

The visitor pressure cooker; residents perceptions of urban tourism



Ko Koens – NHTV, Breda University
Albert Postma – Stenden University
8-9-2017
koens.k@nhtv.nl
www.scithos.eu



The Challenge

- Tourism important for cities
- Visitor pressure increases
- Residents increasingly negative...?
- Prevent explosions



CELTH Project: Visitor pressure in European Capital Cities

- Better understand resident perspective
- Identify strategies to deal with visitor pressure



CELTH Project: Visitor pressure in European Capital Cities

- Better understand resident perspective
- Identify strategies to deal with visitor pressure



Participating cities



Amsterdam



Munich



Copenhagen



Berlin



Barcelona



Lisbon

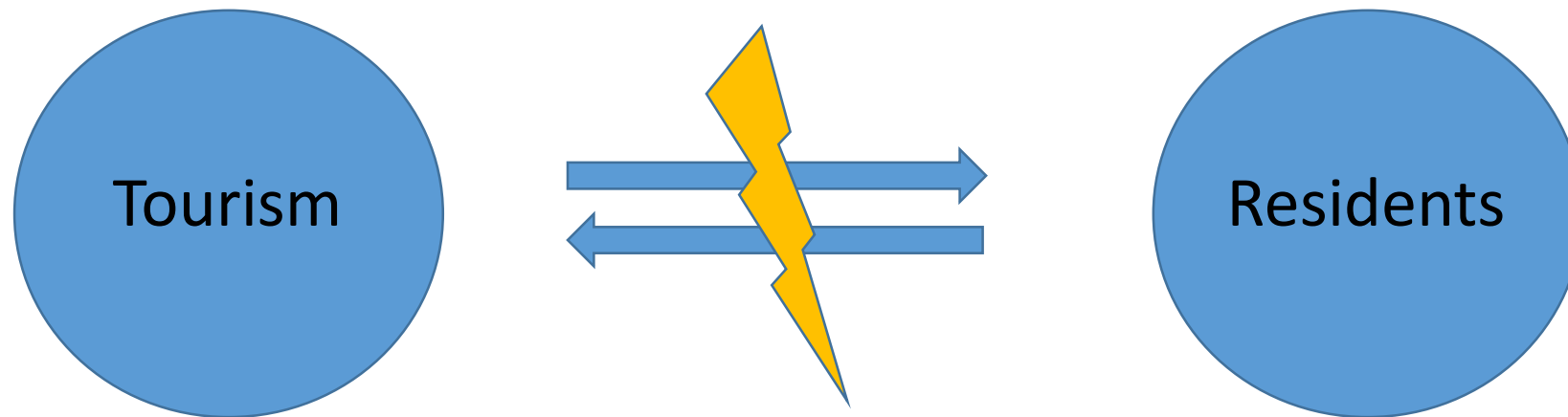
CELTH – “Dealing with visitors” research

- Desk research
- Research in **six cities** (Amsterdam, Barcelona, Berlijn, Copenhagen, Lissabon, Munchen)
- Initial qualitative research among residents (around 20 per city)
 - Nearly all native speakers
- Survey among **2638 residents** (minimum 406 per city)
 - Translated into native tongue of the city
- 37 expert interviews regarding policy options

CELTH – “Dealing with visitors” research

- Positive and negative critical tourism encounters
- Perceived impact on quality of life
- Support for future tourism development
- Managing visitor pressure

Critical encounters



Critical encounters

Spatial encounters

- + Better quality retail & cultural supply
- + Maintenance of architecture
- + Better public transport connections
- Rubbish
- Obstruction of pavements
- Nutellafication



Critical encounters

Economic encounters

- + Jobs
- + Wealth of neighbourhood
- + Increase of personal assets (real estate)
- Decrease of jobs (outside of tourism)
- Price rises



