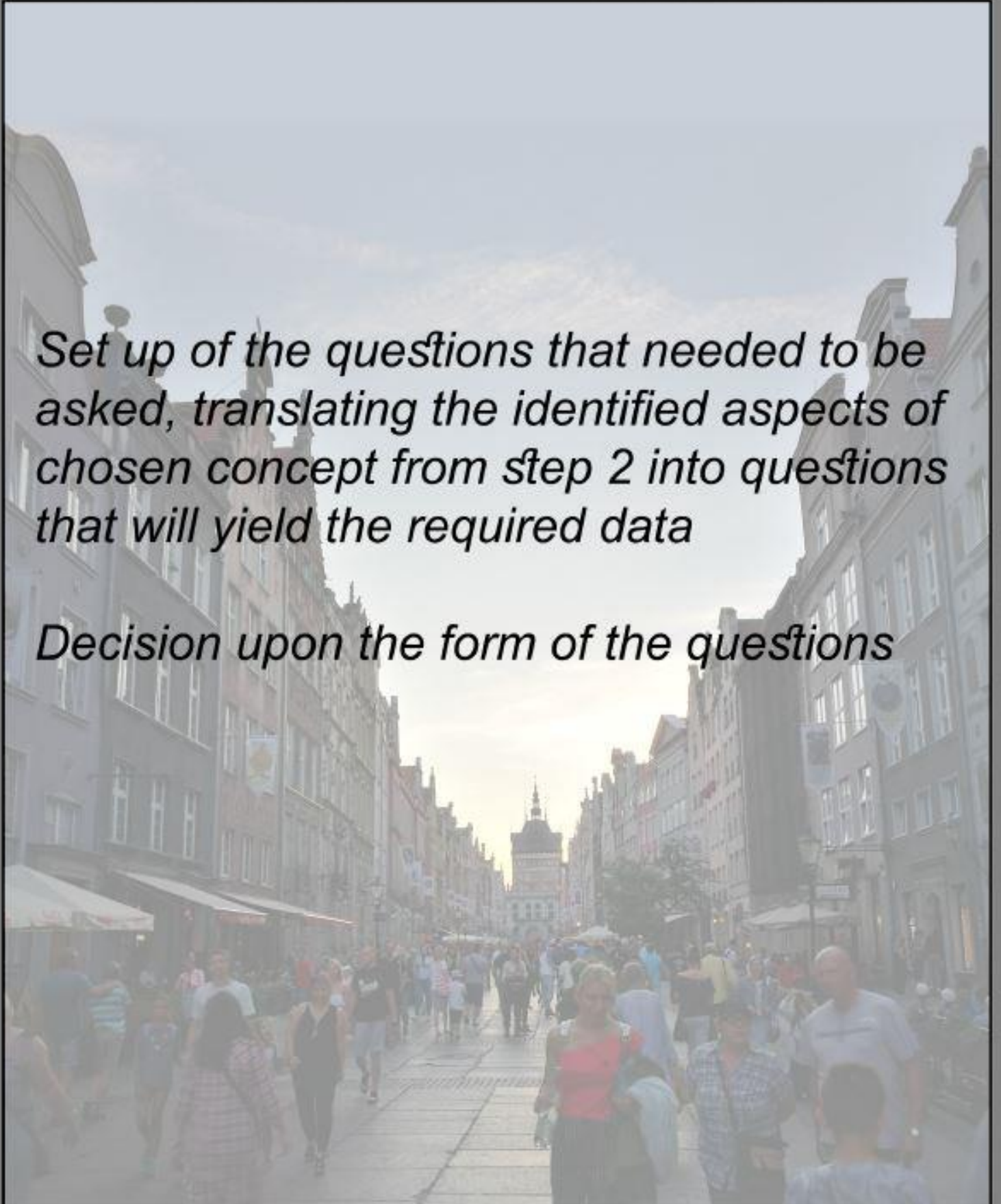
Final selection of the actors that are going to be approached, ensuring that all the perspectives will be taken into consideration for the framework



