Socio-Cogntive Mindfulness in City Hospitality in Amsterdam

LYCar Company Project

Prepared for: Ms. de Heij and Mr. Govender
Prepared by: Nikki Veldhoen
Research number: 2022-399
Date submitted: 17-11-2022
Student number: 781554
Block: 22/23B
Words: 10.747

Preface

To complete the final phase of Hotelschool the Hague, students are required to complete the last milestone, Launching Your Career (LYCar). This is the final course of the bachelor program at Hotelschool the Hague (HTH), as well as the first step towards our professional careers.

LYCar consists of three components: a managerial internship, which has successfully been completed at Heineken in their Trade Marketing team. Next to this, LYCar also includes a Company Project report, which needs to be completed based on research for a company or commissioner. The third component is a Career Portfolio, where students demonstrate their IQ, EQ and AQ development.

For the Company Project report, I applied for the subject 'Socio-cognitive mindfulness in City Hospitality', as I believe this is an important topic of the future; an issue that is inevitable with the constantly increasing tourism numbers. Moreover, I was convinced that this research fitted well into my chosen program learning outcome field "marketing, sales, and distribution". The specific program learning outcome was to "critically analyse customer data and consumer behaviour and use findings to formulate and execute marketing, communication, sales, and revenue management plans". This research is provided by the HTH research centre, with Ms. Oruc as commissioner. I would like to show sincere gratitude and acknowledgement towards Ms. Oruc for all her support, guidance, weekly meetings, motivation and most of all, the inspiration that she has given me. She has always taken the time to answer questions and share her perspective. Her feedback and insights, based on her own expertise in the field, have been very valuable to me and has pushed me to keep improving and expanding my knowledge and analytical thinking skills. Being a small part of her PhD and the research centre has been a great honour and very educational.

I would also like to thank my LYCar coach Ms. de Heij for her support, exceptional coaching skills, empathy, and guidance throughout the entire journey. She had the patience to support and encourage me during the past period, for which I am enormously grateful for.

Lastly, I would like to thank the survey respondents, interview participants, amsterdam&partners and the municipality of Amsterdam for all their time, effort, input, and new insights. Without their cooperation, I would have been unable to achieve what I have delivered.

I believe that with extensive research, analysis, and critical thinking during the past period, I have shown and achieved both professional as well as personal development.

With pleasure and pride, I hereby would like to present my LYCar company project. I wish you a pleasant journey reading this report.

Best regards,

Nikki Veldhoen

Executive summary

This company project represents in-depth research on City Hospitality in Amsterdam, with the aim to ensure a sustainable tourism development. The reason why this is needed, is because the visitor numbers in Amsterdam keep expanding, resulting in an increasing pressure on the city and its inhabitants. This unsustainable tourism growth is being referred to as 'overtourism', where the social and environmental costs outweigh the economic benefits. The rising concerns are caused by over usage of natural resources, increasing wastage, noise nuisances, and usage of infrastructure, but also reduced safety, traditions, and respect towards the host community. These causes have unfavourable consequences on the satisfaction of residents and the destination's environmental conservation, which negatively affects the balance in the triple bottom line. Hence, we need to acknowledge the need for a sustainable tourism development, to protect the resident's satisfaction, liveability, and destination's heritage.

The rising problem of overtourism from a resident's perspective does not only imply crowdedness, but also environmental pollution, excessive noise, wastage, and unsafe traffic. And to achieve sustainable tourism development, their satisfaction needs to be enhanced, for which community inclusion and reduced nuisances are main objectives. The opinion and ideas of residents will be incorporated, to ensure community inclusion. Furthermore, it has been discovered that the behaviour of visitors plays a crucial role in the disturbances towards residents, which is currently identified as 'mindless behaviour'. Here, visitors are over-reliant on the automatic information process, habits, and patterns, which causes limited attention or curiosity to the meaning of (new) information. The level of interest into the surroundings is lacking, which withholds visitors to encounter an unforgettable experience. Moreover, a clear relation between the perception of the local community towards tourists' behaviour and their attitude towards them has been found. Meaning that if the disturbances will be diminished, residents will be more satisfied and welcoming towards visitors, which enhances their experience. Hence, to satisfy both the residents and visitors, disturbances need to be reduced, awareness for the surroundings needs to be created and attitudes need to be changed.

Consequently, the researcher has established the following Main Research Question:
How can socio-cognitive mindfulness play a role in sustainable tourism development and what is the impact on residents in Amsterdam?

The municipality of Amsterdam is also aware of the unsustainability that is mainly caused by the tourism sector, which is why they have a program that is in line with this research. The program 'Aanpak Binnenstad' aims to keep welcoming visitors, yet also to preserve the liveability and satisfaction for the host community, nurture the city's heritage, encourage conscious travel behaviour, and spreading tourists throughout the city. Herewith, the stereotype tourist that visits the city to buy drugs, party and visit the Red-Light district are the main troublemakers. Yet, visitors who respect the city and want to explore its heritage are being welcomed with open arms. To comply with these objectives, several campaigns have been established, such as the 'Enjoy & Respect' campaign, and 'gewenst gedrag' that raise awareness to the rules and regulations in the city. But also, the 'We Live Here' campaign that aims to decrease the misbehaving drunk tourists in the Red-Light district. Still, there is an unhealthy balance in the triple bottom line as the city is used in an unsustainable way, for both the host community and the city's heritage sites. Herewith, socio-cognitive mindfulness could play a crucial role, as this raises awareness of visitors on the impact of their behaviour and the urge to shift this towards more consciousness. It is the perfect opportunity to embrace socio-cognitive mindfulness now,

as the tourism sector is slowly recovering from COVID-19. We need to reflect and design a new tourism movement. Here, it is crucial to convince tourists of the need to change, create awareness of the problems and their needed contribution, to ensure a meaningful tourism experience for both residents and visitors.

To further research this matter, behavioural segmentation will be applied to understand the behaviour of both the visitors and residents, how sustainable tourism development can be achieved and what the effect of the changed behaviour is. Therefore, four Research Questions (RQ) have been formulated:

RQ1: What is the perception of residents towards tourists in Amsterdam, and what are the needs of the host community?

RQ2: To what extent can sustainable tourism development improve residents' intention to co-create?

RQ3: What are attitudes of tourists towards socio-cognitive mindfulness?

RQ4: What role does socio-cognitive mindfulness have in behavioural changes of tourists towards responsible tourism?

To be able to answer these questions, validate the literature findings and find a suitable solution, the researcher has performed field research based on mixed methods. The intent of the mixed methods approach was to discover the current state of tourism, the openness for socio-cognitive mindfulness and its impact on the behaviour of residents and visitors. For this, surveys with residents were used to measure their level of satisfaction, and the relationship between this and their willingness to co-create. Followed by exploring the openness to socio-cognitive mindfulness, using photo-elicitation interviews with visitors. The reason for combining both quantitative and qualitative research is to better understand this research problem by converging both quantitative and qualitative data from different perspectives.

The survey has been filled out by 121 residents, to discover what their perception and behaviour is on the current state of tourism in Amsterdam and what the effect of stimulating socio-cognitive mindfulness of visitors would be. These outcomes have been analysed, with the use of three different statistical tests to discover patterns. The results showed that previous literature was statistically supported, as all hypotheses were confirmed. This means that the level of socio-cognitive mindfulness of the visitor has a positive impact on the residents' satisfaction. Moreover, it became evident that:

- 86,8% is partly satisfied, yet there still identify room for improvement
- The most impactful disturbances are waste, noise, and traffic
- Residents prefer to be more involved and in control
- Rules and norms should be clearly communicated in the right places

Based on these outcomes and insights, photo-elicitation interviews were executed with seven tourists from various countries to determine their current mindful behaviour, attitudes towards the opinions of residents, awareness of the norms and values, and openness to behavioural changes. Here, it was found that:

- The level of mindfulness varied in the sample
- There is currently no real connection between locals and foreigners
- Not all are aware of the norms, values, and rules
- Disturbances mainly come from a specific type of tourists
- Current campaigns increase awareness and influence their behaviour

Based on these findings and results, the proposed solution is designed to diminish disturbances, increase the visitors' awareness, stimulate socio-cognitive mindful behaviour, deliver an authentic experience, and integrate community inclusion. For this, a marketing campaign will be presented, which should be showcased on billboards throughout the city. The campaign makes use of social marketing and behavioural change communication, where the information is clear, positive-minded, action-oriented, and comprehensible, to make it relevant for all readers. Herewith, preferred behaviour will be emphasized, in contrast to addressing wrongful behaviour. This way, the campaign appeals to all visitors, instead of only misbehaving visitors. Additionally, visitors will be led to the 'I amsterdam City Card' app, with the use of a QR-code on the posters. This app is included in the intervention, as it contains information on the city's cultural and historic heritages, including activities and sights that are more unique, which creates a more authentic experience, whilst spreading tourists throughout the city. Moreover, public transport is included in the City Card, which stimulates tourists to travel relatively environmental-friendly and reduces traffic. Next to these benefits, the campaign will also be showcased in the app with the use of advertisement banners, to make sure that the campaign will be showcased repeatedly, and the slogan will stick. So, visitors will be confronted with the marketing campaign upon arrival at the airport, central station and along the highways, during their visit at highly visited places and in the app.

To measure the success of this campaign, an after-action review should be performed, based on a *mixed methods impact evaluation*. This includes reviewing the number of QR-code scans, conducting a survey for visitors that will be targeted via the 'I amsterdam City Card' app, to measure their level of socio-cognitive mindfulness and lastly, hosting focus groups with residents to ensure community inclusion and to evaluate the impact of the campaign on the disturbances perceived by residents.

The entire research and marketing campaign have been disseminated with three important stakeholders and experts in the field: the municipality of Amsterdam, amsterdam&partners and the commissioner of this research. They have provided their valuable professional opinion, which was utilized to improve and slightly adjust the research and intervention.

List of abbreviations

HTH	Hotelschool the Hague
JTBD	Jobs to be Done
LYCar	Launching Your Career
MRQ	Main Research Question
MT	Mindful Tourism
RQ	Research Question
SRQ	Sub-Research Questions
TBL	Triple Bottom Line

Table of Contents

1. Problem definition

1.1. Introduction

The tourism industry is one of the fastest growing industries nowadays, which has a positive impact on the global economy (BBC, 2022)(UNWTO, 2020). This rapid growth brings along tremendous benefits to a destination such as financial stability, job opportunities and development of infrastructure (Fenitra et al., 2021). Such benefits are main drivers for them to keep supporting tourism expansion.

However, aside from the advantages, there are also rising concerns that it brings along. Tourism growth increases pressure on a city and its inhabitants in two different aspects; environmentally, in the light of infrastructure, pollution, wastage and natural resources, as well as socio-culturally which refers to crowdedness along with the reduced safety, respect and tradition (Kuščer and Mihalic, 2019). These concerns are in accordance with the rising mentioned term '*overtourism*' (Hernández et al., 2019). This is "the phenomenon of a popular destination or sight becoming overrun with tourists in an unsustainable way" (Dickinson, 2018), which affects the liveability of residents (Milano et al., 2019). Hence, it threatens the resident's satisfaction and the environmental conservation of the destinations (Ko and Stewart, 2002)(Seraphin et al., 2018).

COVID-19 has impacted this industry immensely, with a 73% decrease in international tourism (Hutchison, 2021). Whilst recovering from this, it is a valuable opportunity to reflect and establish a new, more desirable normal (Higgins-Desbiolles, 2021). This includes emphasizing being more "socially responsible, environmentally friendly and caring for the wider community" (Ting et al., 2020). "A post-pandemic tourism industry could benefit from more conscious consumers that are more aware of their unconscious behaviours" (Stankov et al., 2020).

1.2. Reason for research

In recent years, the expansion of visitor numbers in Amsterdam has become an increasing concern, which is referred to 'overtourism' by various researchers (Quest et al., 2019)(Oliver, 2021)(Koens et al., 2021). Prior to COVID-19, Amsterdam was a popular destination, with an increase from 12,5-22 million visitors between 2014-2019, with only 17 million residents (Gemeente Amsterdam, 2021a). Moreover, Amsterdam is rated in the top ten most visited cities in Europe, however, these record figures take along additional pressure on the local community, "as evidenced by the growing number of complaints, protests and reader's letters" (Gerritsma and Vork, 2017). "The city is used by too many people, whereas the locals have to pay for the overloaded infrastructure, pollution and other disamenities" (Hospers, 2019). Meaning there is currently no healthy balance in the triple bottom line (TBL), referring to people, planet and profit (Carol, 2015).

According to a study in Amsterdam-West, the consequences of overtourism are environmental pollution, nuisances and unsafe traffic (Noordeloos, 2018). This is in line with research outcomes of the municipality of Amsterdam and Bureau Werelderfgoed, where problems regarding housing, noise, waste and violence were identified (Westenberg, 2015). Notwithstanding, most nuisances and irritations come from residents in developed tourism areas, compared to developing tourism areas (Gerritsma and Vork, 2017b). This has even resulted in relocating the I AMSTERDAM signs from the RAI and Rijksmuseum to upcoming areas; Sloterplas Lake and Adam Tower (Quest et al., 2019).

The behaviour of tourists nowadays is identified as mindless by many researchers, which refers to automatic information processes with limited attention or hardly any curiosity to the meaning or reasoning of information (Langer, 1992). To be precise, mindlessness is identified as being over-reliant on familiar habits or patterns, which causes inattentiveness towards new information; unawareness of the present-moment and acting based on previous experiences (Chen et al., 2014). Hence, the level of interest in the surroundings is lacking, which causes unawareness of the consequences of their behaviour on heritage sites (Ling et al., 2015). Knowledge of behaving responsibly should be enhanced, as this encourages behavioural changes and responsible consumption behaviour (Iacob et al., 2021) (Noor et al., 2014). This is of high importance as the tourism industry depends on the natural environment and the host community (Fennell and Cooper, 2020).

Another downfall is that numerous studies show a clear correlation between the way that residents perceive the impact of tourists, and their intention for co-creation (Janusz et al., 2017)(Demirović et al., 2020). Meaning that the level of disruption towards the host community caused by tourists, plays a vital role in their willingness to act hospitably. "Amsterdammers live in every neighbourhood, including the Red-Light District and Leiden Square. Limit noise and drunkenness, clean up your mess and don't pee in the canals. Keep in mind the locals and they will welcome you with open arms" (I Amsterdam, 2021). Thus, the opinion, cooperation and support of the residents are crucial, as they are involved in the delivery of the tourist experience (Lee, 2013)(Gannon et al., 2021).

Socio-cognitive mindfulness has been increasingly mentioned in a tourism context, as this is utilized as a cognitive-behavioural technique for behavioural change for which a direct link has been found towards a more positive visitors experience (Chen et al., 2014). "One of the most effective ways to achieve sustainability in tourism is by influencing the behaviour and attitudes of visitors" (Antonakakis, 2018). Tourists who are mindful, show more presence and awareness in the here and now, which induces curiosity about the surroundings and new information (Helm and Subramaniam, 2019)(Moscardo, 1996). This awareness and engagement generates greater learning and impacts their behaviour (Woods and Moscardo, 2003)(Ling et al., 2015). Consequently, this increases the intention to conserve and therefore decreases the negative impact on the environment and residents, which ensures a consensus of the TBL and therefore sustainable tourism development. Failure to take a holistic approach in developing sustainable tourism will expose further decline in residents' satisfaction and loyalty (Koens et al., 2021)(Dodds and Butler, 2019).

1.2 Goal of the research

1.2.1 Goal of commissioner
Obtaining new insights and information on the effect of socio-cognitive mindfulness in city tourism. This should contribute to shifting the negative perspectives of tourism into more positive and meaningful experiences, by strengthening a welcoming city community, to attract and retain tourists in Amsterdam. The research findings will hopefully be considered or give new perspectives to Ms. Oruc for her PhD, as well as for the HTH Research Centre.

1.2.2 Goal of researcher
The study aims to identify a way to sustainably handle overtourism in Amsterdam, where the visitors' experience and the satisfaction of the residents are considered. Much research has already been performed on the impact of tourism and the behaviour of residents, yet

little research has been done on a possible causal relationship between these two. Hence, to investigate such a relationship, this research aims to clarify understanding of the perceptions of both stakeholders, and based on this, design a realistic solution that matches these perspectives, with the use of mindfulness to ensure sustainable tourism development of the city and elimination of the negative aspects of overtourism. In this research, sustainable tourism will be viewed from a behavioural perspective, where it is crucial to understand the behaviour first, before aiming to change this.

1.3 Main Research Question (MRQ)

MRQ: How can socio-cognitive mindfulness play a role in sustainable tourism development and what is the impact on residents in Amsterdam?

2 Analysis and diagnosis

2.1 Literature review

Despite the previously mentioned consequences of overtourism, the municipality of Amsterdam aims to keep hosting tourists in the city, as they are part of the city's character. It is therefore of utmost importance to transform the mindless behaviour of tourists, to enhance the satisfaction of the residents. This way, the negative effects of overtourism will diminish, and residents will behave more welcoming, resulting in an increased visitor experience. The following literature review serves to elaborate, underpin, and argue the previously mentioned topics.

2.1.1 Sustainable tourism development

Sustainable tourism development "meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future" of a destination (Liu, 2003). From a host community perspective, this concerns that visitors convert their attitudes by taking full responsibility for their impacts on the host community and its environment (Khan et al., 2020). Moreover, this contributes to the sustainability of the tourism industry by enhancing the positive effects of tourism, whilst minimizing the negative impacts. It has also been found that community inclusion in destination management positively affects the satisfaction of residents, meaning their opinion and suggestions needs to be taken into consideration (Janusz et al., 2017). From a visitors' perspective, they wish to feel welcomed by the host community and being engaged in the destination's culture, surroundings, and locals (Mohamadi et al., 2022).

Several studies revealed that visitors who are more aware of the consequences of their behaviour, are more likely to act responsibly and curious about their surroundings (Taylor and Norman, 2018)(Frauman and Norman, 2003)(Juvan and Dolnicar, 2014). This includes making different behavioural choices (Miller et al., 2010). Responsible and sustainable tourism is accomplished when there is a proper balance in the TBL (Dodds and Butler, 2019). This refers to economic opportunities, socio-cultural benefits and environmental conservation (Khan et al., 2020). The main objectives of sustainable tourism development in Amsterdam are minimizing the negative consequences of overtourism towards the host community to improve their satisfaction.

This vision is in line with the program 'Stad in Balans' of the municipality of Amsterdam, which aims to achieve a healthy balance between the livability of residents and hospitality towards visitors (Gemeente Amsterdam, 2018). This program merged with the program 'Aanpak Binnenstad' (Aanpak Binnenstad, 2022). Their objective is to keep welcoming visitors, yet also preserve the needs of the residents, by reducing nuisances, encouraging conscious travel behaviour, and spreading visitors throughout the city, to protect natural resources (ibid). Hence, tourists who visit Amsterdam to buy drugs, party and visit the Red-Light District are not being targeted (Henley, 2021)(Boztas, 2021)(Gerretsen, 2021). This is also communicated in a press release by the municipality stating: "we do not want to go back to what we saw before the pandemic, where massive crowds in the Red-Light District and the city's entertainment areas caused a nuisance to residents. Visitors who respect Amsterdam and the people of Amsterdam have always been welcome and will, of course, remain so. Visitors who treat our residents and heritage with disrespect are not welcome" (Gemeente Amsterdam, 2021b). The aim is to reduce these nuisances and encourage cultural visitors (City of Amsterdam, 2019).