Critical encounters

Social encounters

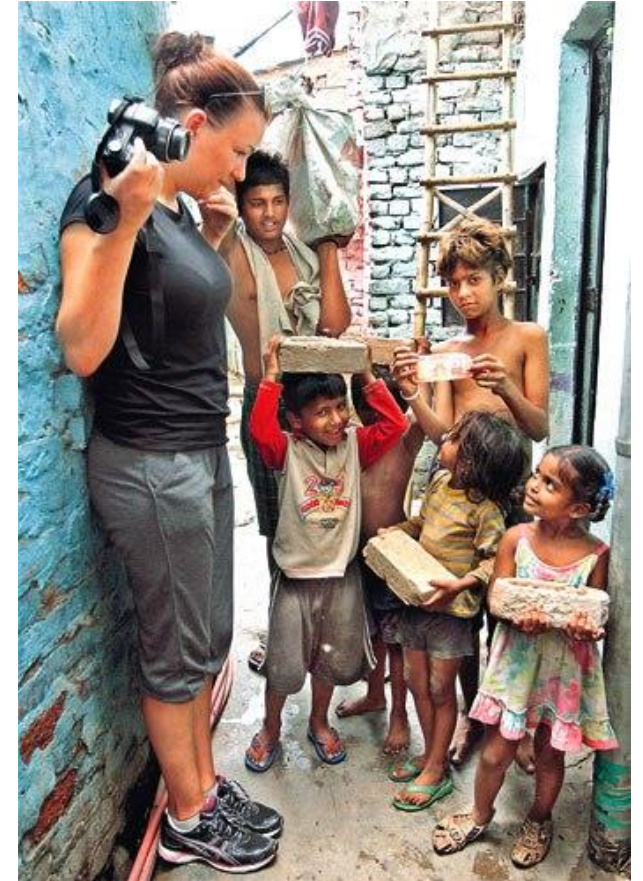
- + Liveliness of city
- + Opportunity to share knowledge with visitors
- + Better understanding of others (less stereotyping)
- Loss of social cohesion
- Attitude of 'rude' visitors
- Misbehaviour of visitors



Critical encounters

Personal/family encounters

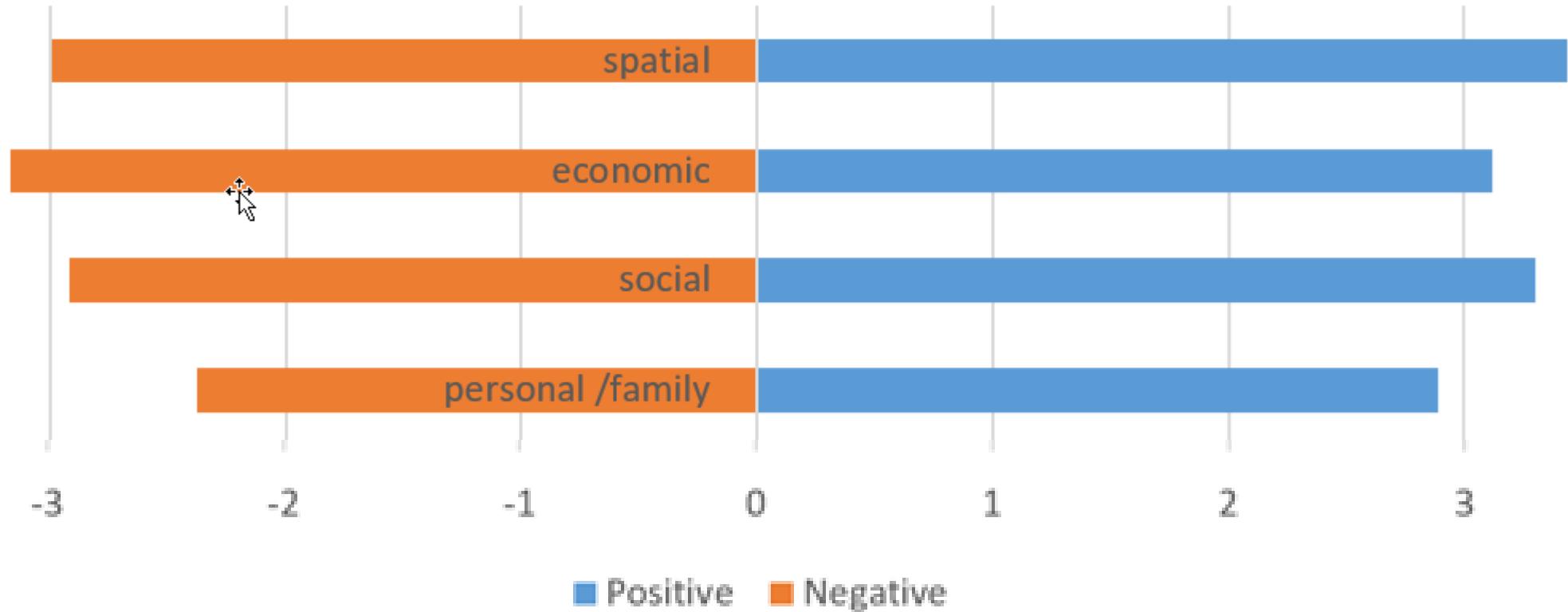
- + More interesting job opportunities
- + More options for retail/hospitality
- + Improvement of language skills
- Increased waiting time in retail/hospitality
- Privacy violations
- Pollution