Translation of the Concept into Research Topics

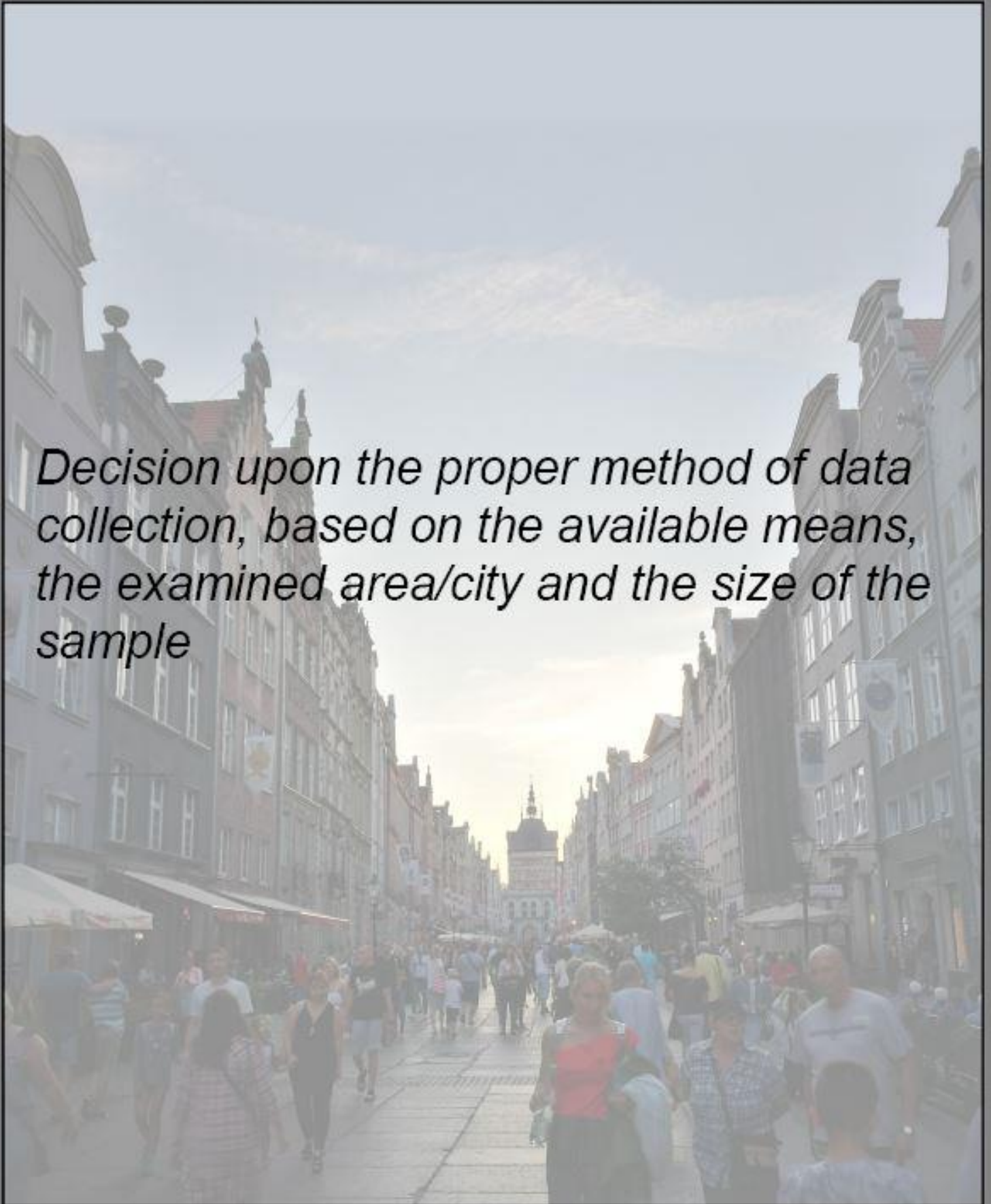
Set up of the questions that needed to be asked, translating the identified aspects of chosen concept from step 2 into questions that will yield the required data