Even though many visitors are aware of the consequences of their behaviour and intend to make responsible choices, there might be an intention-behaviour gap, as behavioural change is not always evident (Miller et al., 2010). Meaning that awareness is raised on the environmental impacts that ensures responsible behaviour to take responsibility, yet experiments show the opposite attitude (Juvan and Dolnicar, 2014). According to Blake (1999) there are three types of barriers, namely:
- Personal barrier → not interested or lack of trust
- Responsibility barrier → no feeling of accountability, ownership, or belief in individual impact
- Practical barrier → lack of time, energy, or resources

According to a study with German tour operators, it became evident that communication should include specific and desired actions to undertake for sustainable benefits, to make it easy to contribute, which could tackle the personal and responsibility barrier (Tölkes, 2018). A strategy should be implemented, where the focus lays on encouraging small environmental-friendly actions, which is supposed to turn into a snowball effect, where this will lead to bigger and numerous sustainable actions (Miller et al., 2010).

2.1.2 Socio-cognitive mindfulness

To intervene with sustainable tourism development, mindfulness is considered as the foundation to secure tourism growth and manage the destination sustainably (Frauman and Norman, 2003). Mindfulness can be viewed from two different perspectives, namely meditative and socio-cognitive mindfulness (Kabat-Zinn, 1994)(Langer, 1989). As this research focuses on how mindfulness can shift visitors' behaviour towards sustainable tourism development, it will be approached from a socio-cognitive perspective. This socio-cognitive mindfulness of tourists will from now on be referred to as Mindful Tourism (MT).

MT represents a behavioural information-processing approach of drawing greater attention to the present-moment experience (Gentina et al., 2021). "Mindful learning occurs when the learner is attentive to the environment, reacts to new information and creates new routines, behaviour and views of the world" (Hanani et al., 2014). This greater awareness of one's behaviour, the environment and the impact, results in more sustainable decisions (Barber and Deale, 2014)(Stankov et al., 2020)(Yigit, 2020)(Jirojkul et al., 2021)(Moscardo, 2017)(Helm and Subramaniam, 2019). Moreover, it guarantees engagement with the destination, social responsibility and active processing of unknown information (Frauman and Norman, 2004)(Rocha et al., 2022). Consequently, MT assists in a more valuable and unforgettable experience (Willson and McIntosh, 2007), whilst diminishing the damaging environmental and social effects of one's behaviour (Helm and Subramaniam, 2019)(Winkle and Backman, 2009).

Another reason why stimulating MT is essential, is because a clear relation between the impact of tourists on residents and their satisfaction has been discovered (Ko and Stewart, 2002). Residents value tourists' behaviour that is focused on conservation, which plays a vital role in their willingness to act hospitable (Gonzalez et al., 2018). Thus, MT generates greater social benefits for residents, ensures visitors to carefully consider one self's consumption behaviour from a sustainable perspective and targets tourist satisfaction (Ting et al., 2020)(Langer, 1992). MT could therefore play an important role in enhancing tourists' behaviour and ensures the satisfaction of the residents, which assures sustainable tourism development.

Now that the benefits of MT have been summed up and its role towards sustainable tourism development has been showcased, it is important to discover how mindfulness can be stimulated. According to Moscardo (1999) the cognitive state of mindfulness is encouraged

by a combination of two factors; communication factors and visitor factors. The communication factors refer to "the variables of variety, perceived control, authenticity, and personal relevance have been shown to be particularly important in encouraging mindfulness" (Woods and Moscardo, 2003). Implying that mindful tourism could be cultivated with the previous-mentioned communication factors. Whereas visitor factors imply creating an understanding of the meaning of a site's heritage, to encourage curiosity and willingness to process new information (Poh Ling et al., 2019).

An adequate example is the 'Enjoy & Respect' campaign, which targets 18-34 aged Dutch and British men who show disruptive behaviour such as being drunk on the streets, leaving rubbish on the streets or peeing in public (Boztas, 2018). This campaign brought awareness to accepted behaviour versus unaccepted behaviour by explaining the consequences (I amsterdam, 2019). In line with this, the 'gewenst gedrag' campaign aims to regulate visitors' behaviour, by sharing signs that inform visitors on the rules and values of the residents (Gemeente Amsterdam, 2022). The objective of these campaigns is to create awareness of the rules and regulations, by highlighting the consequences of misbehaviour. In contrast to these campaigns, the "We live here" campaign intends to create a message from residents to raise awareness on social responsibility, as residents in the Red-Light District are being disturbed (Gemeente Amsterdam, 2019). It was concluded that responsibility was taken (We Live Here, 2021).

Not only Amsterdam is pursuing mindfulness and sustainability in a tourism context, but various other cities have also identified its importance. For instance, an awareness-raising campaign was introduced in Venice, that consisted of twelve rules to recommend and remind visitors to be aware and behave respectfully (Visitvenezia, 2022). A social media campaign in Scotland called 'Yours to enjoy. Responsibly' aims to build a responsible future by encouraging visitors to respect, protect and enjoy (VisitScotland, 2021). Also, Copenhagen focuses on sustainable destination development and delivering a local experience with their project "Tourism Moves" (Wonderful Copenhagen, 2019). Lastly, mindfulness, destination sustainability and responsible tourists are the main drivers for Barcelona's strategic tourism plan (Arias et al., 2020)(Goodwin, 2019).

2.1.3   Assessing mindful tourism

To test the impact of campaigns, the level of mindfulness should be measured. The conceptual framework of Moscardo (1992) can be of assistance, which uses a seven-point Likert scale for seven questions. This scale was successfully applied at several destinations in a tourism setting (Frauman and Norman, 2004). The questions are as follows:

- "I had my interest captured"
- "I searched for answers to questioned I may have had"
- "I had my curiosity aroused"
- "I inquired further about things at the city destination"
- "I have explored and discovered new things"
- "I was involved in what was going on around me"
- "I was in control of what was going on around me"

(Barber and Deale, 2014)(Taylor and Norman, 2018).

The level of mindfulness is determined based on the total scores (Frauman and Norman, 2004). Scores between 7-27 are identified as 'not mindful', 28-41 appeared to be 'mindful' and scores above 42 are 'very mindful' (ibid).

2.1.4 Literature review conclusion

It is found that MT creates more awareness of the environment and surroundings. A MT is engaged with the destination and eager to learn. Hence, MT positively impacts the behaviour, in a more sustainable and responsible manner. Mindfulness can lead to a greater tourist experience, but also has a positive effect on the satisfaction of the residents. Consequently, MT contributes to sustainable tourism development, as it enhances the experience of both the residents and visitors, whilst minimizing the negative impact on the environment. A more favourable attitude towards residents is proven to lead to an increased intention to co-create, which makes the visitor even more welcome.

Multiple initiatives have already been performed, which are all attempting to raise awareness of the rules, regulations, and norms. Here, consequences of misbehaviour are communicated. Still, there could be an intention-behaviour gap, meaning that the intention to act responsible respectful towards the environment and host community is in place, yet three barriers have been identified that could explain the conflicting behaviour. To tackle these, the way of communication could possibly make a difference, such as including specific actions and pointing out individual relevance.

To be able to answer the MRQ, it is crucial to determine the needs of both the residents and tourists, which is needed to define the extent of the sustainable tourism development. Moreover, the current state of tourists' mindfulness needs to be discovered, together with the openness to MT and corresponding behavioural changes. Lastly, the researcher wishes to validate the disruptions and responsive willingness to co-create of the residents.

2.2 Research questions

To be able to answer the MRQ, several Research Questions (RQ's) and Sub-Research Questions (SRQ's) have been formulated.

MRQ: How can socio-cognitive mindfulness play a role in sustainable tourism development and what is the impact on residents in Amsterdam?

RQ1: What is the perception of residents towards tourists in Amsterdam, and what are the needs of the host community?
SRQ1: What is the current opinion of residents towards tourists in Amsterdam?
SRQ2: What is their benefit sought?
SRQ3: What are their Jobs to be Done (JTBD)?

RQ2: To what extent can sustainable tourism development improve residents' intention to co-create?
SRQ4: What are the expected changes of sustainable tourism development?
SRQ5: What is the effect of sustainable tourism development on the willingness to co-create?

RQ3: What are attitudes of tourists towards socio-cognitive mindfulness?
SRQ6: What is the perception of tourists on their own socio-cognitive mindfulness?
SRQ7: What is the current state of socio-cognitive mindfulness of tourists in Amsterdam?

RQ4: What role does socio-cognitive mindfulness have in behavioural changes of tourists towards sustainable tourism development?

Please refer to appendix 9.1 for the research tree.

2.3 Conceptual framework

A conceptual framework represents (in)dependent variables from the problem statement and literature review. Expected relationships and/or effects are showcased.
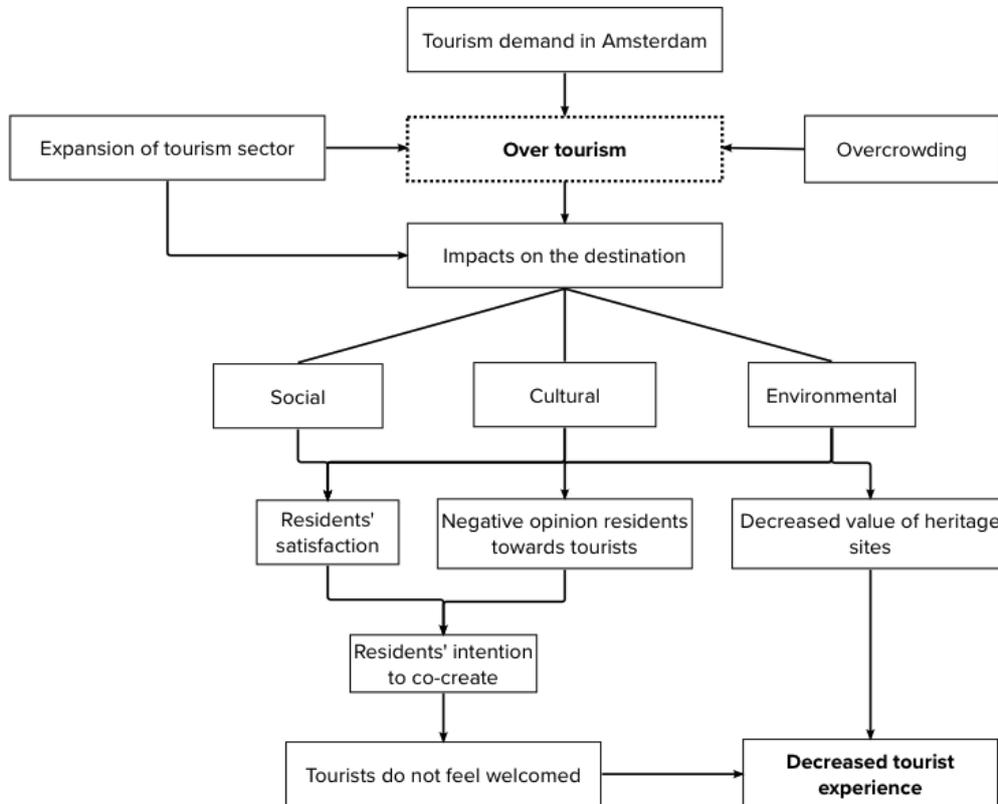
Figure 1: Conceptual framework problem analysis (42 words)
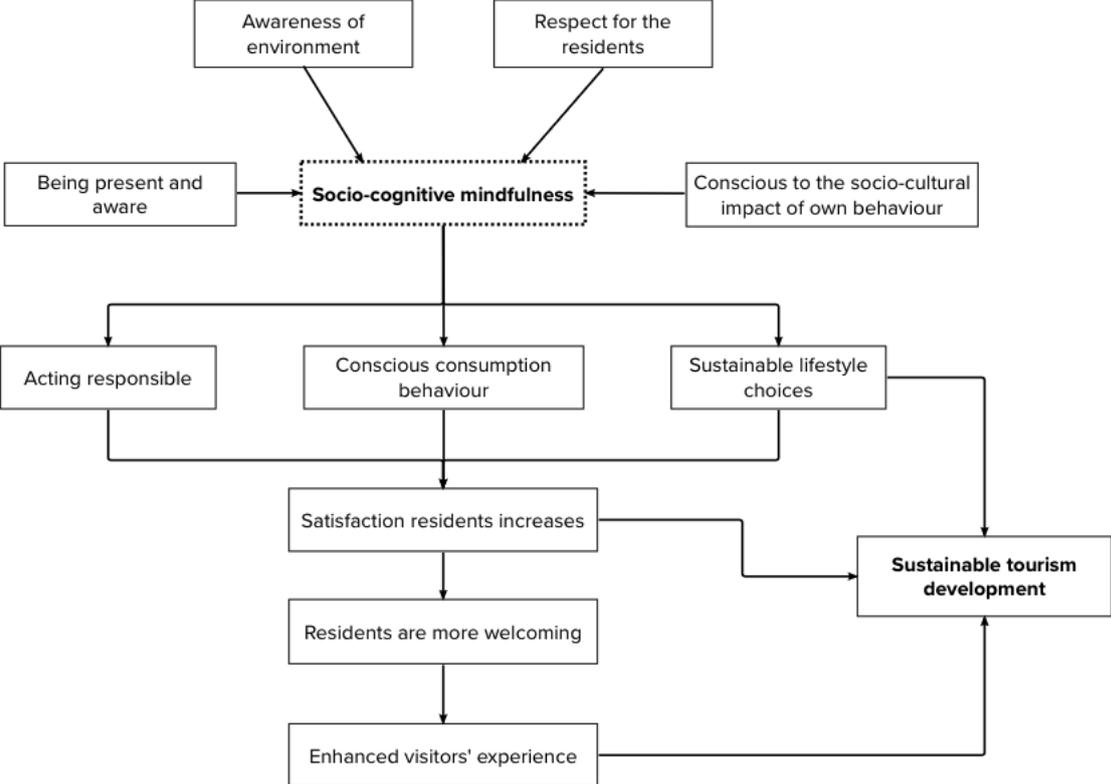
Figure 2: Conceptual framework sustainable tourism development (42 words)

3 Methodology

3.1 Methods of data collection

This research aims to collect in-depth insights and discover the relationship between the expansion of MT and residents' perception of tourists. A mixed method will be used to collect primary data, since the combination of both qualitative and quantitative methods enables the researcher to sort out multiple components of the MRQ (Sekaran and Bougie, 2016). The intent of this data collection method is to create an understanding of the causes and consequences of the behaviour of residents and visitors, through different lenses (Creswell, 1999)(Axinn and Pearce, 2006).

Firstly, a quantitative survey will be conducted, to discover residents' opinions and behaviour towards tourists, together with their opinion towards improvement. This research tool is most applicable, as it ensures comprehension and attitudes from numerous residents, which ensures sufficient insights for statistical significance (Sekaran and Bougie, 2016). A deductive approach will be applied, meaning questions are derived from research findings, to confirm or reject assumptions (ibid). A seven-point Likert scale will be applied as this establishes accurate responses (Frauman and Norman, 2004). Additionally, open questions are integrated, to assure community-inclusion. Participants stay anonymous which is crucial in social research to reduce social desirability bias (Larson, 2018).

Secondly, qualitative research assists to investigate the nature of the problem (Sekaran and Bougie, 2016). Photo-elicitation interviews will be conducted with visitors, as the visual and qualitative aspects increase involvement and identification of the context, which triggers experiences and extensive opinions (Richard and Lahman, 2013)(Bignante, 2010)(Harper, 2010). Additionally, this ensures in-depth reasoning on the 'why' to questions, instead of only 'what' (ibid). A deductive approach will be used, based on previous findings and the mindfulness measure (Dutt and Ninov, 2016)(Barber and Deale, 2014)(Moscardo, 1996). The interviews will be semi-structured, to assure that all relevant topics are touched upon, whilst leaving room for follow-up questions (Klandermans and Staggenborg, 2002). The aim is to understand their tourism behaviour and openness to behavioural changes, based on MT.

Even though COVID-19 causes concerns, face-to-face interviews will be conducted, as this ensures full comprehension and recognition of facial expressions along with body language (Sekaran and Bougie, 2016). Nonetheless, face masks will be used and supporting pictures will be displayed on respondents' own devices using QR-codes, to keep hygiene and social distancing in mind. Moreover, to reward participation, respondents will be offered an interactive, self-designed walking route through Amsterdam.

Research question	Questions
RQ1: What is the perception of residents in the city Amsterdam towards tourists and what is expected to be improved?	Survey Q1-13
RQ2: To what extent can mindful tourism improve residents' intention to co-create?	Survey Q14-19
RQ3: What are attitudes of tourists towards socio-cognitive mindfulness?	Interview Q1-19
RQ4: What role does socio-cognitive mindfulness have in behavioural changes of tourists towards sustainable tourism development?	Interview Q20-26

3.2 Population and sampling methods

Residents in Amsterdam are the target group for the survey, however since it is unfeasible to reach the entire population, a sample will be used (Sekaran and Bougie, 2016). A combination of voluntary response sampling, snowball sampling and convenience sampling will be used (McCombes, 2019).

The population for the photo-elicitation interviews is visitors, disregarding their age, gender, or interests. A selected sample will be chosen, with the use of unrestricted probability sampling with tourists at Dam Square (Sekaran and Bougie, 2016). A sample size of qualitative research should be at least five participants (Dworkin, 2012).

3.3 Ethical data management considerations

The outcome of the survey and interviews are strictly confidential and anonymous and will be used for research purposes only. Participation was on a voluntary base and no respondent was forced. All interviews have been recorded, after consent was asked for.

3.4 Procedures

Survey

When?	Between 27-12-2021 and 15-01-2022
Where?	Respondents were reached via various online platforms, to reach a sufficient number of respondents. Posts have been shared via LinkedIn, Facebook, Instagram, and Reddit, to target voluntary responses. Additionally, WhatsApp has been used as convenience sampling. Moreover, snowball sampling was applied by asking people to forward the survey to people in their own network, that are residential in Amsterdam.
Who?	121 residents.

Interviews

When?	22-01-2022
Where?	Tourists were approached to participate at Dam Square, as there are usually many tourists at this place.
Who?	Seven interviews.

3.5 Data analysis

To analyse the survey data, all responses were processed in SPSS. Here, three different tests have been performed.

- Kruskal Wallis test to discover differences between more than two independent variables.
- Chi-Square to discover relations between different variables.
- Friedman to discover differences between groups.

Every test starts with a hypothesis, an assumption of a possible outcome. When the p-value of the test is below 0.05, the test is statistically relevant, meaning there is a relation/difference found. The answers to the open questions were colour-coded, to categorize answers and create a clear overview.

The photo-elicitation interviews were analysed based on five steps (Creswell, 2009).

1. The interviews were transcribed via OTTER, after which all transcriptions were checked manually to prevent mistakes.
2. Transcriptions were closely read, to get a complete overview and discover patterns.
3. The transcripts were colour-coded, based on similar categories of the surveys, where 'mindful tourism' and 'solution' were added.
4. A summary of the findings per category was written.
5. A conclusion was made and RQ's were answered.

3.6 Results and findings

3.6.1 Survey

Of the 121 participants, 13,2% are 'very positive' about tourists in Amsterdam, indicating the remaining 86,8% still identify room for improvement. Overall, the positive side-effects are economic benefits, infrastructural/public transport enhancements and the feeling of pride. Unfavourable aspects are disturbances of noise, waste, traffic, housing shortage, violence, and theft. Besides, 90,9% experienced positive features of the decreased visitor numbers during COVID-19.