Top 10 of positive critical encounters	Top 10 of negative critical encounters
... greater international touch (internationalisation, different cultures in the city)	... increase of price level/affordability of rental houses
... more events	... increase of price level/affordability of private houses
... more positive image	... increase of price level/affordability of taxis
... protection of historical parts of the city	... increase of price level/affordability of shops
... restoration of traditional architecture	... increase of price level/affordability of restaurants and cafés
... more seasonal jobs in tourism	... increase of price level/affordability of public transportation
... more cultural supply (museums, cultural activities, cultural events, etc.)	... increase of price level/affordability of leisure facilities
... greater numbers of tourist accommodations (hotels/pensions/hostels/apartments/etc)	... less housing for residents
... more opportunities to share knowledge and culture with visitors	... overcrowding of public transportation
... more leisure facilities	... pollution, littering, noise

Critical encounters

(1=neutral to 5=very positive/negative)



Critical encounters

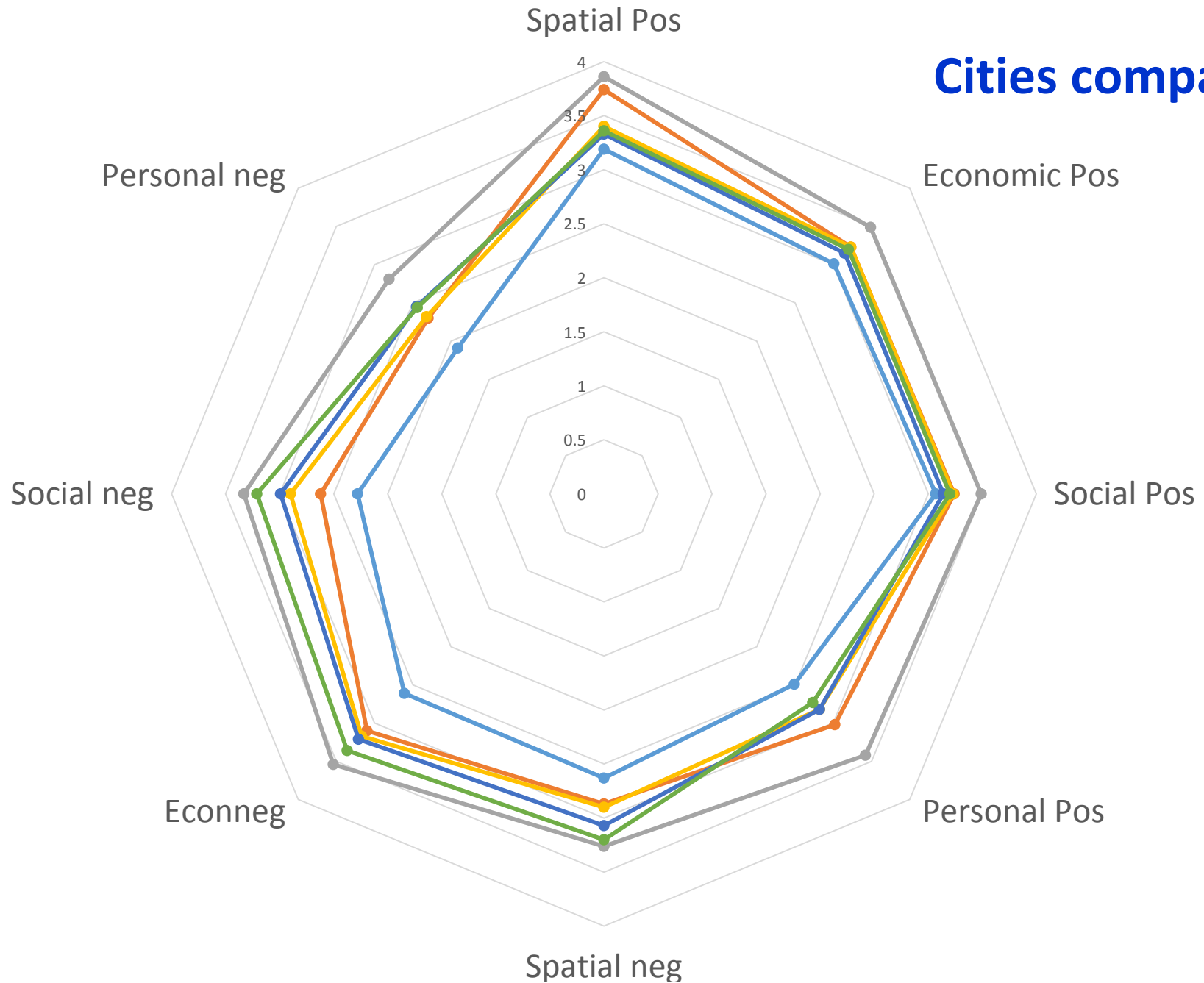
- Residents perceive negative encounters, but are not blind to the positive encounters they have
 - Most agree on positive social and economic encounters
 - Most agreement on negative personal/family encounters
 - Least agreement on economic encounters (winners & losers)
- People whose income depends on tourism are more positive
- People who are more proud of their city are more positive