Decision upon the form of the questions



Data Collection

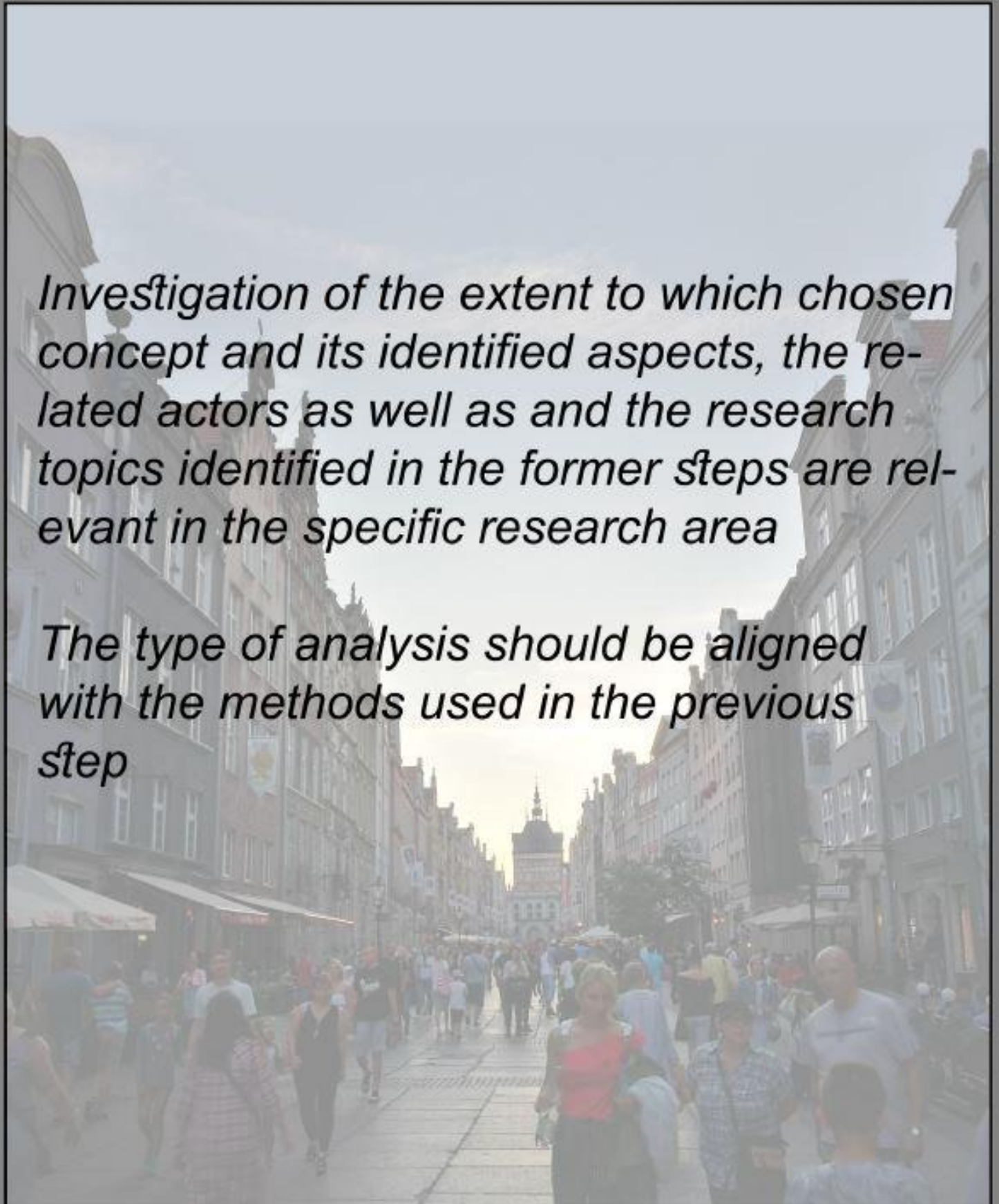
Decision upon the proper method of data collection, based on the available means, the examined area/city and the size of the sample



Data Analysis

Investigation of the extent to which chosen concept and its identified aspects, the related actors as well as and the research topics identified in the former steps are relevant in the specific research area

The type of analysis should be aligned with the methods used in the previous step



Extraction of Local Indicators

*Summary of the results of the analysis
(previous step)*

*Research on existing indicators that are
related to the results of the previous step*

*Formulation of a set of indicators,
locally-dependent to the examined area*