Next to this, five statistical tests are performed, to discover correlations and differences between different groups. It can be concluded that there is a significant difference between people from different residential areas and their opinion towards tourists (see *appendix 9.4, test 1*). Furthermore, people who live closer to the city centre appear to be more disturbed (see *appendix 9.4, test 2*), which is in line with previous research findings. The disturbance is mainly caused by waste, excessive noise, and traffic. Respondents mention that their behaviour towards visitors will positively change if nuisances will diminish (see *appendix 9.4, test 3*). Hence, reducing the three the main drivers will be most effective. Moreover, residents wish to be more involved and in control of what is going on around them (see *appendix 9.4, test 4 and 5*), referring to community inclusion.

Please refer to appendix 9.2 for the survey questions, appendix 9.3 for survey results in SPSS and appendix 9.4 for the statistical tests and full conclusions.

From the open questions, it can be concluded that clear rules should be communicated regarding waste and that more garbage bins should be arranged. Regarding transportation, public transport should become cheaper, better and more alternatives should be given. Cars should be banned in the centre, to reduce traffic and accidents.

Moreover, Dutch people should have an advantage to buy/rent a property and tourist taxes should raise.

Many responses include creating more awareness of norms, values, and rules, with the use of posters and social media campaigns at hotels, the airport, central station and in public transport. Lastly, the bad image of coffee shops should be reduced, and cultural tourists should be attracted.

Please refer to appendix 9.5 for the colour-coded open questions.

3.6.2 Interviews

It became evident that tourists feel welcomed by the host community yet wish to have more interaction with locals. Moreover, they do not feel associated with the reputation of tourists, as they mention they behave according to basic manners. They feel disappointed to be associated with tourists who are unaware of social responsibility and environmental impact, which is created by tourists who are visiting Amsterdam to smoke weed and visit the Red-Light District.

Waste

The participants acknowledge the need to reduce garbage on the streets as they stressed that there is a lot of waste in public areas, which negatively impacts their experience. This could relate to the fact that Amsterdam is an international city, that attracts many visitors, where social responsibility is not optimal yet.

> Interviewee 3: "I would not throw my trash on the floor, because then I would get a fine. I would actually not do that at all. Even though I knew there was fine. And, you know, that's just basic manners, I would say"

> Interviewee 4: "if tourists cannot understand the value of the city, then definitely they are gonna throw the garbage"

Noise

Noise disturbance is not a disruption that many tourists experience, however, this could be argued by the fact that this research was performed during COVID-19 lockdown measures. Interviewees that have visited the city pre-covid, acknowledge mainly noise disruption from drunk people at night.

> Interviewee 2: "I cannot give an opinion about that because my opinion now is positive"
> "but I know that there is always people in the internet talking that there is a lot of noise and many people making noise"

Transport

Numerous positive experiences are shared regarding public transport. However, the majority argues that cars are chaotic and unsafe towards cyclists and pedestrians. Half of the participants mention that these are side effects of a big city and the other half identified favourable outcomes of banning cars in the city centre.

> Interviewee 2: "if Amsterdam want to stay touristic, I think there is no other solution than ban cars"

> Interviewee 5: "ban cars but to allow taxis because taxis they know the city"
> "Because what I have noticed in my current stay and also my past stays that these cars they drive like maniacs I mean, for cyclists and for the people who are by foot walking around, they do not stop a red light."

Awareness

As a result of the photo-elicitation part, it can be concluded that the 'Enjoy & respect' and 'We live here' campaigns remind or even inform tourists of the rules. Hence, they are highly effective, especially since many participants were unaware of the rules and regulations in Amsterdam regarding fines. The reason for this could be, that some have noted that there are many rules, so tourists find it complicated to keep up. Besides, they also believe that rules should be more controlled by the police.

> Interviewee 4: "the first time that I am seeing this"
> "That is good, this campaign is good"
> "We are not familiar about the fine"

> Interviewee 5: "Some I have seen them in one place I think. It is good that they do this, because it makes you a little bit more aware"
> "I would be more aware not only for myself, but also for the people who I am with"
> "It was a small reminder for me again, like, yeah, of course, there are people living here"

Solution

Participants provided new insights on potential solution areas, namely more restrictions on maximum capacities in clubs, clear marketing campaigns, more opportunities for locals and tourists to get in touch with each other, spreading tourists, giving them an authentic experience, clear communication of basic information at touristic places and banning personal cars to create more safety in the city.

> Interviewee 2: "I think the best way is just to make a place, just so people have to contact more with the locals and environment just to feel more that this place have a history and locals"

> Interviewee 5: "I am sure it has a lot of hidden treasures. And I think if there would be some kind of map or explanation for tourists that they could also go to other places than just the Dam Square and central station. Yeah, I think if there would be a map, then it would be more spread out"

Please refer to appendix 9.6 for the interview questions and appendix 9.7 for the transcriptions.

3.7 Discussion and conclusion

The primary objective of this study was to investigate the opinion and behaviour of residents and tourists, because of the negative consequences of overtourism. Additionally, in-depth information on MT and its role towards sustainable tourism development from both perspectives is researched. The outcomes imply that there are areas for improvement to the current state of tourism, for both residents and visitors. Herewith, MT can play an important role due to the increasing consciousness and responsibility towards the TBL.

RQ1: What is the perception of residents towards tourists in Amsterdam, and what are the needs of the host community?

As touched upon in the problem definition and literature review, the city is suffering from overtourism, which brings along many disturbances that influence the residents' satisfaction.

SRQ1: What is the current opinion of residents towards tourists in Amsterdam?
It is determined that residents are partially satisfied, yet also identify negative consequences. They value the economic benefits and infrastructural improvements that come along with tourism growth; however, the disturbances of waste, excessive noise and traffic are mainly affecting their perception (see appendix 9.4, test 2). Moreover, there are more negative consequences, such as violence, theft, and housing shortage, that are identified. The heavily disturbed residents mostly live in areas that are densely populated and near more tourist places (see *appendix 9.4, test 1*).

SRQ2: What is their benefit sought?
The survey findings were used to compose the benefit sought of residents as part of behavioural segmentation. Accordingly, they aspire tourists to be more mindful, treat the destination with more respect and have more social- and environmental consciousness.

SRQ3: What are their JTBD?
JTBD are based on the needs and wants of residents, and therefore the desired outcome (Wunker et al., 2016)(Hankammer et al., 2019). These are particularly peaceful and silent nights, clean public areas, decreased traffic jams, no violence and more affordable housing. Moreover, they wish to be more involved and in control of what is going on around them.

RQ2: To what extent can sustainable tourism development improve residents' intention to co-create?

SRQ4: What are the expected changes with the use of mindful tourism?
Negative aspects that are most feasible to eliminate are waste, noise and traffic, which could be achieved with MT. Mindfulness can be stimulated with clear communication regarding rules, norms, and values as well as awareness-raising campaigns of their behaviour. Consequently, disturbances will possibly decrease, which has a positive impact on the resident's willingness to co-create. Besides, residents prefer to be more involved and in control of what is going on around them, which can be referred to as community inclusion (see *appendix 9.4, test 4 and 5*). This could be achieved by corporating their perspectives into destination management and encouraging interaction with locals, to create understanding and empathy.

SRQ5: What is the effect of sustainable tourism development on the willingness to co-create?
As mentioned in chapter 2, based on literature, there is a correlation between the way that residents perceive the impact of tourists and their intention to co-create in the delivery of a meaningful experience to the tourists.
This is in line with empirical evidence, as 76,86% of the respondents mention they will be more welcoming when they perceive sustainable tourism developments. This is also supported by test 3 (see *appendix 9.4*), where a relationship was discovered between eliminating negative aspects and the influence of MT on the behaviour of residents.

RQ3: What are attitudes of tourists towards socio-cognitive mindfulness?
SRQ6: What is the perception of tourists on their own socio-cognitive mindfulness?
42,86% appear to be not mindful (n=3), 28,57% are mindful (n=2) and 28,57% are very mindful (n=2). This shows that the level of mindfulness in the sample is spread, where there is room for improvement for 71,43% (n=5). Furthermore, the majority feels welcomed by residents.

The majority identify themselves as aware of the consequences of their own behaviour. Moreover, the majority mentioned that they do not feel associated with the tourists who cause disturbances due to their mindlessness. They mention that their behaviour is according to basic manners.

SRQ7: What is the current state of socio-cognitive mindfulness of tourists in Amsterdam?
The participants all recognize or agree with the most impactful nuisances of the residents, namely the waste, noise, and traffic. However, they mention that these disturbances mainly come from the stereotypical tourists, that want to enjoy the nightlife, use drugs, and visit the Red-Light District. Respondents identify themselves as visitors who behave according to basic manners and do not feel responsible for the current disturbances.

The researcher sought to understand the behaviour of tourists as part of behavioural segmentation, with the use of photo-elicitation interview questions. Here, it was remarkable that they appear to be unaware of certain rules, norms, and values, which is surprising as it is partly contradicting the outcomes of SRQ6. However, they admit that the awareness created during the interview has an impact on their behaviour, or at least increases their feeling of responsibility for their behaviour and the behaviour of others. Hence, it can be concluded that MT is not optimal yet as knowledge of rules, norms and values is not well in place and accountability is not taken.

As mentioned in the problem definition, the city of Amsterdam aims to discourage tourists who disrespect and pollute the city and its residents. According to the interview findings, visitors who fit the image of being loud, polluting and creating a nuisance are known as the ones who seek to visit the Red-Light District, go to nightclubs and smoke weed. Besides, these visitors are usually not mindful or interested in historical or cultural places.

> Interviewee 2: "they are just coming for example, to visit some street and for example, red light, or just weed"

RQ4: What role does socio-cognitive mindfulness have in behavioural changes of tourists towards sustainable tourism development?
According to literature, sustainable tourism development adheres to the needs of both the tourists and the residents and includes conscious behaviour due to mindfulness. MT refers to being more aware and present in the environment and the surroundings, resulting in being more conscious of the impact of your actions. This type of tourist pays attention to new information and is curious about its surroundings, which contributes to environmental-responsible behaviour and social responsibility, and therefore corresponds with sustainable tourism development.

Derived from the photo-elicitation interviews, it is concluded that increased awareness of rules, norms, and values has an impact on the level of mindfulness of visitors. Participants mention that this interview has either reminded or informed them to ensure responsible behaviour. They also mention that more involvement, awareness, communication, control and restrictions or rules could increase the mindfulness of the stereotyped tourists. Therefore, MT could play an important role in increasing awareness to be more conscious and behave responsibly towards the environment and the host community, which eventually decreases the dissatisfaction of inhabitants.

MRQ: How can socio-cognitive mindfulness play a role in sustainable tourism development and what is the impact on residents in Amsterdam?

All information gathered on the current tourism state, the perception of both residents and tourists, along with the RQ's answers, ensure that the MRQ can be answered.

Both the literature findings and the survey results illustrate a clear correlation between the way residents perceive tourism and their intention to co-create. However, there is currently still a gap between the current and desired state of tourism.

The suitable approach to achieve sustainable tourism development is the enhancement of MT. MT encourages more responsible and respectful behaviour towards the city and its community, in accordance with the needs of both residents and tourists. This will improve the impact of tourism and fulfils the JTBD, and benefit sought of residents. Moreover, it makes tourists more aware of the destination's environment and their role in conservation, which stimulates conscious behaviour. This reduces the negative environmental impact of visitors and therefore supports sustainable tourism development. Additionally, being mindful has proven to enhance the visitors' experience by being more engaged with the destination.

Tourists will still be welcomed; hence the economic benefits stay in place, yet environmental resources will be protected and social benefits for the host community will grow over time. Therefore, the tourism industry should be continuing environmentally, economically, and socially viable, which could be achieved when stimulating MT. This indicates the achievement of sustainable tourism development and a well-balanced TBL.

As discovered during the literature review, residents are not fully satisfied with the current state of tourism. This was also validated during the quantitative research with residents. They mainly refer to the noise, waste, and traffic, together with many other disturbances which appear to be less impactful or recognized. These disruptions stand out to a larger extent in the more central residential areas concerning the suburbs.

Residents mention that they will be more welcoming towards tourists if they perceive more respectful and mindful behaviour of tourists in their city. Hence, it is crucial to adhere to these needs, which improves the satisfaction level of the residents, and therefore also the experience of the tourists. Thus, if visitors would become more mindful, by establishing more awareness of the host community and the rules, visitors will revise their mindless behaviour and act according to social and environmental responsibility. Consequently, the needs of the residents are met, their satisfaction level will be improved and therefore, they will become more welcoming.

4 Solution design

All findings have been analyzed and allowed the researcher to introduce a solution design. Disturbances should be diminished, tourists should behave more respectfully towards residents and their surroundings, MT needs to be stimulated, visitors need to be spread throughout the city, an authentic experience should be delivered and community inclusion needs to be achieved, which all enhances the satisfaction of the residents and visitors. Hence, tourists should become mindful, which plays a substantial role in responsible behaviour, managing overtourism and achieving sustainable tourism development. This applies the theory of the conceptual framework (*figure 2*). Consequently, the following solutions are considered:

A. A website as a platform to connect visitors with locals, with a blog function to share experiences or ask questions about the neighbourhood and local hotspots. This ensures social cohesion and improves their experience.

> Interviewee 2: "I think the best way is just to make a place, just so people have to contact more with the locals and environment just to feel more that this place have a history and locals"

B. An app as a guide through Amsterdam, that includes all necessary information: cultural activities, practical information and hidden treasures.

> Interviewee 5: "I think it would be nice as well, to have more of a little black book in Amsterdam, so that you can even discover more of the local hotspots and everything"

C. Advertisement campaign to increase awareness and point out individual contributions. Awareness-raising campaigns were suggested by multiple survey respondents in the open questions. Moreover, based on the photo-elicitation interviews, it became evident that campaigns have a positive impact on the intended behaviour of visitors. To ensure behavioural change, individual contributions (action-oriented communication) should be considered, which overcomes the intention-behaviour gap.

D. Emphasizing historical- and cultural sites, by making them more attractive and accessible to encourage cultural tourists. This is also in line with the vision of the municipality of Amsterdam and shows visitors that there is more to discover than

> Interviewee 2: "to visit some street and for example, red light, or just weed"

An action/priority matrix is utilized to assess these solutions on the base of the required effort and the impact to the problem, to create a strategic overview (MindTools, 2022).
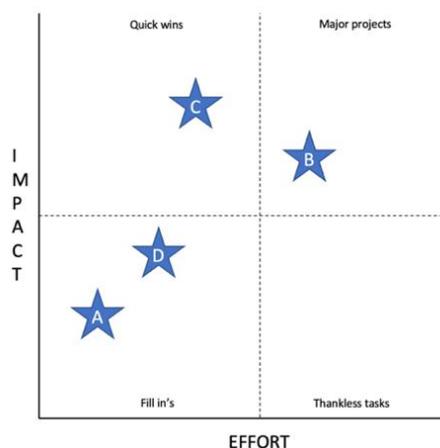
Figure 3: action/priority matrix (10 words)

As a result of this analysis, the researcher has identified solution C as the most applicable, and aims to incorporate solution B and D. Herewith, the Golden Circle framework of Sinek (2009) is utilized, where the researcher starts to argue 'why' things need to be done, before deciding 'how' and 'what' to do.

Why?
In response to the challenges of the current tourism growth, the opinion and behaviour of residents are highly valuable in this research, which ensures community inclusion (see *appendix 9.4, test 4 and 5*). Thus, the benefit sought and JTBD of residents should be considered. The aim is to:
- Resolve the excessive disturbances
- Increase awareness of visitors on norms and values
- Stimulate MT
- Encourage authentic experiences
- Spread tourists throughout the city to decrease overcrowding of places

Shifting the behaviour of tourists in a way, that they behave responsibly towards the environment and its residents, is the objective of sustainable tourism development. Consequently, residents will be more satisfied and will become more welcoming towards visitors (see *appendix 9.4, test 3*). This also positively impacts the experience of visitors.

It can be concluded from the interviews that there is limited awareness of the disturbances and norms in the city, whilst awareness positively influences their behaviour. Consequently, it is crucial to advise and confront visitors with information to increase awareness and encourage sustainable consumption (Moscardo, 1999). To achieve this, MT should be encouraged, as this has proven to be a technique for behavioural change that ensures sustainable and conscious behaviour. Besides, greater attention to the present-moment raises curiosity, guarantees engagement with the destination and creates value for visitors.

Lastly, there is a need to meet locals and a little black book with less-touristic cultural places. Tourists are triggered to visit heritage sites and to discover the culture as an addition to their initial trip, yet this interest is currently shifting from traditional touristic attractions, to more authentic sights (Ardelean and Badulescu, 2022). Hence, there is an opportunity to "encourage tourism in new ways to strengthen communities, empower citizens and preserve and promote local culture" (ibid). Thus, tourists should be supported to get in touch with locals and discover hidden gems, which ensures involvement and spreads tourists throughout the city.

How?
According to a research by Shahzalal and Font (2017), it was discovered that "raising awareness of the needs of tourist destinations, their people, and environments" is most effective to encourage belief in making a difference one can make. Therefore, social responsibility awareness should be created to stimulate MT (Luo et al., 2020). Moreover, human behaviour is largely influenced by the need for recognition and meaning (Antonakakis, 2018)(Fenitra et al., 2021). Moreover, communication factors can cultivate MT (Poh Ling et al., 2019), hence social marketing will be used, which is a marketing technique to alter voluntary behaviour, by creating a level of responsibility (Dinan and Sargeant, 2000). "It begins with a fundamental recognition of the fact that consumers will act to change their behaviour when they believe it is in their interests to do so" (ibid). This is proven to be a key driver for sustainable change in a tourism context (Truong and Hall, 2013). Herewith, behavioural change communication should be incorporated, as this

intends to stimulate ownership, by including a positive and action-oriented message, that is customer focussed (Wagle, 2019). This should be relevant and accessible for visitors, to diminish personal and responsibility intention-behaviour barriers.

There are currently already several campaigns that aim to change visitors' behaviour, such as the 'Enjoy & Respect' and 'gewenst gedrag' campaign, however, these focus on addressing wrongful behaviour by highlighting the rules and consequences, instead of encouraging preferred behaviour. Thus, this intervention aims to educate the reader and incorporate individual or societal relevance, to stimulate MT of all visitors. For this, their needs and behavioural motivations will be considered, "to offer people something they already value in exchange for a behaviour which we believe will benefit not only them as individuals, but society as a whole" (Lee and Kotler, 2019).

Furthermore, in response to overtourism, mindless behaviour and "the challenges of the modern world in terms of the need to implement sustainable development and the sustainable recovery of tourism, it is necessary to use IT solutions that will allow influencing the behaviour of tourists" (Hysa et al., 2021). Billboard advertising will be used as a marketing communication medium, due to its visibility, ability to reach the target audience and efficiency (Taylor et al., 2006). Next to this, online platforms are being increasingly used to find recommendations of places to visit but also for practical information regarding national days or public transport. Gathering all information in one place makes it more accessible for visitors.

What?
The first critical touchpoint is the arrival, this is the first physical contact with the visitors. Therefore, exposure and an introduction to the intervention are crucial at this stage. The introduction will be realized with the use of billboard advertising, to arouse interest and inform visitors. This should be displayed at the airport, train station and along the highway. Moreover, exposure to this intervention should be ensured at multiple locations in the city, to increase the reach and recurrence, and to make the message stick. Therefore, billboard advertisements should be implemented at various tactic places, such as in public transport, near museums and highly disturbed places. For this, advertisement posters need to be made, that will educate and welcome visitors. The advertisement must be appealing, to ensure that curiosity is aroused. Moreover, the information should be clear, comprehensible, and accessible, to capture the attention of all visitors, raise awareness and let the message stick.