Critical encounters

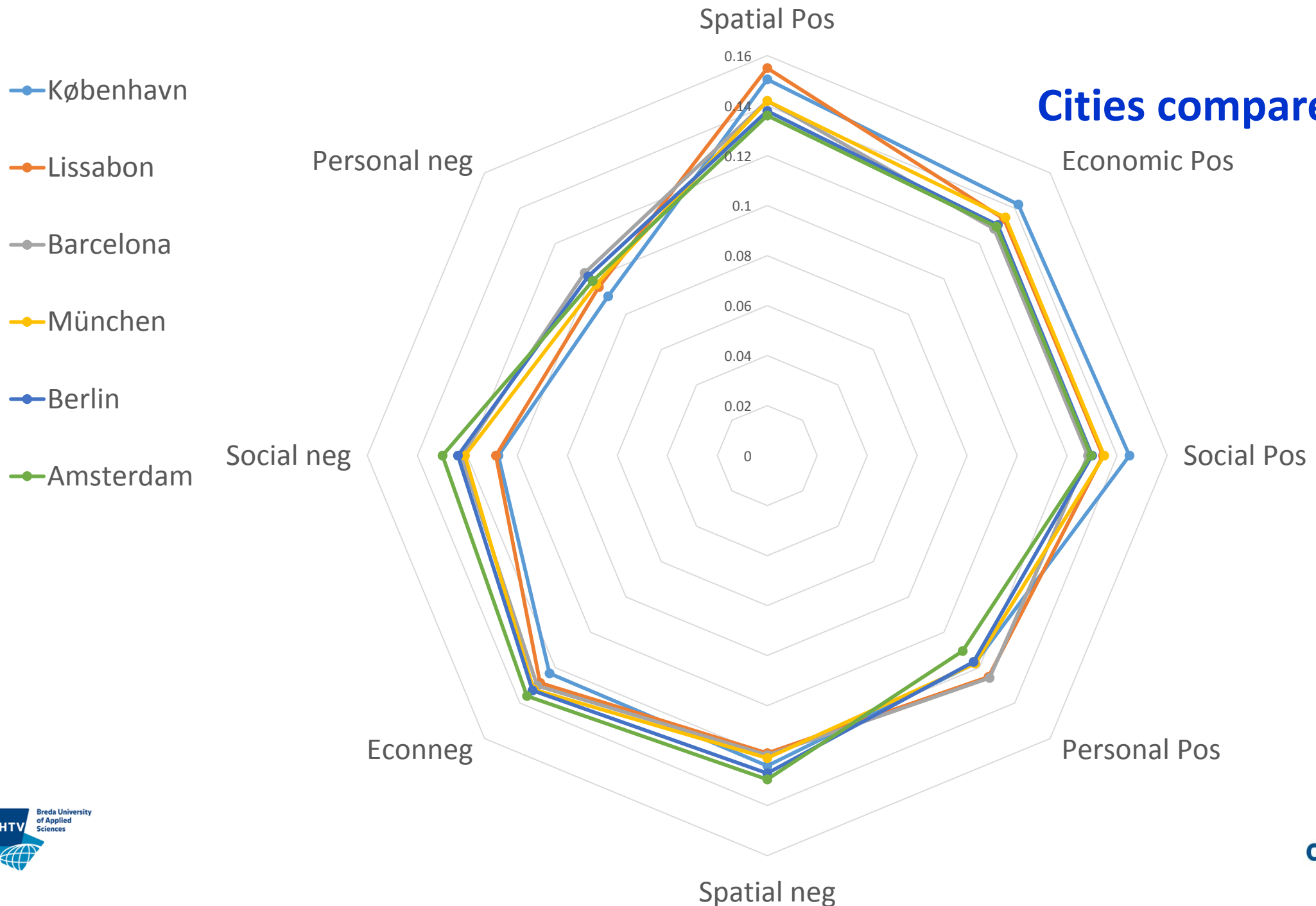
- People who work in tourism or whose family income depends on it, are overall significantly more positive
 - Particularly on positive economic and personal encounters *and* on negative personal encounters
- People who are more proud of their city are more positive, particularly with regards to the social and spatial benefits
 - They are also (to a lesser extent) less negative, with exception of economic encounters
- People who live under 1 year perceive more personal positives, but also more spatial and social negatives
- Men report more positive personal encounters, women more economic negative
- There is only a weak to very weak correlation between encounters and age