Additionally, the app 'I amsterdam City Card' is an existing app that provides visitors with a guide to explore the city more authentically. The proposed cultural and historic activities are not only in the city centre, but also in developing areas, which helps to spread tourists and encourage them to explore authenticity. This city card allows visitors to visit cultural places and restaurants for a reduced price. Moreover, it includes access to public transportation, which is relatively environmental-friendly and reduces traffic. Promoting this app in the campaign would be suitable, which combines proposed solutions B and D, and can be added to solution C. Moreover, by making use of this existing app, the effort of solution D decreases, whilst the impact stays satisfactory. This app could be promoted with the use of a QR-code on the advertisement posters. However, to completely fulfil solution D, practical information needs to be added to the app. Therefore, the researcher will propose to include additional informative and traditional information in the app.

5 Intervention

Solution:

Publicize advertisement posters that stimulate mindful behaviour of all visitors, with the use of billboards throughout the city. Herewith, a QR should be incorporated that leads to the 'I amsterdam City Card' app to encourage cultural and historic activities.

The researcher has designed multiple advertisement posters (see *appendix 9.8*), where one main slogan is used, that aims to increase awareness of the norms and values in the city. The slogan is action-oriented and encourages readers to be mindful of their surroundings, behaviour, and experience. The advertisements point out preferred behaviour and will not focus on wrongful behaviour, as that emphasises the wrong aspect (Bradley, 2021). The slogan is as follows:

> **DARE** to discover the city
> **CARE** for the local community
> **BE AWARE** of the environment

Furthermore, advertisement posters with the QR-codes are created, that refer readers to the 'I amsterdam City Card' app (see *appendix 9.9*). Additionally, designs for the 'traditions & national days' page were made (see *appendix 9.10*). The added value of this page is to explain national traditions and special days to the visitors, which educates them and stimulates a local experience. This covers the visitors factor to cultivate MT (Poh Ling et al., 2019). Moreover, to make the campaign reoccurring, advertisement banners for the app have been designed (see *appendix 9.11*). As the target market has been led to the app with the use of the QR-code, the repetition of the campaign will ensure that the slogan sticks. The key findings and full solution will be presented to amsterdam&partners (see *appendix 9.15*) and will also be suggested to the municipality of Amsterdam (see *appendix 9.16*). These are experts in the field, as they deal with these problems daily, creating various projects and measures to accomplish sustainable developments. Therefore, the opinion and involvement of these stakeholders are of high importance.

Once both the municipality and amsterdam&partners are convinced of the suitability and viability of the intervention, their feedback and suggestions need to be considered to make adjustments and improvements. Besides, their cooperation together is critical. Once they have agreed on the final content and layout of the campaign, the campaign can be launched officially.

Implementation

Who	What
Researcher	Disseminate knowledge and propose solution to the municipality and amsterdam&partners. Convince them on the suitability and viability of the marketing campaign and the new page on the app.
Municipality	Discuss the marketing campaign internally. Use the provided information, their own previous experience with campaigns and their expertise on the field, to improve the content and/or design of the posters.
Amsterdam&partners	Discuss the benefits of the new page 'traditions & national days' internally, format the final the content and pictures for the page and launch the new page in the app.

Municipality, amsterdam&partners and commissioner	Cooperate with each other to optimize the advertisement posters and discuss the launch date, duration of the campaign and the responsibilities.
Municipality and amsterdam&partners	Both write and share an article on their own websites, that introduces and explains the 'Dare, Care, and Be Aware' campaign. This way, residents, visitors, and other companies are informed.
Municipality	The municipality launches the campaign with the use of billboards throughout the city.
Amsterdam&partners	Amsterdam&partners implements the advertisement banners in their app, that are connected to the billboard advertisements. This way, visitors that are led to the app through the campaign, will be confronted with the slogan again. Visitors that have downloaded the app their selves, will be introduced to the campaign.

Costs for the intervention (Iamsterdam, 2022)

Type of advertisement	Reach	Costs
Banner advertisement in the app	9.500 monthly	€700 monthly (see *appendix 9.15.4*)
62 billboards Schiphol arrival	315.385 weekly	€31 weekly
10 billboards Central Station	3.000.000 weekly	€750 weekly
112 A-locations throughout the city	Unknown	€1232 weekly

Total costs are **€8752** monthly.

Customer journey

During the visit

Visitors will be confronted with the billboard advertisements at an early stage during their visit, namely upon arrival at the airport, along the highway and at Central Station.
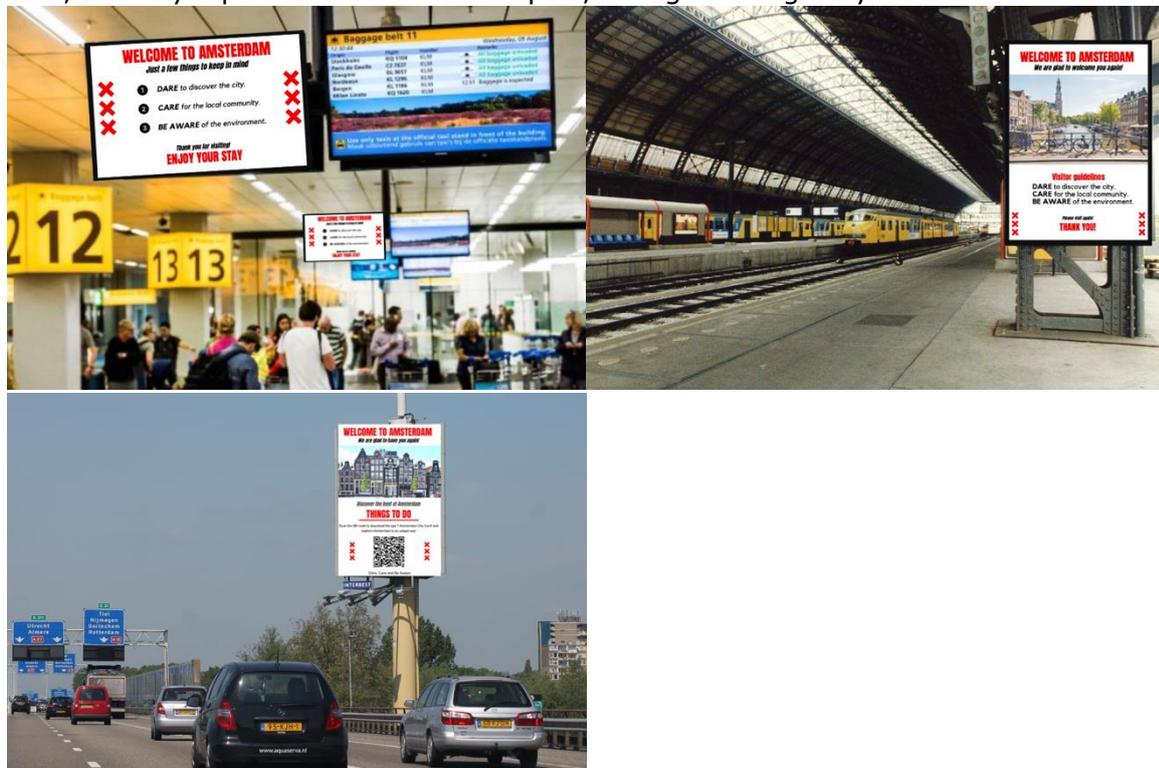
Moreover, they will also be showcased at A-locations in the city, such as at public transport, near cultural attractions, Dam Square, and Red-Light District.

After numerous confrontations with these advertisements, the slogan starts to stick and the visitor starts to capture its interest, *curiosity* will arouse, and *interest is captured*. The awareness of norms and values is increasing and the visitor understands the individual relevance. The personal and responsibility barrier are tackled, and the visitor takes responsibility by being more aware and acting respectfully towards the environment and community. Moreover, he/she will *search for answers to questions that arise*. Consequently, the visitor will scan the QR-code, to *discover* more of the city and allow himself/herself to educate even more.

The 'I amsterdam City Card' App will be downloaded, and the visitor is motivated to *explore more* of the city but is also educated about the transport options and national traditions. Here, the advertisement banners will be displayed.
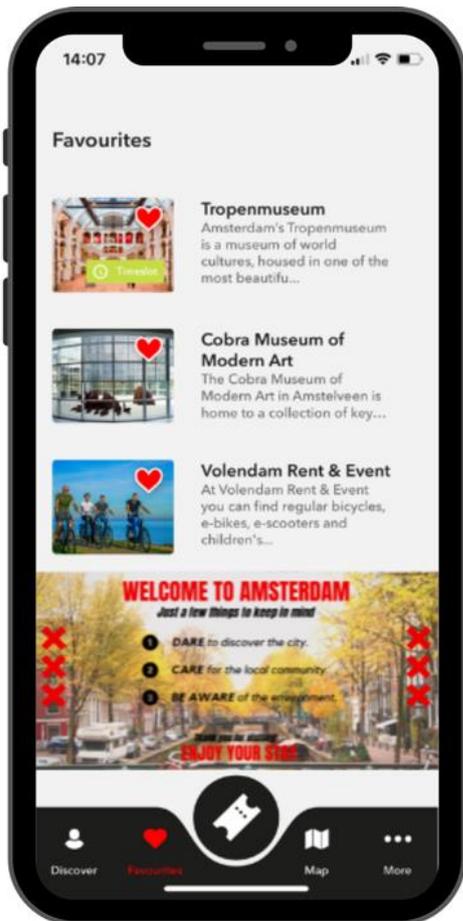
During the stay, national days might even take place, hence the visitor can experience a real local event. Consequently, the visitor *was involved and in control of what was going on around him/her*. Next to this, he/she might be curious enough and will search for more information about the campaign, after which the articles will be read.

After visit
The visitor enjoyed its stay and realized he/she was stimulated to *discover more* of the city's cultural and historical activities and met locals, but also cared for the residents by being more mindful. Moreover, he/she was more aware of its impact on the environment, due to the engagement with the destination. Hence, the level of mindfulness achieved has impacted the behaviour and improved the experience, whilst minimizing the disturbance towards the residents. These learnings and self-awareness will be taken along in future travels.

6 Evaluation

To measure the success of the intervention, an after-action review is advised to perform (Russell, 2017). Here the actual outcomes are compared to the intended outcomes, and based on this knowledge, areas of improvement can be identified (ibid). This should be executed on the level of MT and the perceived (improved) disturbances from a resident's perspective. These two elements correspond with the MRQ.

To measure the achievement of these objectives, *mixed methods impact evaluations* will be utilized (Begun, 2018). This mixed methods strategy seeks to maximize reliability and validity (Bamberger, 2012). The purpose of this *impact evaluation* is to assess the effects of the intervention with different methods, to deepen the understanding (ibid).

Quantitative evaluation design
The number of QR-code scans will be reviewed, meaning how many people were curious enough to find out more about Amsterdam, after seeing the billboard advertisements. In traditional marketing, this KPI would have been a major indicator, however in the context of this study, it only proves static mindful behaviour (Brög et al., 2009). Still, scanning this QR-code suggests sufficient scores in the following categories of Moscardo's mindfulness measure:

- "I had my interest captured"
- "I had my curiosity aroused"
- "I searched for answers to questions I may have had"

After downloading and using the app, the scores will hopefully increase in:

- "I have explored and discovered new things"
- "I inquired further about things at the city destination"
- "I was involved in what was going on around me"
- "I was in control of what was going on around me"

These are expectations of the researcher, however, to monitor the success of this intervention, the level of visitors' mindfulness should be assessed. This will be done with anonymous surveys in the app (see *appendix 9.12)* and ensures the researcher to 'manage visitors closely' (see *appendix 9.13*). The mindfulness measure is incorporated in the survey, which has also been applied in photo-elicitation interviews. The total score of question three to nine represent the mindfulness measure, where a score between 7-27 determines 'not mindful', 28-41 is identified as 'mindful' and 42-49 is classified as 'very mindful'. Hence, a score of minimal 28 by all respondents will confirm success in this part of the evaluation.

The additional questions: question one, two and ten are supplementary indicators of the response to the campaign and the impact of the campaign on their socio-cognitive mindful behaviour. Scores on these questions should be minimal 4 (28/7=4) to perceive the campaign as effective.

Qualitative evaluation design
To measure the achievement of sustainable tourism development, the impact should be assessed from both perspectives. Hence, the opinion of residents should be evaluated as well, which aims to evaluate the dynamic mindful behaviour of visitors. Residents are also a crucial stakeholder, which was showcased in the stakeholder analysis (see *appendix 9.13*). Moreover, this ensures community inclusion and links back to the MRQ:

> How can socio-cognitive mindfulness play a role in sustainable tourism development **and what is the impact on residents in Amsterdam?**

Consequently, discovering if the perceived disturbances are declining is essential to measure the success of the intervention. This should be done with the use of three/four focus groups, which is a common method in social research (Bamberger, 2012)(Wilkinson,

1998). For this, at least six residents from diverse demographic backgrounds should be invited per focus group (Wilkinson, 1998). Interactive group discussions are a convenient way to discover people's experiences and opinions on the effect of the intervention, especially since they have the same benefit sought (Kitzinger, 1994). The focus groups should be semi-structured, where several interview questions need to be prepared upfront that aims to uncover the impact of the intervention on the identified disturbances during the quantitative research (see chapter 3.6.1), but should also include in-depth reasoning and actionable recommendations for improvement (ibid). The success of the intervention is proven in this part of the evaluation, if the outcome of all focus groups is that disturbances have decreased after implementing the billboard advertising campaign.

7 Stakeholders & dissemination

To ensure that the gained knowledge of this research will be shared with key stakeholders, a dissemination plan was composed (Gagnon, 2009). This increases involvement, engagement, and actionability of the research outcomes.

A stakeholder analysis identified current and future stakeholders, using a power/interest matrix (see *appendix 9.13*). Here, it was evaluated who is impacted by or involved in this research. By executing the proposed intervention, the position of tourists will shift, as the solution's success is dependent on their behaviour. Moreover, amsterdam&partners is added, as they are in charge of implementing the advertisement banners and adding the page to their app. From this analysis, it became evident that there are four key stakeholders that should be managed closely, based on these insights, the acts of dissemination have been decided upon.

7.1 Acts of dissemination

7.1.1   Commissioner Ms. Oruc

Who is the audience?	Ms. Oruc, the commissioner of this research.
What is the message?	The entire company project will be shared, and specific questions are being asked.
Communication type	The company project will be shared by email, together with the client evaluation form.
When?	01-11-2022
What is the aimed effect/impact?	The relevancy and actionability of the conducted research can be checked with the key stakeholder and adjustments can still be made before the official deadline. Moreover, it is meant to increase knowledge of Ms. Oruc from a different perspective, which could be used for her PhD research and the HTH research centre.

Please refer to appendix 9.14 for the client evaluation form.

7.1.2   Amsterdam&partners

Who is the audience?	The Product Managers of amsterdam&partners Melissa Clauzing and Tim Gradussen. Amsterdam&partners is the organization that created the 'I amsterdam City Card' app.
What is the message?	Relevant research findings will be shared, and the solution will be pitched.
Communication type	Online presentation via Microsoft Teams.
When?	08-11-2023
What is the aimed effect/impact?	This dissemination is meant to encourage amsterdam&partners to innovate, but also to take upon the responsibility to stimulate MT. The aim is to convince them to implement the solution (advertisement banner in the app and the 'traditions & national days' page), after assessing the relevance and suitability for their organization.
What is the audience going to do with your knowledge dissemination?	They were convinced of the social and positive marketing techniques used in the proposed solutions. This could help them in reaching a new target market, namely visitors who are unaware of their behaviour. Consequently, their campaign department will consider using this communication type, to encourage MT. Additionally, the

	advertisement banners for in the app will be proposed to them in a month, after the launch of their current campaign. Furthermore, the 'traditions & national days' is suitable for their app, which will be added to their new developments.

Please refer to appendix 9.15 for proof, a summary and their evaluation.

7.1.3   Municipality of Amsterdam

Who is the audience?	The centre district director Wolfgang Hövelmann and the 'Aanpak Binnenstad' program secretary Aimée Albers.
What is the message?	Explaining the research findings, the opinion from both the resident and tourist perspective and presenting the intervention.
Communication type	A presentation at the city hall.
When?	09-11-2023
What is the aimed effect/impact?	This act of dissemination aims to share knowledge with experts in the industry, to inform them on the significant role of MT in managing overtourism, decreasing disturbances, spreading tourists, and creating a more meaningful (cultural) experience for both the visitors and residents. To ensure community inclusion, the researcher represents the opinion of the 121 survey respondents, but also encourages the stakeholders to keep engaging them, to improve their satisfaction. Moreover, this could provoke thoughts on positive communication and social marketing in upcoming campaigns and stimulate collaborating with amsterdam&partners. The aim is to convince them on the relevancy of the 'Dare, Care and Be Aware' campaign, which supports the achievement of their mission to recover the liveability and to nurture the city's heritage.
What is the audience going to do with your knowledge dissemination?	They were interested in the focus on MT, as they believe this is beneficial in their current strategy and suitable for the majority of their visitors. Moreover, community inclusion is highly important for them, which is already included in their strategy. Furthermore, they are willing to consider a collaboration with the 'I amsterdam City Card' app to encourage visitors to enjoy the elegance and culture of the city.

Please refer to appendix 9.16 for proof, a summary and their evaluation.

8 Limitations and future research directions

The researcher has identified several limitations to this research, which must be considered and can be perceived as opportunities for future research or repetition of this research.

The first limitation to be considered is regarding the sample of the survey, which could potentially be biased, as the respondents were based on voluntary responses within the (in)direct network of the researcher. Next to this, most respondents are residential in the City Centre, West or Zuid and fewer in developing areas.
As for the interviews, social desirability bias could be in place. Even though anonymity has been emphasized, the interviews were hosted face-to-face, meaning there is a risk that interviewees could feel shame about giving honest answers (Sekaran and Bougie, 2016). This is concluded from the fact that people's awareness has risen after the interview, however, they all mention they do not feel identified with these misbehaving characteristics. Additionally, the level of mindfulness is spread in the sample, for which a bigger sample could have given more certainty.

Moreover, the researcher questions the fact that the outcomes of the interviews indicate that visitors feel welcomed by residents, which might be divergent from the actual situation since the interviews were hosted during lockdown measures, where fewer tourists visited the city, nightclubs were closed, and touristic attractions had limited capacity. Therefore, it is uncertain if the outcomes are fully representative.

Should this research be repeated, the researcher would advise future researchers to review my conceptual models and consider additional types of qualitative research methods, that might add to my research. A meaningful technique could be focus groups with residents, to expand community inclusion and trigger emotions during the group discussions. Moreover, the sample of the photo-elicitation interviews could be expanded, to strengthen statistical relevance of the outcomes. Herewith, a crucial area to improve the interview is the self-reflection on current mindful behaviour and areas of development. It is highly important to extensively understand their behavioural patterns and how these could be changed. Additionally, more in-depth follow-up questions should be asked when vague answers are given or when a question is not being understood fully. Lastly, future researchers should consider performing interviews at various locations, to attract different types of visitors and broaden the scope. The current data collection was done at Dam Square; however, this could potentially only include a specific type of visitor.

Furthermore, during the dissemination with the municipality, the researcher noticed a slightly deviated focus of the municipality of Amsterdam compared to the aim of this research, which has given the researcher new insights on their top priority disturbance to diminish (see *appendix 9.16*). Hence, decreasing the disturbances from drunk tourists in mainly the Red-Light district should be further investigated onto in future research designs. Moreover, both the municipality and amsterdam&partners suggested to include online advertisements (such as Google Ads) in the intervention, to reach the target market already during the planning phase of their trip. This technique is advised to further investigate in future research, as this could be value-adding in the pre-stage of the customer journey.

9 Appendices

9.1 Appendix 1: Research Tree
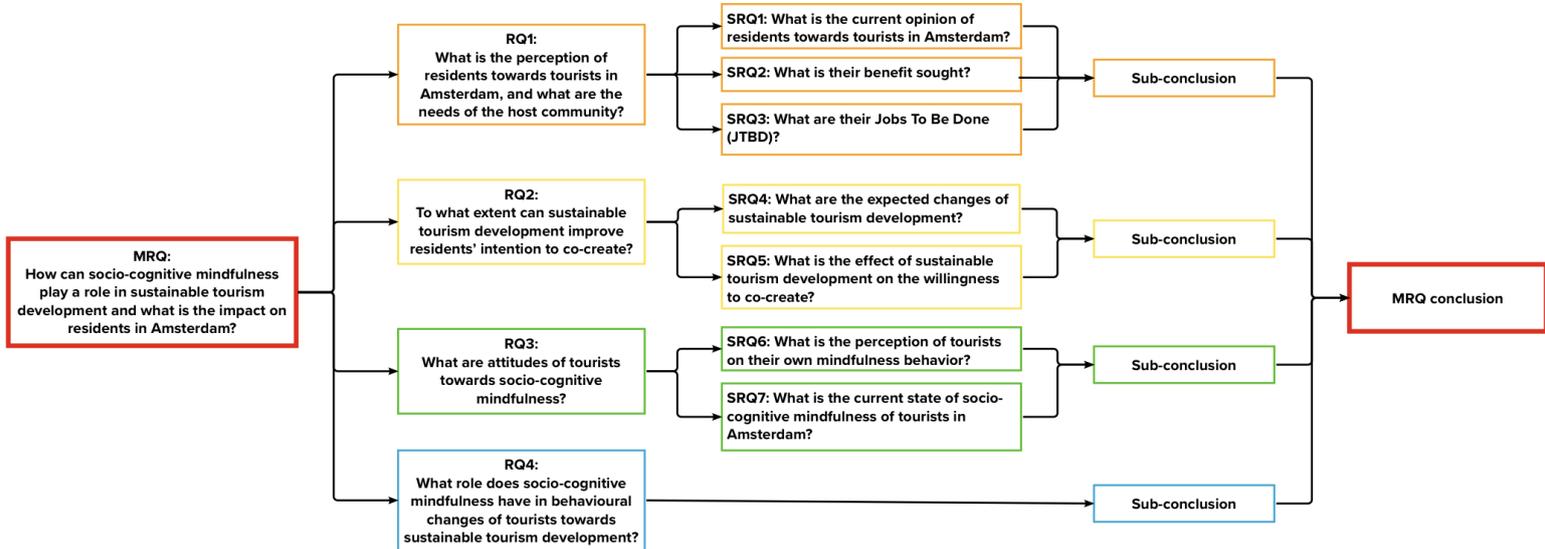
9.2 Appendix 2: Survey questions

Zuidoost

- ○ Noord
- ○ Centrum
- ○ Oost
- ○ Zuid-Oost
- ○ Zuid
- ○ West
- ○ Nieuw-West
- ○ Havengebied

3. What is your opinion toward tourism in Amsterdam? *

- ○ Very positive (love to have them around/my business drives due to tourists/proud of how many tourists the city attracts)
- ○ A Little bit positive (I like them around, but there are also negative aspects)
- ○ Neutral
- ○ Slightly negative (the costs partly outweigh the benefits)
- ○ Very negative (there are too many tourists, I experience a negative attitude towards them, due to nuisance)
- ○ Anders:

Statements
The following questions are statements, where you are required to indicate your level of agreement.

4. The Dutch traditions are fading away due to over tourism (societal costs) *

- ○ Strongly agree
- ○ Agree
- ○ Somewhat agree
- ○ Neutral
- ○ Somewhat disagree
- ○ Disagree
- ○ Strongly disagree

5. There are economic benefits of tourism for the city Amsterdam *

- ○ Strongly agree
- ○ Agree
- ○ Somewhat agree
- ○ Neutral
- ○ Somewhat disagree
- ○ Disagree
- ○ Strongly disagree

6. Tourists are one of the reasons for the infrastructure/public transport options *

- ○ Strongly agree
- ○ Agree
- ○ Somewhat agree
- ○ Neutral
- ○ Somewhat disagree
- ○ Disagree
- ○ Strongly disagree

7. I feel pride for the interest of tourists in visiting Amsterdam *

- ○ Strongly agree
- ○ Agree
- ○ Somewhat agree
- ○ Neutral
- ○ Somewhat disagree
- ○ Disagree
- ○ Strongly disagree

8. Noise disturbance is caused by tourists *

- ○ Strongly agree
- ○ Agree
- ○ Somewhat agree
- ○ Neutral
- ○ Somewhat disagree
- ○ Disagree
- ○ Strongly disagree

9. Waste on the streets is caused by tourists *

- ○ Strongly agree
- ○ Agree
- ○ Somewhat agree
- ○ Neutral
- ○ Somewhat disagree
- ○ Disagree
- ○ Strongly disagree

10. Traffic disturbance is caused by tourists *

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neutral

○ Somewhat disagree

○ Disagree

○ Strongly disagree

11. Housing shortage is caused by tourists *

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neutral

○ Somewhat disagree

○ Disagree

○ Strongly disagree

12. Violence and thief's (lack of safety) are caused by tourists *

○ Strongly agree

○ Agree

○ Somewhat agree

○ Neutral

○ Somewhat disagree

○ Disagree

○ Strongly disagree

13. How has COVID-19 impacted your perception on tourism (keeping in mind that tourism numbers have decreased by 73%) *

○ I have experienced only positive feelings, all negative aspects have dissapeared

○ I have experienced positive feelings, but also realised that tourism is part of the city's character

○ I have experienced negative feelings, as tourists belong in Amsterdam

Volgende   Formulier wissen

Verzend nooit wachtwoorden via Google Formulieren.

Deze content is niet gemaakt of goedgekeurd door Google. Misbruik rapporteren - Servicevoorwaarden - Privacybeleid

Mindful tourism

Mindful tourism refers to being aware of the surroundings and its environment, which affects the travel and consumption decision-making process. It is about being actively engaged and aware of where you are and what the consequences are of your actions

14. Which negative aspects do you think are feasible to eliminate (reduce the negative aspects that were mentioned before) *

☐ Noise

☐ Waste

☐ Traffic

☐ Violence

☐ Housing shortage

15. Do you have any suggestions on how you think this could be achieved? *

Jouw antwoord

16. I feel involved in what is going on around me (by the government in regards to tourism) *

○ Strongly disagree

○ Disagree

○ Somewhat disagree

○ Neutral

○ Somewhat agree

○ Agree

○ Strongly agree

17. I am in control of what is going on around me *

○ Strongly disagree

○ Disagree

○ Somewhat disagree

○ Neutral

○ Somewhat agree

○ Agree

○ Strongly agree

18. If tourists will become more mindful, and the negative aspects will therefore reduce, to what extent will this influence your behaviour towards tourists? *

○ I will be more welcoming, as they show respect towards me and my place of residence

○ Nothing will change

○ This works counterproductive for me

19 What do you think will work to reduce the nuisance of tourism, whilst still welcoming them to the city? *

Jouw antwoord

Vorige   Verzenden   Formulier wissen

43

9.3 Appendix 3: Survey results in SPSS
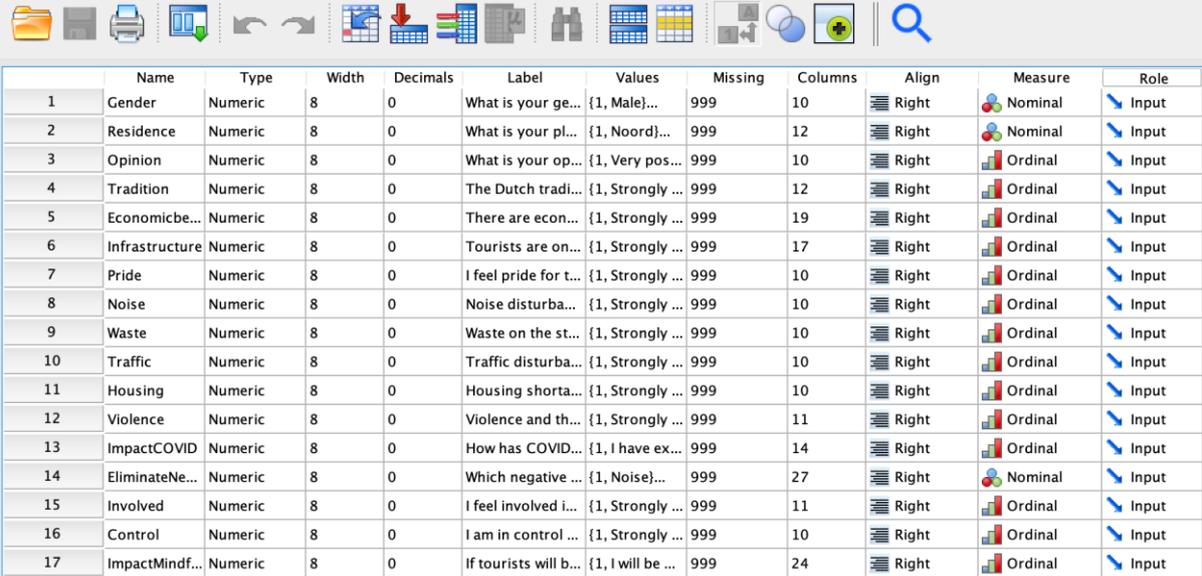
	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Gender	Numeric	8	0	What is your ge...	{1, Male}...	999	10	Right	Nominal	Input
2	Residence	Numeric	8	0	What is your pl...	{1, Noord}...	999	12	Right	Nominal	Input
3	Opinion	Numeric	8	0	What is your op...	{1, Very pos...	999	10	Right	Ordinal	Input
4	Tradition	Numeric	8	0	The Dutch tradi...	{1, Strongly ...	999	12	Right	Ordinal	Input
5	Economicbe...	Numeric	8	0	There are econ...	{1, Strongly ...	999	19	Right	Ordinal	Input
6	Infrastructure	Numeric	8	0	Tourists are on...	{1, Strongly ...	999	17	Right	Ordinal	Input
7	Pride	Numeric	8	0	I feel pride for t...	{1, Strongly ...	999	10	Right	Ordinal	Input
8	Noise	Numeric	8	0	Noise disturba...	{1, Strongly ...	999	10	Right	Ordinal	Input
9	Waste	Numeric	8	0	Waste on the st...	{1, Strongly ...	999	10	Right	Ordinal	Input
10	Traffic	Numeric	8	0	Traffic disturba...	{1, Strongly ...	999	10	Right	Ordinal	Input
11	Housing	Numeric	8	0	Housing shorta...	{1, Strongly ...	999	10	Right	Ordinal	Input
12	Violence	Numeric	8	0	Violence and th...	{1, Strongly ...	999	11	Right	Ordinal	Input
13	ImpactCOVID	Numeric	8	0	How has COVID...	{1, I have ex...	999	14	Right	Ordinal	Input
14	EliminateNe...	Numeric	8	0	Which negative ...	{1, Noise}...	999	27	Right	Nominal	Input
15	Involved	Numeric	8	0	I feel involved i...	{1, Strongly ...	999	11	Right	Ordinal	Input
16	Control	Numeric	8	0	I am in control ...	{1, Strongly ...	999	10	Right	Ordinal	Input
17	ImpactMindf...	Numeric	8	0	If tourists will b...	{1, I will be ...	999	24	Right	Ordinal	Input

137 : ImpactCOVID — Visible: 17 of 17 Variables

	Gender	Residence	Opinion	Tradition	Economic benefits	Infrastructure	Pride	Noise	Waste	Traffic	Housing	Violence	Impact COVID	Eliminate Negative Aspects	Involved	Control	ImpactMindful Tourists
26	Female	West	Slightly nega...	Neutral	Strongly agr...	Disagree	Somewhat ...	Neutral	Somewhat di...	Somewhat di...	Somewhat di...	Somewhat agr...	I have ex...	Noise	Somewhat di...	Disagree	I will be more wel...
27	Female	West	A little bit po...	Somewhat a...	Agree	Somewhat agr...	Somewhat ...	Agree	Agree	Agree	Neutral	Somewhat agr...	I have ex...	Waste	Neutral	Somewhat dis...	I will be more wel...
28	Female	Zuid	A little bit po...	Somewhat di...	Strongly agr...	Neutral	Somewhat ...	Somewhat di...	Somewhat a...	Neutral	Strongly dis...	Somewhat dis...	I have ex...	Waste	Neutral	Strongly agree	I will be more wel...
29	Female	Centrum	A little bit po...	Somewhat a...	Strongly agr...	Somewhat agr...	Agree	Somewhat a...	Somewhat a...	Neutral	Somewhat a...	Somewhat dis...	I have ex...	Noise	Somewhat a...	Neutral	Nothing will chan...
30	Female	West	Very positive	Neutral	Strongly agr...	Neutral	Strongly a...	Somewhat di...	Disagree	Disagree	Disagree	Neutral	I have ex...	Traffic	Disagree	Somewhat dis...	I will be more wel...
31	Female	Centrum	A little bit po...	Neutral	Strongly agr...	Somewhat agr...	Neutral	Somewhat a...	Somewhat di...	Strongly agr...	Disagree	Somewhat dis...	I have ex...	Housing s...	Disagree	Disagree	Nothing will chan...
32	Male	Zuid	Neutral	Disagree	Agree	Somewhat agr...	Somewhat ...	Neutral	Somewhat a...	Agree	Somewhat di...	Neutral	I have ex...	Traffic	Neutral	Somewhat dis...	Nothing will chan...
33	Female	Zuid	A little bit po...	Disagree	Strongly agr...	Disagree	Somewhat ...	Strongly agr...	Somewhat a...	Disagree	Somewhat a...	Disagree	I have ex...	Noise	Strongly agr...	Strongly agree	I will be more wel...
34	Female	West	A little bit po...	Somewhat a...	Strongly agr...	Neutral	Neutral	Disagree	Disagree	Disagree	Disagree	Somewhat dis...	I have ex...	Waste	Neutral	Disagree	Nothing will chan...
35	Male	West	A little bit po...	Strongly dis...	Strongly agr...	Disagree	Strongly a...	Disagree	Disagree	Strongly dis...	Strongly dis...	Somewhat dis...	I have ex...	Waste	Agree	Agree	I will be more wel...
36	Female	West	A little bit po...	Somewhat di...	Strongly agr...	Agree	Neutral	Strongly dis...	Neutral	Neutral	Somewhat a...	Neutral	I have ex...	Housing s...	Somewhat a...	Somewhat agr...	Nothing will chan...
37	Female	West	A little bit po...	Agree	Somewhat di...	Neutral	Somewhat ...	Agree	Agree	Agree	Somewhat a...	Somewhat agr...	I have ex...	Noise	Agree	Somewhat dis...	Nothing will chan...
38	Female	Centrum	A little bit po...	Neutral	Strongly agr...	Somewhat agr...	Agree	Neutral	Somewhat a...	Agree	Disagree	Somewhat dis...	I have ex...	Violence	Somewhat di...	Neutral	I will be more wel...
39	Female	Centrum	A little bit po...	Disagree	Strongly agr...	Strongly agree	Strongly a...	Agree	Neutral	Somewhat a...	Agree	Somewhat agr...	I have ex...	Waste	Disagree	Somewhat dis...	Nothing will chan...
40	Female	Zuid	Very positive	Disagree	Strongly agr...	Disagree	Agree	Disagree	Disagree	Disagree	Disagree	Disagree	I have ex...	Waste	Disagree	Somewhat agr...	Nothing will chan...
41	Male	Centrum	Neutral	Strongly dis...	Agree	Neutral	Somewhat ...	Somewhat a...	Somewhat a...	Strongly agr...	Somewhat a...	Agree	I have ex...	Housing s...	Disagree	Disagree	I will be more wel...
42	Female	West	Very positive	Agree	Somewhat dis...	Somewhat ...	Agree	Agree	Agree	Agree	Strongly agr...	Agree	I have ex...	Waste	Somewhat a...	Somewhat agr...	I will be more wel...
43	Female	Zuid	Neutral	Neutral	Agree	Somewhat agr...	Agree	Somewhat a...	Strongly agr...	Neutral	Neutral	Neutral	I have ex...	Waste	Disagree	Disagree	I will be more wel...
44	Male	Zuid	Neutral	Disagree	Strongly agr...	Somewhat agr...	Somewhat ...	Somewhat a...	Agree	Strongly dis...	Strongly dis...	Neutral	I have ex...	Traffic	Disagree	Disagree	I will be more wel...
45	Female	Zuid	Slightly nega...	Disagree	Strongly agr...	Agree	Agree	Strongly agr...	Agree	Agree	Somewhat a...	Agree	I have ex...	Noise	Disagree	Disagree	I will be more wel...
46	Female	Oost	Neutral	Somewhat a...	Strongly agr...	Neutral	Somewhat ...	Somewhat di...	Somewhat di...	Somewhat a...	Somewhat a...	Somewhat dis...	I have ex...	Noise	Somewhat a...	Agree	Nothing will chan...
47	Female	Oost	A little bit po...	Somewhat a...	Agree	Neutral	Somewhat ...	Somewhat di...	Somewhat di...	Disagree	Neutral	Neutral	I have ex...	Violence	Neutral	Neutral	Nothing will chan...
48	Female	Nieuw-...	A little bit po...	Neutral	Agree	Agree	Agree	Somewhat a...	Somewhat a...	Somewhat di...	Neutral	Disagree	I have ex...	Waste	Somewhat di...	Neutral	I will be more wel...
49	Male	Zuid	Very negative	Agree	Strongly agr...	Agree	Neutral	Agree	Agree	Agree	Strongly agr...	Agree	I have ex...	Waste	Agree	Agree	Nothing will chan...
50	Female	Centrum	Slightly nega...	Somewhat a...	Agree	Neutral	Somewhat ...	Somewhat a...	Somewhat a...	Neutral	Somewhat agr...	Neutral	I have ex...	Violence	Disagree	Disagree	I will be more wel...