Cities compared

- København
- Lissabon
- Barcelona
- München
- Berlin
- Amsterdam



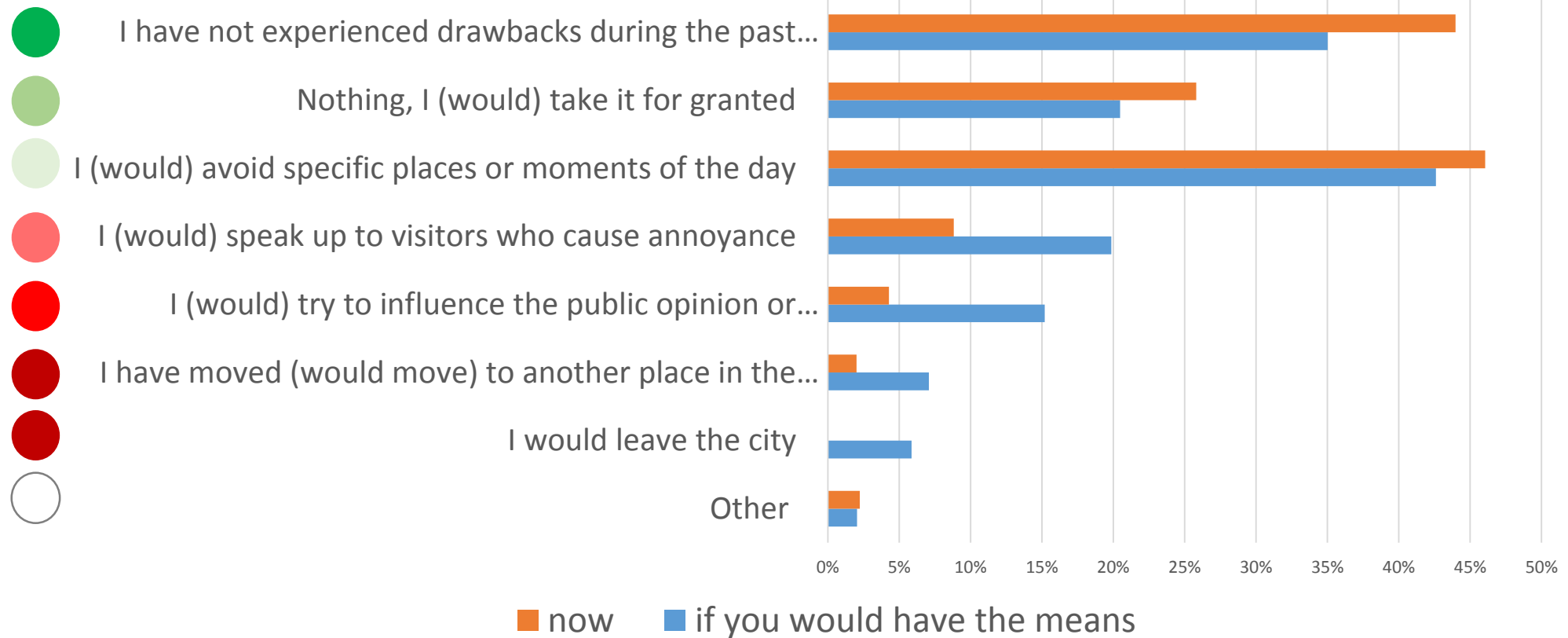
Cities compared in %



Dealing with critical incidents

Level of emotional response (irritation level)	Level of behavioural response (tolerance level)
Understanding	Acceptance
Upset, surprised	Adapting behaviour
Annoyance, irritation	Action towards changing behavior of initiator with aim to remove direct cause