Data View — Variable View

IBM SPSS Statistics Processor is ready — Unicode:ON

137 : ImpactCOVID — Visible: 17 of 17 Variables

	Gender	Residence	Opinion	Tradition	Economic benefits	Infrastructure	Pride	Noise	Waste	Traffic	Housing	Violence	Impact COVID	Eliminate Negative Aspects	Involved	Control	ImpactMindful Tourists
51	Female	Zuid	A little bit po...	Somewhat a...	Agree	Somewhat agr...	Strongly a...	Neutral	Somewhat a...	Somewhat a...	Agree	Neutral	I have ex...	Noise	Neutral	Somewhat agr...	I will be more wel...
52	Female	Centrum	A little bit po...	Neutral	Agree	Somewhat dis...	Somewhat ...	Strongly agr...	Strongly agr...	Somewhat a...	Somewhat agr...	I have ex...	Noise	Somewhat a...	Somewhat agr...	I will be more wel...
53	Female	Oost	Slightly nega...	Neutral	Agree	Somewhat agr...	Neutral	Agree	Agree	Somewhat a...	Somewhat a...	Somewhat dis...	I have ex...	Waste	Disagree	Disagree	I will be more wel...
54	Male	West	Very negative	Disagree	Agree	Somewhat ...	Somewhat ...	Disagree	Somewhat a...	Disagree	Strongly dis...	Disagree	I have ex...	Noise	Somewhat a...	Somewhat agr...	I will be more wel...
55	Female	Zuid	Very negative	Neutral	Somewhat a...	Somewhat dis...	Strongly a...	Agree	Strongly agr...	Strongly agr...	Somewhat a...	Agree	I have ex...	Waste	Somewhat di...	Disagree	I will be more wel...
56	Male	Centrum	Slightly nega...	Strongly agr...	Agree	Somewhat agr...	Neutral	Agree	Strongly agr...	Strongly agr...	Somewhat a...	Agree	I have ex...	Waste	Disagree	Disagree	I will be more wel...
57	Male	Centrum	A little bit po...	Somewhat a...	Agree	Agree	Strongly a...	Neutral	Strongly agr...	Disagree	Disagree	Somewhat agr...	I have ex...	Waste	Strongly dis...	Neutral	I will be more wel...
58	Male	Zuid	A little bit po...	Somewhat di...	Strongly agr...	Neutral	Strongly a...	Somewhat a...	Neutral	Somewhat a...	Neutral	Neutral	I have ex...	Noise	Neutral	Somewhat dis...	Nothing will chan...
59	Female	Centrum	A little bit po...	Disagree	Strongly agr...	Agree	Agree	Somewhat a...	Agree	Agree	Disagree	Somewhat agr...	I have ex...	Noise	Disagree	Agree	Nothing will chan...
60	Male	Centrum	Very negative	Agree	Strongly agr...	Disagree	Agree	Strongly agr...	Agree	Agree	Somewhat a...	Agree	I have ex...	Traffic	Agree	Somewhat dis...	I will be more wel...
61	Male	Zuid	Slightly nega...	Neutral	Strongly agr...	Somewhat agr...	Agree	Strongly agr...	Agree	Agree	Neutral	Agree	I have ex...	Waste	Somewhat a...	Disagree	Nothing will chan...
62	Female	Zuid	Very negative	Disagree	Strongly agr...	Agree	Strongly a...	Agree	Strongly agr...	Somewhat a...	Neutral	Neutral	I have ex...	Waste	Somewhat di...	Disagree	I will be more wel...
63	Female	Zuid	Very negative	Somewhat di...	Agree	Somewhat agr...	Disagree	Somewhat a...	Somewhat a...	Strongly agr...	Somewhat dis...	I have ex...	Traffic	Somewhat di...	Somewhat agr...	I will be more wel...
64	Male	Zuid	Very negative	Neutral	Strongly agr...	Agree	Strongly a...	Agree	Strongly agr...	Strongly agr...	Disagree	Somewhat agr...	I have ex...	Noise	Disagree	Disagree	I will be more wel...
65	Male	Zuid	Slightly nega...	Somewhat di...	Agree	Neutral	Somewhat ...	Agree	Agree	Strongly agr...	Somewhat a...	Agree	I have ex...	Waste	Disagree	Neutral	I will be more wel...
66	Male	Noord	Slightly nega...	Somewhat di...	Agree	Agree	Strongly a...	Strongly agr...	Strongly agr...	Agree	Somewhat a...	Agree	I have ex...	Waste	Disagree	Disagree	I will be more wel...
67	Male	Haveng...	A little bit po...	Somewhat di...	Agree	Somewhat dis...	Agree	Neutral	Neutral	Somewhat di...	Disagree	Somewhat dis...	I have ex...	Waste	Neutral	Disagree	I will be more wel...
68	Male	Centrum	Very negative	Disagree	Agree	Agree	Agree	Strongly agr...	Strongly agr...	Strongly agr...	Agree	Agree	I have ex...	Noise	Disagree	Disagree	I will be more wel...
69	Male	Nieuw-...	Very positive	Disagree	Somewhat a...	Agree	Strongly a...	Agree	Agree	Somewhat a...	Somewhat di...	Agree	I have ex...	Traffic	Disagree	Disagree	Nothing will chan...
70	Male	Zuid-O...	Very positive	Disagree	Agree	Strongly agree	Agree	Agree	Strongly agr...	Agree	Somewhat a...	Somewhat agr...	I have ex...	Waste	Disagree	Disagree	I will be more wel...
71	Male	Nieuw-...	Very positive	Somewhat a...	Agree	Agree	Strongly a...	Agree	Agree	Agree	Somewhat a...	Agree	I have ex...	Waste	Disagree	Strongly disa...	I will be more wel...
72	Male	Zuid	A little bit po...	Somewhat a...	Strongly agr...	Somewhat dis...	Agree	Somewhat a...	Agree	Somewhat a...	Neutral	Strongly agree	I have ex...	Noise	Somewhat di...	Somewhat dis...	I will be more wel...
73	Male	Oost	A little bit po...	Disagree	Strongly agr...	Strongly agree	Neutral	Neutral	Disagree	Strongly dis...	Agree	Disagree	I have ex...	Housing s...	Disagree	Disagree	I will be more wel...
74	Female	West	A little bit po...	Agree	Agree	Somewhat dis...	Somewhat ...	Neutral	Agree	Somewhat di...	Neutral	Disagree	I have ex...	Waste	Somewhat di...	Neutral	I will be more wel...
75	Female	Centrum	Neutral	Neutral	Somewhat a...	Somewhat dis...	Somewhat ...	Somewhat a...	Neutral	Neutral	Somewhat di...	Somewhat dis...	I have ex...	Waste	Somewhat di...	Somewhat dis...	

Data View — Variable View

IBM SPSS Statistics Processor is ready — Unicode:ON

137 : ImpactCOVID

	Gender	Residence	Opinion	Tradition	Economic benefits	Infrastructure	Pride	Noise	Waste	Traffic	Housing	Violence	Impact COVID	Eliminate Negative Aspects	Involved	Control	ImpactMindful Tourists
76	Female	West	Neutral	Somewhat a...	Agree	Somewhat agr...	Somewhat ...	Neutral	Somewhat a...	Neutral	Agree	Neutral	I have ex...	Housing s...	Neutral	Neutral	Nothing will chan...
77	Male	Zuid	Neutral	Somewhat a...	Agree	Neutral	Neutral	Somewhat a...	Somewhat a...	Somewhat a...	Agree	Neutral	I have ex...	Waste	Agree	Agree	Nothing will chan...
78	Male	Zuid	A little bit po...	Somewhat a...	Strongly agr...	Agree	Somewhat ...	Somewhat a...	Agree	Agree	Disagree	Neutral	I have ex...	Waste	Neutral	Somewhat agr...	I will be more wel...
79	Female	Centrum	A little bit po...	Neutral	Agree	Somewhat agr...	Agree	Agree	Agree	Agree	Agree	Neutral	I have ex...	Traffic	Neutral	Neutral	I will be more wel...
80	Female	Centrum	Slightly nega...	Somewhat a...	Agree	Somewhat agr...	Neutral	Somewhat a...	Agree	Somewhat a...	Somewhat di...	Somewhat agr...	I have ex...	Violence	Neutral	Neutral	I will be more wel...
81	Male	West	A little bit po...	Neutral	Strongly agr...	Disagree	Agree	Somewhat di...	Neutral	Neutral	Somewhat a...	Neutral	I have ex...	Waste	Disagree	Agree	Nothing will chan...
82	Female	West	A little bit po...	Neutral	Strongly agr...	Somewhat agr...	Agree	Somewhat a...	Somewhat di...	Disagree	Neutral	Strongly agree	I have ex...	Traffic	Somewhat a...	Somewhat agr...	Nothing will chan...
83	Female	West	Slightly nega...	Somewhat di...	Somewhat a...	Neutral	Somewhat ...	Neutral	Neutral	Neutral	Disagree	Neutral	I have ex...	Waste	Neutral	Neutral	I will be more wel...
84	Female	Zuid	A little bit po...	Disagree	Strongly agr...	Neutral	Strongly a...	Somewhat a...	Agree	Strongly agr...	Somewhat a...	Disagree	I have ex...	Traffic	Somewhat di...	Somewhat agr...	I will be more wel...
85	Female	Zuid	Slightly nega...	Somewhat a...	Agree	Neutral	Agree	Agree	Agree	Agree	Agree	Somewhat agr...	I have ex...	Noise	Disagree	Disagree	I will be more wel...
86	Female	Zuid	A little bit po...	Somewhat di...	Neutral	Neutral	Somewhat ...	Agree	Agree	Strongly agr...	Somewhat a...	Somewhat dis...	I have ex...	Noise	Somewhat a...	Neutral	I will be more wel...
87	Female	Nieuw-...	A little bit po...	Neutral	Strongly agr...	Agree	Strongly a...	Somewhat di...	Neutral	Somewhat di...	Strongly dis...	Disagree	I have ex...	Waste	Disagree	Disagree	I will be more wel...
88	Female	West	A little bit po...	Somewhat di...	Agree	Somewhat agr...	Agree	Strongly agr...	Strongly agr...	Strongly agr...	Strongly agr...	Strongly agree	I have ex...	Housing s...	Somewhat di...	Somewhat dis...	I will be more wel...
89	Female	Centrum	Slightly nega...	Somewhat di...	Agree	Somewhat agr...	Agree	Agree	Agree	Somewhat di...	Disagree	Disagree	I have ex...	Noise	Somewhat a...	Somewhat dis...	I will be more wel...
90	Male	West	A little bit po...	Disagree	Strongly agr...	Somewhat dis...	Agree	Neutral	Somewhat a...	Neutral	Neutral	Disagree	I have ex...	Waste	Somewhat a...	Somewhat agr...	I will be more wel...
91	Female	Centrum	Slightly nega...	Somewhat di...	Agree	Somewhat dis...	Agree	Neutral	Neutral	Disagree	Disagree	Disagree	I have ex...	Waste	Neutral	Somewhat agr...	I will be more wel...
92	Male	Haveng...	A little bit po...	Strongly dis...	Strongly agr...	Agree	Strongly a...	Disagree	Somewhat a...	Agree	Strongly agr...	Agree	I have ex...	Housing s...	Disagree	Disagree	I will be more wel...
93	Male	Zuid-O...	Neutral	Disagree	Strongly agr...	Agree	Strongly a...	Agree	Agree	Strongly agr...	Strongly agr...	Somewhat agr...	I have ex...	Traffic	Disagree	Somewhat dis...	I will be more wel...
94	Male	Noord	A little bit po...	Disagree	Agree	Strongly agree	Strongly a...	Agree	Agree	Agree	Agree	Agree	I have ex...	Noise	Disagree	Disagree	I will be more wel...
95	Male	Haveng...	A little bit po...	Disagree	Strongly agr...	Somewhat agr...	Strongly a...	Agree	Strongly agr...	Somewhat a...	Agree	Agree	I have ex...	Waste	Strongly dis...	Strongly disa...	I will be more wel...
96	Male	Zuid-O...	A little bit po...	Disagree	Agree	Agree	Somewhat ...	Agree	Strongly agr...	Neutral	Somewhat a...	Neutral	I have ex...	Traffic	Disagree	Strongly disa...	Nothing will chan...
97	Male	Noord	A little bit po...	Strongly dis...	Strongly agr...	Neutral	Agree	Somewhat a...	Agree	Somewhat a...	Somewhat di...	Somewhat dis...	I have ex...	Waste	Somewhat di...	Somewhat dis...	I will be more wel...
98	Male	Zuid-O...	A little bit po...	Disagree	Agree	Somewhat agr...	Agree	Agree	Agree	Somewhat di...	Disagree	Strongly disa...	I have ex...	Waste	Strongly dis...	Strongly disa...	I will be more wel...
99	Male	West	A little bit po...	Disagree	Strongly agr...	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Agree	Agree	Somewhat dis...	I have ex...	Noise	Disagree	Disagree	I will be more wel...
1...	Female	Haveng...	A little bit po...	Disagree	Strongly agr...	Agree	Agree	Agree	Strongly agr...	Neutral	Somewhat di...	Somewhat dis...	I have ex...	Noise	Somewhat a...	Somewhat ag...	

Data View   Variable View

IBM SPSS Statistics Processor is ready   Unicode:ON

137 : ImpactCOVID — Visible: 17 of 17 Variables

	Gender	Residence	Opinion	Tradition	Economic benefits	Infrastructure	Pride	Noise	Waste	Traffic	Housing	Violence	Impact COVID	Eliminate Negative Aspects	Involved	Control	ImpactMindful Tourists
76	Female	West	Neutral	Somewhat a...	Agree	Somewhat agr...	Somewhat ...	Neutral	Somewhat a...	Neutral	Agree	Neutral	I have ex...	Housing s...	Neutral	Neutral	Nothing will chan...
77	Male	Zuid	Neutral	Somewhat a...	Agree	Neutral	Neutral	Somewhat a...	Somewhat a...	Somewhat a...	Agree	Neutral	I have ex...	Waste	Agree	Agree	Nothing will chan...
78	Male	Zuid	A little bit po...	Somewhat a...	Strongly agr...	Agree	Somewhat ...	Somewhat a...	Agree	Agree	Disagree	Neutral	I have ex...	Waste	Neutral	Somewhat agr...	I will be more wel...
79	Female	Centrum	A little bit po...	Neutral	Agree	Somewhat agr...	Agree	Agree	Agree	Agree	Neutral	Neutral	I have ex...	Traffic	Neutral	Neutral	I will be more wel...
80	Female	Centrum	Slightly nega...	Somewhat a...	Agree	Somewhat agr...	Neutral	Somewhat a...	Agree	Somewhat a...	Somewhat di...	Somewhat agr...	I have ex...	Violence	Neutral	Neutral	I will be more wel...
81	Male	West	A little bit po...	Neutral	Strongly agr...	Disagree	Agree	Somewhat di...	Neutral	Neutral	Somewhat a...	Neutral	I have ex...	Waste	Disagree	Agree	Nothing will chan...
82	Female	West	A little bit po...	Neutral	Strongly agr...	Somewhat agr...	Agree	Somewhat a...	Somewhat di...	Disagree	Neutral	Strongly agree	I have ex...	Traffic	Somewhat a...	Somewhat agr...	Nothing will chan...
83	Female	West	Slightly nega...	Somewhat di...	Somewhat a...	Neutral	Somewhat ...	Neutral	Neutral	Neutral	Disagree	Neutral	I have ex...	Waste	Neutral	Neutral	I will be more wel...
84	Female	Zuid	A little bit po...	Disagree	Strongly agr...	Neutral	Strongly a...	Somewhat a...	Agree	Strongly agr...	Somewhat a...	Disagree	I have ex...	Traffic	Somewhat di...	Somewhat agr...	I will be more wel...
85	Female	Zuid	Slightly nega...	Somewhat a...	Agree	Neutral	Agree	Agree	Agree	Agree	Somewhat a...	Somewhat agr...	I have ex...	Noise	Disagree	Disagree	I will be more wel...
86	Female	Zuid	A little bit po...	Somewhat di...	Neutral	Neutral	Somewhat ...	Agree	Agree	Strongly agr...	Somewhat a...	Somewhat dis...	I have ex...	Noise	Somewhat a...	Neutral	I will be more wel...
87	Female	Nieuw-...	A little bit po...	Neutral	Strongly agr...	Agree	Strongly a...	Somewhat di...	Neutral	Somewhat di...	Strongly dis...	Disagree	I have ex...	Waste	Disagree	Disagree	I will be more wel...
88	Female	West	A little bit po...	Somewhat di...	Agree	Somewhat agr...	Agree	Strongly agr...	Strongly agr...	Strongly agr...	Strongly agr...	Strongly agree	I have ex...	Housing s...	Somewhat di...	Somewhat dis...	I will be more wel...
89	Female	Centrum	Slightly nega...	Somewhat di...	Agree	Somewhat agr...	Agree	Agree	Agree	Somewhat di...	Disagree	Disagree	I have ex...	Waste	Somewhat a...	Somewhat dis...	I will be more wel...
90	Male	West	A little bit po...	Disagree	Strongly agr...	Somewhat dis...	Agree	Neutral	Somewhat a...	Neutral	Neutral	Disagree	I have ex...	Waste	Somewhat a...	Somewhat agr...	I will be more wel...
91	Female	Centrum	Slightly nega...	Somewhat di...	Agree	Somewhat dis...	Agree	Neutral	Neutral	Disagree	Disagree	Disagree	I have ex...	Waste	Neutral	Somewhat agr...	I will be more wel...
92	Male	Haveng...	A little bit po...	Strongly dis...	Strongly agr...	Agree	Strongly a...	Disagree	Somewhat a...	Agree	Strongly agr...	Agree	I have ex...	Housing s...	Disagree	Disagree	I will be more wel...
93	Male	Zuid-O...	Neutral	Disagree	Strongly agr...	Agree	Strongly a...	Agree	Agree	Strongly agr...	Strongly agr...	Somewhat agr...	I have ex...	Traffic	Disagree	Somewhat dis...	I will be more wel...
94	Male	Noord	A little bit po...	Disagree	Agree	Strongly agree	Strongly a...	Agree	Agree	Agree	Agree	Agree	I have ex...	Noise	Disagree	Disagree	I will be more wel...
95	Male	Haveng...	A little bit po...	Disagree	Strongly agr...	Somewhat agr...	Strongly a...	Agree	Strongly agr...	Somewhat a...	Agree	Agree	I have ex...	Waste	Strongly dis...	Strongly disa...	I will be more wel...
96	Male	Zuid-O...	A little bit po...	Disagree	Agree	Agree	Somewhat ...	Agree	Strongly agr...	Neutral	Somewhat a...	Neutral	I have ex...	Traffic	Disagree	Strongly disa...	Nothing will chan...
97	Male	Noord	A little bit po...	Strongly dis...	Strongly agr...	Neutral	Agree	Somewhat a...	Agree	Somewhat a...	Somewhat di...	Somewhat dis...	I have ex...	Waste	Somewhat di...	Somewhat dis...	I will be more wel...
98	Male	Zuid-O...	A little bit po...	Disagree	Agree	Somewhat agr...	Agree	Agree	Agree	Somewhat di...	Disagree	Strongly disa...	I have ex...	Waste	Strongly dis...	Strongly disa...	I will be more wel...
99	Male	West	A little bit po...	Disagree	Strongly agr...	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Agree	Agree	Somewhat disa...	I have ex...	Noise	Disagree	Disagree	I will be more wel...
1...	Female	Haveng...	A little bit po...	Disagree	Strongly agr...	Agree	Agree	Agree	Strongly agr...	Neutral	Somewhat di...	Somewhat dis...	I have ex...	Noise	Somewhat a...	Somewhat ag...	

Data View — Variable View

IBM SPSS Statistics Processor is ready — Unicode:ON

137 : ImpactCOVID — Visible: 17 of 17 Variables

	Gender	Residence	Opinion	Tradition	Economic benefits	Infrastructure	Pride	Noise	Waste	Traffic	Housing	Violence	Impact COVID	Eliminate Negative Aspects	Involved	Control	ImpactMindful Tourists
98	Male	Zuid-O...	A little bit po...	Disagree	Agree	Somewhat agr...	Agree	Agree	Agree	Somewhat di...	Disagree	Strongly disa...	I have ex...	Waste	Strongly dis...	Strongly disa...	I will be more wel...
99	Male	West	A little bit po...	Disagree	Strongly agr...	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Agree	Agree	Somewhat dis...	I have ex...	Noise	Disagree	Disagree	I will be more wel...
100	Female	Haveng...	A little bit po...	Disagree	Agree	Agree	Agree	Agree	Strongly agr...	Neutral	Somewhat a...	Somewhat a...	I have ex...	Noise	Somewhat a...	Somewhat agr...	I will be more wel...
101	Female	Zuid-O...	A little bit po...	Somewhat di...	Strongly agr...	Strongly agree	Strongly a...	Strongly agr...	Strongly agr...	Somewhat a...	Somewhat a...	Somewhat agr...	I have ex...	Waste	Neutral	Neutral	I will be more wel...
102	Female	Noord	A little bit po...	Somewhat di...	Agree	Somewhat dis...	Agree	Agree	Somewhat a...	Somewhat a...	Somewhat a...	Disagree	I have ex...	Noise	Somewhat a...	Somewhat agr...	I will be more wel...
103	Female	Nieuw-...	A little bit po...	Disagree	Agree	Somewhat agr...	Agree	Strongly agr...	Strongly agr...	Somewhat a...	Agree	Agree	I have ex...	Noise	Somewhat a...	Neutral	I will be more wel...
104	Female	Oost	Slightly nega...	Disagree	Somewhat a...	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Agree	Somewhat a...	Neutral	I have ex...	Waste	Agree	Somewhat agr...	I will be more wel...
105	Male	Centrum	A little bit po...	Somewhat di...	Strongly agr...	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Agree	Somewhat a...	Strongly agree	I have ex...	Violence	Somewhat di...	Strongly disa...	I will be more wel...
106	Male	Zuid	A little bit po...	Somewhat di...	Strongly agr...	Agree	Strongly a...	Strongly agr...	Strongly agr...	Strongly agr...	Strongly agr...	Strongly agree	I have ex...	Housing s...	Strongly dis...	Strongly disa...	I will be more wel...
107	Male	Haveng...	A little bit po...	Disagree	Agree	Strongly agree	Strongly a...	Strongly agr...	Strongly agr...	Strongly agr...	Agree	Strongly agree	I have ex...	Noise	Strongly dis...	Strongly disa...	I will be more wel...
108	Female	Noord	A little bit po...	Somewhat a...	Agree	Agree	Somewhat ...	Somewhat a...	Somewhat a...	Neutral	Somewhat di...	Somewhat dis...	I have ex...	Waste	Somewhat a...	Agree	Nothing will chan...
109	Female	Noord	A little bit po...	Somewhat a...	Strongly agr...	Somewhat dis...	Somewhat ...	Somewhat a...	Agree	Agree	Somewhat a...	Somewhat dis...	I have ex...	Waste	Disagree	Somewhat dis...	I will be more wel...
110	Female	Centrum	Slightly nega...	Somewhat a...	Agree	Disagree	Somewhat ...	Neutral	Neutral	Strongly agr...	Neutral	Neutral	I have ex...	Waste	Disagree	Disagree	I will be more wel...
111	Male	Noord	A little bit po...	Somewhat a...	Agree	Somewhat agr...	Agree	Agree	Strongly agr...	Agree	Somewhat a...	Somewhat agr...	I have ex...	Noise	Neutral	Somewhat dis...	I will be more wel...
112	Female	Haveng...	A little bit po...	Somewhat di...	Agree	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Strongly agr...	Somewhat a...	Somewhat agr...	I have ex...	Waste	Somewhat a...	Somewhat agr...	I will be more wel...
113	Male	Centrum	A little bit po...	Neutral	Agree	Agree	Agree	Agree	Strongly agr...	Somewhat a...	Agree	Somewhat agr...	I have ex...	Housing s...	Somewhat a...	Somewhat dis...	I will be more wel...
114	Female	West	Slightly nega...	Agree	Agree	Strongly agree	Strongly a...	Agree	Strongly agr...	Strongly agr...	Somewhat a...	Agree	I have ex...	Waste	Somewhat di...	Somewhat dis...	I will be more wel...
115	Female	Zuid	Slightly nega...	Somewhat a...	Agree	Agree	Somewhat ...	Somewhat di...	Agree	Agree	Agree	Somewhat agr...	I have ex...	Traffic	Disagree	Somewhat agr...	I will be more wel...
116	Female	Zuid	Slightly nega...	Somewhat a...	Agree	Somewhat agr...	Agree	Agree	Agree	Strongly agr...	Somewhat a...	Agree	I have ex...	Housing s...	Somewhat a...	Somewhat dis...	I will be more wel...
117	Male	Oost	Slightly nega...	Somewhat a...	Agree	Agree	Agree	Agree	Agree	Agree	Somewhat a...	Somewhat agr...	I have ex...	Waste	Somewhat a...	Somewhat agr...	I will be more wel...
118	Male	West	Slightly nega...	Agree	Agree	Agree	Agree	Strongly agr...	Strongly agr...	Strongly agr...	Somewhat a...	Somewhat agr...	I have ex...	Waste	Disagree	Disagree	I will be more wel...
119	Male	Noord	A little bit po...	Agree	Agree	Somewhat agr...	Strongly a...	Strongly agr...	Strongly agr...	Strongly agr...	Somewhat a...	Somewhat a...	I have ex...	Traffic	Disagree	Somewhat dis...	I will be more wel...
120	Male	Centrum	A little bit po...	Agree	Agree	Agree	Agree	Strongly agr...	Strongly agr...	Agree	Agree	Agree	I have ex...	Noise	Somewhat a...	Somewhat dis...	I will be more wel...
121	Female	Oost	A little bit po...	Agree	Agree	Neutral	Agree	Agree	Agree	Agree	Strongly agr...	Strongly agree	I have ex...	Housing s...	Disagree	Disagree	I will be more wel...
122																	

Data View — Variable View

IBM SPSS Statistics Processor is ready — Unicode:ON

What is your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	75	62.0	62.0	62.0
	Male	46	38.0	38.0	100.0
	Total	121	100.0	100.0	

What is your place of residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Centrum	27	22.3	22.3	22.3
	Havengebied	6	5.0	5.0	27.3
	Nieuw-West	5	4.1	4.1	31.4
	Noord	8	6.6	6.6	38.0
	Oost	8	6.6	6.6	44.6
	West	26	21.5	21.5	66.1
	Zuid	36	29.8	29.8	95.9
	Zuid-Oost	5	4.1	4.1	100.0
	Total	121	100.0	100.0	

What is your opinion toward tourism in Amsterdam?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A Little bit positive (I like them around, but there are also negative aspects)	51	42.1	42.1	42.1
	Neutral	10	8.3	8.3	50.4
	Slightly negative (the costs partly outweigh the benefits)	30	24.8	24.8	75.2
	Very negative (there are too many tourists, I experience a negative attitude towards them, due to nuisance)	14	11.6	11.6	86.8
	Very positive (love to have them around/my business drives due to tourists/proud of how many tourists the city attracts)	16	13.2	13.2	100.0
	Total	121	100.0	100.0	

The Dutch traditions are fading away due to over tourism (societal costs)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	13	10.7	10.7	10.7
	Disagree	34	28.1	28.1	38.8
	Neutral	20	16.5	16.5	55.4
	Somewhat agree	27	22.3	22.3	77.7
	Somewhat disagree	21	17.4	17.4	95.0
	Strongly agree	1	.8	.8	95.9
	Strongly disagree	5	4.1	4.1	100.0
	Total	121	100.0	100.0	

There are economic benefits of tourism for the city Amsterdam

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	61	50.4	50.4	50.4
	Neutral	2	1.7	1.7	52.1
	Somewhat agree	6	5.0	5.0	57.0
	Somewhat disagree	1	.8	.8	57.9
	Strongly agree	51	42.1	42.1	100.0
	Total	121	100.0	100.0	

Tourists are one of the reasons for the infrastructure/public transport options

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	30	24.8	24.8	24.8
	Disagree	11	9.1	9.1	33.9
	Neutral	24	19.8	19.8	53.7
	Somewhat agree	32	26.4	26.4	80.2
	Somewhat disagree	16	13.2	13.2	93.4
	Strongly agree	8	6.6	6.6	100.0
	Total	121	100.0	100.0	

I feel pride for the interest of tourists in visiting Amsterdam

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	43	35.5	35.5	35.5
	Disagree	2	1.7	1.7	37.2
	Neutral	13	10.7	10.7	47.9
	Somewhat agree	25	20.7	20.7	68.6
	Somewhat disagree	10	8.3	8.3	76.9
	Strongly agree	28	23.1	23.1	100.0
	Total	121	100.0	100.0	

Noise disturbance is caused by tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	36	29.8	29.8	29.8
	Disagree	6	5.0	5.0	34.7
	Neutral	17	14.0	14.0	48.8
	Somewhat agree	33	27.3	27.3	76.0
	Somewhat disagree	8	6.6	6.6	82.6
	Strongly agree	20	16.5	16.5	99.2
	Strongly disagree	1	.8	.8	100.0
	Total	121	100.0	100.0	

Waste on the streets is caused by tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	35	28.9	28.9	28.9
	Disagree	5	4.1	4.1	33.1
	Neutral	14	11.6	11.6	44.6
	Somewhat agree	31	25.6	25.6	70.2
	Somewhat disagree	6	5.0	5.0	75.2
	Strongly agree	30	24.8	24.8	100.0
	Total	121	100.0	100.0	

Traffic disturbance is caused by tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	31	25.6	25.6	25.6
	Disagree	11	9.1	9.1	34.7
	Neutral	18	14.9	14.9	49.6
	Somewhat agree	26	21.5	21.5	71.1
	Somewhat disagree	11	9.1	9.1	80.2
	Strongly agree	21	17.4	17.4	97.5
	Strongly disagree	3	2.5	2.5	100.0
	Total	121	100.0	100.0	

Housing shortage is caused by tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	17	14.0	14.0	14.0
	Disagree	21	17.4	17.4	31.4
	Neutral	14	11.6	11.6	43.0
	Somewhat agree	40	33.1	33.1	76.0
	Somewhat disagree	15	12.4	12.4	88.4
	Strongly agree	9	7.4	7.4	95.9
	Strongly disagree	5	4.1	4.1	100.0
	Total	121	100.0	100.0	

Violence and thief's (lack of safety) are caused by tourists

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	22	18.2	18.2	18.2
	Disagree	14	11.6	11.6	29.8
	Neutral	27	22.3	22.3	52.1
	Somewhat agree	26	21.5	21.5	73.6
	Somewhat disagree	23	19.0	19.0	92.6
	Strongly agree	7	5.8	5.8	98.3
	Strongly disagree	2	1.7	1.7	100.0
	Total	121	100.0	100.0	

How has COVID-19 impacted your perception on tourism (keeping in mind that tourism numbers have decreased by 73%)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I have experienced negative feelings, as tourists belong in Amsterdam	11	9.1	9.1	9.1
	I have experienced only positive feelings, all negative aspects have dissapeared	32	26.4	26.4	35.5
	I have experienced positive feelings, but also realised that tourism is part of the city's character	78	64.5	64.5	100.0
	Total	121	100.0	100.0	

Which negative aspects do you think are feasible to eliminate (reduce the negative aspects that were mentioned before)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Housing shortage	15	12.4	12.4	12.4
	Noise	35	28.9	28.9	41.3
	Traffic	17	14.0	14.0	55.4
	Violence	6	5.0	5.0	60.3
	Waste	48	39.7	39.7	100.0
	Total	121	100.0	100.0	

I feel involved in what is going on around me (by the government in regards to tourism)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	7	5.8	5.8	5.8
	Disagree	40	33.1	33.1	38.8
	Neutral	24	19.8	19.8	58.7
	Somewhat agree	22	18.2	18.2	76.9
	Somewhat disagree	22	18.2	18.2	95.0
	Strongly agree	1	.8	.8	95.9
	Strongly disagree	5	4.1	4.1	100.0
	Total	121	100.0	100.0	

I am in control of what is going on around me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	11	9.1	9.1	9.1
	Disagree	31	25.6	25.6	34.7
	Neutral	22	18.2	18.2	52.9
	Somewhat agree	22	18.2	18.2	71.1
	Somewhat disagree	25	20.7	20.7	91.7
	Strongly agree	2	1.7	1.7	93.4
	Strongly disagree	8	6.6	6.6	100.0
	Total	121	100.0	100.0	

If tourists will become more mindful, and the negative aspects will therefore reduce, to what extent will this influence your behaviour towards tourists?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I will be more welcoming, as they show respect towards me and my place of residence	93	76.9	76.9	76.9
	Nothing will change	28	23.1	23.1	100.0
	Total	121	100.0	100.0	

What do you think will work to reduce the nuisance of tourism, whilst still welcoming them to the city?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	.8	.8	.8
no	1	.8	.8	1.7
-	10	8.3	8.3	9.9
.	1	.8	.8	10.7
,	1	.8	.8	11.6
Allowing fewer tourist, creating highlights outside the city	1	.8	.8	12.4
Amsterdam airport information flyers about the manners and regulations.	1	.8	.8	13.2
At the moment Amsterdam can come across as a dirty city, promoting the city as more green could make tourists treat it with more respect	1	.8	.8	14.0
attracting a different type of tourist	1	.8	.8	14.9
awareness	1	.8	.8	15.7
awareness creation	1	.8	.8	16.5
Be more transparent into how we as residents from Amsterdam expect tourists to behave and respect our capital city.	1	.8	.8	17.4
Being more clear about that you are allowed to do and try a lot in Amsterdam but that Amsterdam is not a kindergarten playground where you can make as much noise as you want and break anything without consequences	1	.8	.8	18.2
biking lessons (haha), not walking /standing too much on the streets and blocking traffic, etc	1	.8	.8	19.0
Change the "weed" image of the city, to attract a different target market	1	.8	.8	19.8
Change the habit of coming to Amsterdam only to do drugs and turn it into a more history/city focussed stay	1	.8	.8	20.7
Close the coffeeshops in the city	1	.8	.8	21.5
Commercials over	1	.8	.8	22.3
Creating awareness	1	.8	.8	23.1
Decrease the marketing on tourism, to still focus on the locals and the Dutch nationality	1	.8	.8	24.0
Don't let to many tourist in amsterdam at onc	1	.8	.8	24.8
Dont know	1	.8	.8	25.6
Duidelijk laten weten dat de toeristen welkom zijn maar via borden en iwzicht zorgen dat zij zich wel gedragen (geld net zo voor bewoners van Amsterdam).	1	.8	.8	26.4
Educate them on expectations of residents of the city	1	.8	.8	27.3
Education from hotels and from business to guest. For example if people stay in Airbnb's have some basic information about the city and "rules".	1	.8	.8	28.1
Ervoor zorgen dat het toerisme verspreid wordt over de hele stad, zodat het toerisme niet centreert op één plek (centrum) en zo geen overlast veroorzaakt.	1	.8	.8	28.9
Even more supervision by police regarding tourists in certain areas such as Rembrandt, Leidse, de Dam and surrounding areas.	1	.8	.8	29.8
Fines	1	.8	.8	30.6
Forbid smoking weed in some places in amsterdam, or a restrict selling them to tourists at all	1	.8	.8	31.4
Hard to say	1	.8	.8	32.2
Having more police in the centre	1	.8	.8	33.1
Heavier fines for tourists who can't behave themselves.	1	.8	.8	33.9
Higher fines	1	.8	.8	34.7
Higher tourism taxes so the tourists with negative attitudes are less likely to visit Amsterdam	1	.8	.8	35.5
How much hotels, hostels or Airbnb's we offer	1	.8	.8	36.4
Hotels explaining to them how Amsterdam works.	1	.8	.8	37.2
Housing shortage, I think its a very big problem	1	.8	.8	38.0
I couldn't say really, as I am not really invested in this matter	1	.8	.8	38.8
I do not experience much nuisance	1	.8	.8	39.7
I do not know	1	.8	.8	40.5
I don't know	1	.8	.8	41.3
I don't know	2	1.7	1.7	43.0
I don't know if that is possible	1	.8	.8	43.8
I don't really experience the nuisance of tourism.	1	.8	.8	44.6
I think people want them to respect amsterdam more	1	.8	.8	45.5
Idk	2	1.7	1.7	47.1
Iets doen aan het image dat ja alleen maar kan blowen in Amsterdam – dus ervoor zorgen dat er andere aspecten van de stad worden belicht waarvoor je Amsterdam zou kunnen bezoeken	1	.8	.8	47.9
Just more controle and areas for them to enjoy themselves	1	.8	.8	48.8
Keep them nearby the main spots, where they can easily travel between different spots	1	.8	.8	49.6
Kolkoffietjes abondonen these make a lot of noise	1	.8	.8	50.4
Less big groups	1	.8	.8	51.2
Less coffee shops and red lights I guess	1	.8	.8	52.1
Less coffee shops and tacky tourist stores	1	.8	.8	52.9
Less tour guide options	1	.8	.8	53.7
Let them feel welcomed, this will reduce useless hazard	1	.8	.8	54.5
Making Amsterdam more expensive	1	.8	.8	55.4
Making other cities more appealing so the tourism is spread	1	.8	.8	56.2
Maybe other opening times	1	.8	.8	57.0
Minder huizen beschikbaar stellen tor airbnb, zodat er minder overnachtingsplekken zijn voor ze	1	.8	.8	57.9
More (social media) information about the rules in the city and the way people are thinking/feeling about the tourist.	1	.8	.8	58.7
More restrictions for only tourists	1	.8	.8	59.5
More sleepingplaces	1	.8	.8	60.3
no	30	24.8	24.8	85.1
No more coffeeshops in the center	1	.8	.8	86.0
Not letting so many in at the same time. And same as my answer above.	1	.8	.8	86.8
Not sure	1	.8	.8	87.6
Nothing really. Maybe some fines after a specific time in specific neighborhoods	1	.8	.8	88.4
posters/flyers	1	.8	.8	89.3
Promote routes to walk, so that they don't visit the same popular places all together	1	.8	.8	90.1
Regulatory measures	1	.8	.8	90.9
Restrict number of tourists allowed in the city	1	.8	.8	91.7
Rules	1	.8	.8	92.6
rules for tourists (e.g. no english people in beer bikes etc.)	1	.8	.8	93.4
Same answer as above.	1	.8	.8	94.2
See before	1	.8	.8	95.0
Stricter policy by police	1	.8	.8	95.9
Time slots in the night	1	.8	.8	96.7
To let them pay more taxes	1	.8	.8	97.5
Toeristen meer trekken naar echt de toeristische attracties. Zo worden misschien de minder bekende restaurantjes etc. meer door uleen inwoners van de stad gebruikt.	1	.8	.8	98.3
tourist tax	1	.8	.8	99.2
x	1	.8	.8	100.0
Total	121	100.0	100.0	