Highly critical, very negatively	Action towards influencing the wider context, protest, future developments
Disillusioned	Moving away

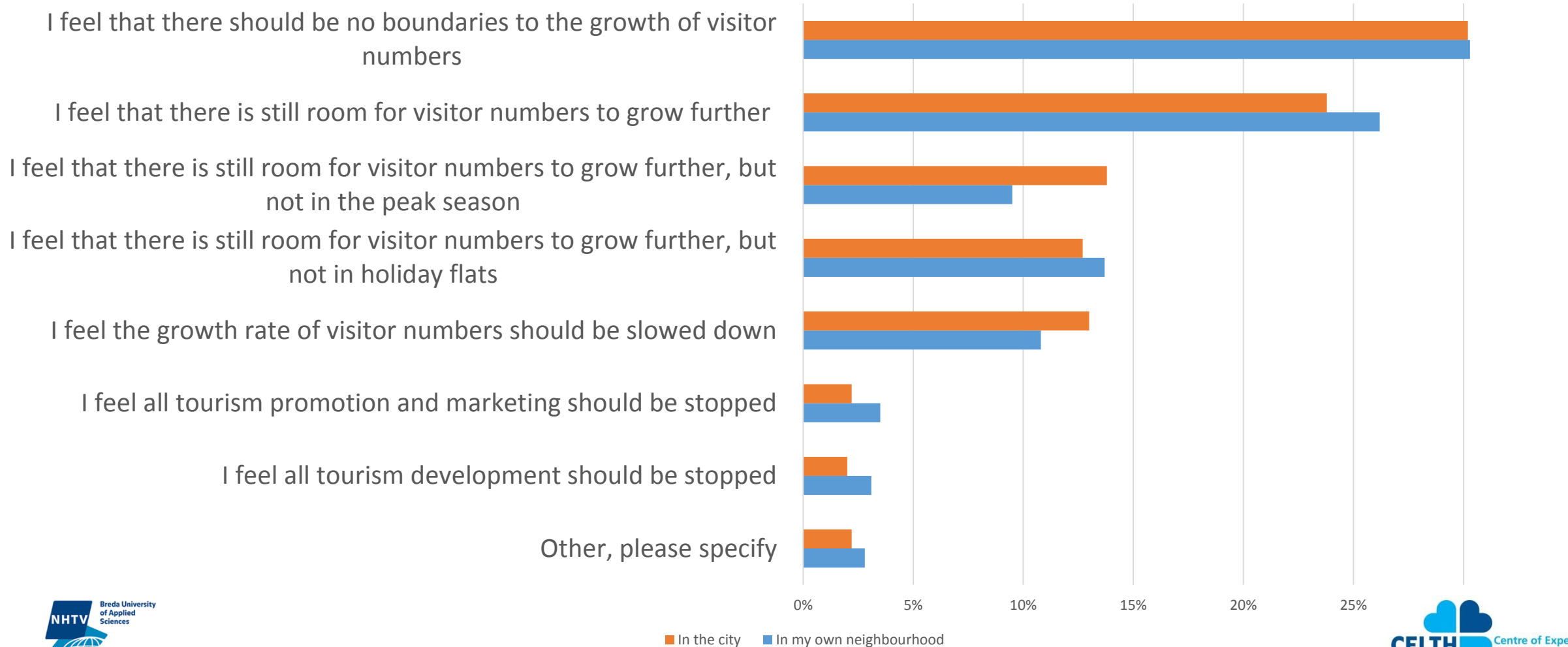
Dealing with critical incidents



Dealing with critical incidents

- Over 85% of residents are still under the irritation threshold
 - Differences per city though
- Some sense of powerlessness among residents

Support for tourism growth

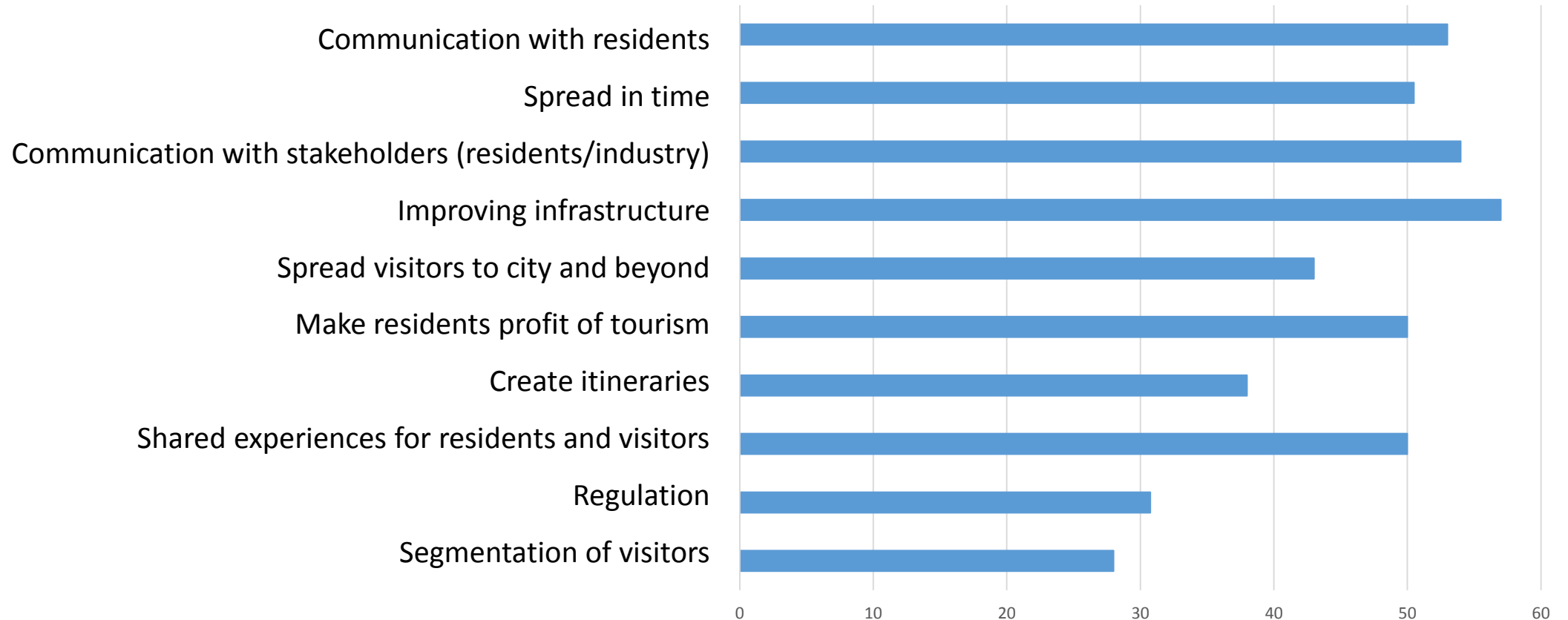


Support for tourism growth

- ~ 50% split in favour of growth and against
 - Differences on what aspects need to no longer grow
- Perceived issue in own neighbourhood can differ from city as a whole



Management strategies



Management strategies

- Emphasis on communication and interaction
- Repressive methods less appreciated
- Differences per city

Conclusions

- Social encounters very much appreciated
- Residents do not distinguish between tourism and other policy
- Proud residents have more positive perceptions
- Residents may perceive specific issues in their neighbourhoods – need for localized approach
- Joint localized experiences potential avenue
- More interaction with residents is appreciated
(<http://www.disruptionsinurbantourism.com/dealingwithvisitors/>)

Thank you very much



Ko Koens – NHTV, Breda University
Albert Postma – Stenden University
koens.k@nhtv.nl
www.scithos.eu
www.celth.nl