Do you have any suggestions on how you think this could be achieved?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	29	24.0	24.0	24.0
-	8	6.6	6.6	30.6
:(	1	.8	.8	31.4
?	1	.8	.8	32.2
Airbnb and more tourist busses or trams	1	.8	.8	33.1
als de gemeente meer mensen inzet om de straten schoon te houden en genoeg mensen inzet om het openbaar vervoer laat rijden dan los je die problemen al grotendeels op	1	.8	.8	33.9
awareness creation	1	.8	.8	34.7
Being moer strict towards people in Amsterdam who do not go by the rules, like fighting on the street or throwing waste on the ground.	1	.8	.8	35.5
Betere beveiliging	1	.8	.8	36.4
Better and more public transport, to avoid "piekuren"	1	.8	.8	37.2
better communication of standards	1	.8	.8	38.0
better infrastructure, just like in Paris. more options and more per day	1	.8	.8	38.8
Bigger fines on tourists and proper indications to garbage bins	1	.8	.8	39.7
cheaper public transport and clear rules on waste	1	.8	.8	40.5
Close the centre of Adam for traffic like taxis (this will happen I believe so) as they will close the grachten and eliminate all parking areas	1	.8	.8	41.3
Closing the coffeeshops so a different type of tourists are attracted	1	.8	.8	42.1
Create awareness of the problem and implement consequences applicable to tourists that go beyond generally accepted boundaries	1	.8	.8	43.0
create more awareness, in the public transport to Amsterdam (train, plane)	1	.8	.8	43.8
Creating campaigns	1	.8	.8	44.6
Do not let them walk om the streets and make pictures everywere	1	.8	.8	45.5
Don't give them a bike	1	.8	.8	46.3
Fines	2	1.7	1.7	47.9
Give the people from the Netherlands a advantage with housing.	1	.8	.8	48.8
Good social media campaigns to create more awareness	1	.8	.8	49.6
Governmental regulations against AirBnB and other rental houses in Amsterdam for more student housing and young family housing.	1	.8	.8	50.4
Hard to think of something	1	.8	.8	51.2
Higher fines on polluting the streets	1	.8	.8	52.1
Introducing more rules for coffeeshops and cheap hotels. The noise and waste is, in my opinion, mostly due to the groups who come to Amsterdam for a bachelorette or to smoke weed.	1	.8	.8	52.9
Law enforcement	1	.8	.8	53.7
Limit on no of tourists	1	.8	.8	54.5
Make better rules about it	1	.8	.8	55.4
Make housing only available for locals (so no expats)	1	.8	.8	56.2
Meer vuilnisbakken, ook in zijstraten van de drukke winkelstraten.	1	.8	.8	57.0
More controle	1	.8	.8	57.9
more expensive flight tickets	1	.8	.8	58.7
More garbage bins	1	.8	.8	59.5
More garbage cans in smaller streets	1	.8	.8	60.3
More motivational ways to distrubute garbage	1	.8	.8	61.2
More restrictions towards only tourists	1	.8	.8	62.0
More tourist tax	1	.8	.8	62.8
More wast container. Public toilets, also for women. Every pub open after 20.00 should have security, especially in the city center. They need to have a license to drive a bike.	1	.8	.8	63.6
no	25	20.7	20.7	84.3
No	3	2.5	2.5	86.8
No bike rental for tourists. (Thats the biggest problem in traffic.) Bigger fines if tourists won't behave. And make this clear to them. (Look at the big signs surrounding the Wallen district.) – also this only has to be done in the centrum of the city at specific places.	1	.8	.8	87.6
No idea	1	.8	.8	88.4
Not currently no	1	.8	.8	89.3
People who are born and raised in the Netherlands should have a priority on renting or buying a house/apartment	1	.8	.8	90.1
Posters	1	.8	.8	90.9
Rules for dropping waste on the streets. As they have in Istanbul or Dubai for example. Communicating this with a wide campaign in hotels and public transport b	1	.8	.8	91.7
social media marketing to create awareness	1	.8	.8	92.6
Stop or decrease the no of cheap flights from merely the UK	1	.8	.8	93.4
Strenger optreden	1	.8	.8	94.2
strict rules for tourists	1	.8	.8	95.0
Stricter controlling by the police	1	.8	.8	95.9
They need to get another type of tourists to the city	1	.8	.8	96.7
Toeristen niet meer laten fietsen	1	.8	.8	97.5
Traffic/overcrowding can be reduced by building better infrastructure	1	.8	.8	98.3
Waste is a big problem for the city	1	.8	.8	99.2
x	1	.8	.8	100.0
Total	121	100.0	100.0	

9.4 Appendix 4: Statistical test results

Test 1:

Test	Kruskal-Wallis
Hypotheses	H0: There is no difference between the different residential areas with regards to their opinion towards the behaviour of tourists in Amsterdam. H1: There is a difference between the different residential areas with regards to their opinion towards the behaviour of tourists in Amsterdam.
P-value	0.007
Conclusion	P<0.05 so H0 is rejected and H1 is accepted. With 95% certainty, there is a significant difference between the responses of inhabitants of the different residential area's and their opinion towards tourism. Looking at the ranks of the test, it can be seen that the mean ranks of Centrum, Oost, Zuid and West are highest, interpreting that people living in these areas have the most negative opinion on tourism. The researcher therefore concludes that the areas that are most visited by tourists, are also the areas where residents partly have a dissatisfaction with the behaviour of tourists.

Ranks

What is your opinion toward tourism in Amsterdam?	What is your place of residence	N	Mean Rank
	Noord	8	47.19
	Centrum	27	64.19
	Oost	8	73.44
	Zuid–Oost	5	40.30
	Zuid	36	73.01
	West	26	57.12
	Nieuw–West	5	25.60
	Havengebied	6	40.00
	Total	121	

Test Statistics[a,b]

	What is your opinion toward tourism in Amsterdam?
Kruskal–Wallis H	19.307
df	7
Asymp. Sig.	.007

a. Kruskal Wallis Test

b. Grouping Variable: What is your place of residence

Test 2:

Test	Friedman
Hypotheses	H0: There is no difference between the results of the different statements, indicating disturbances that are created by tourists. H1: There is a difference between the results of the different statements, indicating disturbances that are created by tourists.
P-value	<0.001
Conclusion	P<0.05 so H0 is rejected and H1 is accepted. With 95% it can be concluded that there is a difference between the different disturbances created by tourists. As to be seen in the mean ranks, economic benefits, waste, noise and traffic have the lowest mean, and therefore the highest level of agreeance (1=strongly agree, 2=agree, 3=somewhat agree, 4=neutral, 5=somewhat disagree, 6=disagree, 7=strongly disagree).

Ranks

	Mean Rank
I feel pride for the interest of tourists in visiting Amsterdam	4.07
Waste on the streets is caused by tourists	3.89
Noise disturbance is caused by tourists	4.42
Traffic disturbance is caused by tourists	4.95
Housing shortage is caused by tourists	6.25
Violence and thief's (lack of safety) are caused by tourists	6.26
There are economic benefits of tourism for the city Amsterdam	2.61
The Dutch traditions are fading away due to over tourism (societal costs)	6.92
Tourists are one of the reasons for the infrastructure/public transport options	5.64

Test Statistics[a]

N	121
Chi-Square	282.499
df	8
Asymp. Sig.	<.001

a. Friedman Test

Test 3:

Test	Chi-Square
Hypotheses	H0: There is no relation between eliminating negative aspects and the influence of MT on the behaviour of residents towards visitors. H1: There is a relation between eliminating negative aspects and the influence of MT on the behaviour of residents towards visitors.
P-value	<0.001
Conclusion	P<0.05 so H0 is rejected and H1 is accepted. With 95% certainty, it can be concluded that the elimination of negative aspects has a positive impact on the welcoming behaviour of residents towards tourists.

Which negative aspects do you think are feasible to eliminate (reduce the negative aspects that were mentioned before)?

	Observed N	Expected N	Residual
Noise	35	24.2	10.8
Waste	48	24.2	23.8
Traffic	17	24.2	-7.2
Violence	6	24.2	-18.2
Housing shortage	15	24.2	-9.2
Total	121		

If tourists will become more mindful, and the negative aspects will therefore reduce, to what extent will this influence your behaviour towards tourists?

	Observed N	Expected N	Residual
I will be more welcoming, as they show respect towards me and my place of residence	93	60.5	32.5
Nothing will change	28	60.5	-32.5
Total	121		

Test Statistics

	Which negative aspects do you think are feasible to eliminate (reduce the negative aspects that were mentioned before)?	If tourists will become more mindful, and the negative aspects will therefore reduce, to what extent will this influence your behaviour towards tourists?
Chi-Square	47.554[a]	34.917[b]
df	4	1
Asymp. Sig.	<.001	<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.2.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 60.5.

Test 4:

Test	Chi-square
Hypotheses	H0: There is no relation between the opinion on the behaviour of tourists in Amsterdam and the level of involvement from residents. H1: There is a relation between the opinion on the behaviour of tourists in Amsterdam and the level of involvement from residents.
P-value	<0.001
Conclusion	P<0.05 so H0 is rejected and H1 is accepted, meaning there is 95% certainty that there is a relation between the level of involvement and opinion of residents. Hence, if residents will be more involved in what is going on around them, they will be more likely to feel more positive about tourism.

I feel involved in what is going on around me (by the government in regards to tourism)

	Observed N	Expected N	Residual
Strongly disagree	5	17.3	−12.3
Disagree	40	17.3	22.7
Somewhat disagree	22	17.3	4.7
Neutral	24	17.3	6.7
Somewhat agree	22	17.3	4.7
Agree	7	17.3	−10.3
Strongly agree	1	17.3	−16.3
Total	121		

What is your opinion toward touris'm in Amsterdam?

	Observed N	Expected N	Residual
Very positive	7	24.2	−17.2
A little bit positive	65	24.2	40.8
Neutral	10	24.2	−14.2
Slightly negative	30	24.2	5.8
Very negative	9	24.2	−15.2
Total	121		

Test Statistics

	I feel involved in what is going on around me (by the government in regards to tourism)	What is your opinion toward touris'm in Amsterdam?
Chi-Square	65.223[a]	100.281[b]
df	6	4
Asymp. Sig.	<.001	<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.3.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.2.

Test 5:

Test	Chi-square
Hypotheses	H0: There is no relation between the opinion on the behaviour of tourists in Amsterdam and the level of control from residents. H1: There is a relation between the opinion on the behaviour of tourists in Amsterdam and the level of control from residents.
P-value	0.001
Conclusion	P<0.05 so H0 is rejected and H1 is accepted, meaning there is 95% certainty that there is a relation between the level of control of what is going on around residents and their perception of tourists.

What is your opinion toward touris'm in Amsterdam?

	Observed N	Expected N	Residual
Very positive	7	24.2	−17.2
A little bit positive	65	24.2	40.8
Neutral	10	24.2	−14.2
Slightly negative	30	24.2	5.8
Very negative	9	24.2	−15.2
Total	121		

I am in control of what is going on around me

	Observed N	Expected N	Residual
Strongly disagree	8	17.3	−9.3
Disagree	31	17.3	13.7
Somewhat disagree	25	17.3	7.7
Neutral	22	17.3	4.7
Somewhat agree	22	17.3	4.7
Agree	11	17.3	−6.3
Strongly agree	2	17.3	−15.3
Total	121		

Test Statistics

	What is your opinion toward touris'm in Amsterdam?	I am in control of what is going on around me
Chi-Square	100.281[a]	37.686[b]
df	4	6
Asymp. Sig.	<.001	<.001

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 24.2.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.3.

9.5 Appendix 5: Colour-coded open questions from survey

All answers have been colour-coded, based on the following categories:

Waste	
Noise	
Transport	
Housing	
Awareness	
Regulations	
Other	

15. Do you have any suggestions on how you think this could be achieved?	19 What do you think will work to reduce the nuisance of tourism, whilst still welcoming them to the city?
Traffic/overcrowding can be reduced by building better infrastructure	More (social media) information about the rules in the city and the way people are thinking/feeling about the tourist.
People who are born and raised in the Netherlands should have a priority on renting or buying a house/apartment	Allowing fewer tourist, creating highlights outside the city
Don't give them a bike	Change the habit of coming to Amsterdam only to do drugs and turn it into a more history/city focussed stay
Introducing more rules for coffeeshops and cheap hotels. The noise and waste is, in my opinion, mostly due to the groups who come to Amsterdam for a bachelorette or to smoke weed.	Hotels explaining to them how Amsterdam works.
Rules for dropping waste on the streets. As they have in Istanbul or Dubai for example. Communicating this with a wide campaign in hotels and public transport b	Making Amsterdam more expensive
Stop or decrease the no of cheap flights from merely the UK	Being more clear about that you are allowed to do and try a lot in Amsterdam but that Amsterdam is not a kindergarten playground where you can make as much noise as you want and break anything without consequences
Posters	Having more police in the centre
Waste is a big problem for the city	Less tour guide options
Give the people from the Netherlands a advantage with housing.	Stricter policy by police
Meer vuilnisbakken, ook in zijstraten van de drukke winkelstraten.	Less coffee shops and red lights I guess
Airbnb and more tourist busses or trams	Hoe much hotels, hostels or Airbnb's we offer
Good social media campaigns to create more awareness	Restrict number of tourists allowed in the city
cheaper public transport and clear rules on waste	Change the "weed" image of the city, to attract a different target market
Betere beveiliging	i think people want them to respect amsterdam more
als de gemeente meer mensen inzet om de straten schoon te houden en genoeg mensen inzet om het openbaar vervoer laat rijden dan los je die problemen al grotendeels op	Kolkoffertjes abandonen these make a lot of noise
Close the centre of Adam for traffic like taxis (this will happen I believe so) as they will close the grachten and eliminate all parking areas	At the moment Amsterdam can come across as a dirty city, promoting the city as more green could make tourists treat it with more respect
Stricter controlling by the police	Be more transparent into how we as residents from Amsterdam expect tourists to behave and respect our capital city.
More wast container. Public toilets, also for women. Every pub open after 20.00 should have security, especially in the city center. They need to have a license to drive a bike.	Minder huizen beschikbaar stellen tot airbnb, zodat er minder overnachtingsplekken zijn voor ze
They need to get another type of tourists to the city	Less big groups
Toeristen niet meer laten fietsen	biking lessons (haha), not walking /standing too much on the streets and blocking traffic, etc
No bike rental for tourists. (Thats the biggest problem in traffic.) Bigger fines if tourists won't behave. And make this clear to them. (Look at the big signs surrounding the Wallen district.) - also this only has to be done in the centrum of the city at specific places.	Less coffee shops and tacky tourist stores
Bigger fines on tourists and proper indications to garbage bins	Regulatory measures
Law enforcement	Making other cities more appealing so the tourism is spread
More controle	Nothing really. Maybe some fines after a specific time in specific neighborhoods
More restrictions towards only tourists	tourist tax
Governmental regulations against AirBnb and other rental houses in Amsterdam for more student housing and young family housing.	Rules
create more awareness, in the public transport to Amsterdam (train, plane)	awareness creation
Do not let them walk on the streets and make pictures everywere	Maybe other opening times
More garbage cans in smaller streets	More sleepingplaces
Being moer strict towards people in Amsterdam who do not go by the rules, like fighting on the street or throwing waste on the ground.	Heavier fines for tourists who can't behave themselves.
Fines	Ervoor zorgen dat het toerisme verspreid wordt over de hele stad, zodat het toerisme niet centreert op één plek (centrum) en zo geen overlast veroorzaakt.
More garbage bins	Close the coffeeshops in the city
Make housing only available for locals (so no expats)	awareness
Create awareness of the problem and implement consequences applicable to tourists that go beyond generally accepted boundaries	To let them pay more taxes
Higher fines on polluting the streets	Toeristen meer trekken naar echt de toeristische attracties. Zo worden misschien de minder bekende restaurantjes etc. meer door alleen inwoners van de stad gebruikt.
Fines	Duidelijk laten weten dat de toeristen welkom zijn maar via borden en toezicht zorgen dat zij zich wel gedragen (geld net zo voor bewoners van Amsterdam).
Strenger optreden	Housing shortage, I think its a very big problem
better communication of standards	Higher fines
more expensive flight tickets	Not letting so many in at the same time. And same as my answer above.
More tourist tax	Promote routes to walk, so that they don't visit the same popular places all together
Limit on no of tourists	lets doen aan het imago dat je alleen maar kan blowen in Amsterdam - dus ervoor zorgen dat er andere aspecten van de stad worden belicht waarvoor je Amsterdam zou kunnen bezoeken
Creating campaigns	Even more supervision by police regarding tourists in certain areas such as Rembrandt, Leidse, de Dam and surrounding areas.
strict rules for tourists	Keep them nearby the main spots, where they can easily travel between different spots
Better and more public transport, to avoid "piekuren"	Just more controle and areas for them to enjoy themselves
Closing the coffeeshops so a different type of tourists are attracted	No more coffeeshops in the center
Make better rules about it	More restrictions for only tourists
social media marketing to create awareness	Amsterdam airport information flyers about the manners and regulations.
More motivational ways to distrubute garbage	Creating awareness
awareness creation	Don't let to many tourist in amsterdam at onc
better infastructure, just like in Paris. more options and more per day	rules for tourists (e.g. no english people in beer bikes etc.)
	Education from hotels and from business to guest. For example if people stay in Airbnb's have some basic information about the city and "rules".
	Forbid smoking weed in some places in amsterdam, or a restrict selling them to tourists at all
	Fines
	Decrease the marketing on tourism, to still focus on the locals and the Dutch nationality
	Let them feel welcomed, this will reduce useless hazard
	Higher tourism taxes so the tourists with negative attitudes are less likely to visit Amsterdam
	Time slots in the night
	Commercials over
	posters/flyers
	attracting a different type of tourist
	Educate them on expectations of residents of the city

9.6 Appendix 6: Interview questions

Good afternoon, thank you so much for taking the time to participate in my research. My name is Nikki Veldhoen and I am currently finalizing my studies at Hotelschool the Hague. This interview is to discover what the opinion from tourists is, on how welcoming the city is, what the attitude of tourists is and define the willingness and belief in behavioural changes, as well as what is needed for that.

The overall purpose of research is to improve the existence of tourism in the city of Amsterdam. By encountering the perception of residents towards tourists, to enhance their hospitality towards tourists and therefore improving the experience of tourists, with the use of mindful tourism. Mindful tourism refers to being aware of the surroundings and its environment, being actively engaged & aware of where you are and what the consequences are of your actions.

Your privacy is of utmost importance; hence this interview will stay anonymous. The results will be used for the purpose of my thesis only and will not be distributed to third parties. Would you mind if I record the interview?

1. Firstly, I would like to know from which country you are from?
2. What made you decide to visit Amsterdam?
3. For how many days will you visit Amsterdam?
4. What is your experience in Amsterdam so far, does it meet your expectations?
5. Have you visited Amsterdam before?

During your stay in the city of Amsterdam, can you think of your opinion on the following questions with a range of **1-7,** where 1 is strongly disagree and 7 is strongly agree.

6. During your stay in Amsterdam, your interest is captured (interested in what you see around you - are you aware of the environment)?
   → why/how?
7. During your stay, your curiosity in the city has aroused
   → in what and why?
8. During your stay, you have explored or discovered new things, that you did not experience yet (in other cities)
   → can you name an example?
9. During your stay, everything is clear to you (such as how to use public transport or the norms and values here)
   → if low, then ask: how do you think this could be improved?
10. During your stay, you feel in control of your behaviour and surroundings.
11. How do you think that residents feel about your behaviour and mindfulness as a tourist in the city?

Mindful tourism refers to being aware of the surroundings and its environment, which may affect the travel and consumption behaviour and eventually the customer journey. It is about being actively engaged and aware of where you are and what the consequences of your actions are.

12. Do you feel welcomed by the local community?
    → why (not), can you name an example?
    → does this influence your experience in the city and why?
13. Are you aware of the consequences of your decisions/activities/actions on the environment and the local community?
14. Are you familiar with the tourism concerns in Amsterdam?

Now I would like to ask you to scan these I would like to ask you to have a look at 3 picture on the first page.

15. These are pictures in between central station and dam square, what do you see?
    a. Would you want to walk here and go shopping?
    b. What is your opinion on this busyness?
    c. How can this be changed?
    d. What role can you as a tourist take in this change?

Please have a look at the pictures on page 2 now.

16. What do you see in these pictures?
    • What is your opinion on this?
    • Do you think that this has a relation with tourism?
    • What do you think should be changed, to change this?

Please have a look at the pictures on page 3 now.

17. What do you see in these pictures?
    • Would you go to clubs/bars when you see this?
    • Have you ever experienced this in another city, and what is your opinion on this?
    • What would you like to change seeing this?
    • How?

Please have a look at the pictures on page 4 now.

18. Looking at these pictures, what do you see/notice?
    - What are your thoughts on this?
    - Do you think cars should stay allowed in the centre of Amsterdam, or that it is safer for the bikers and pedestrians to ban them?

Based on a survey within my research with 121 respondents (residents from Amsterdam) I came to the conclusion that waste, noise and traffic are most associated with tourists in AMS.

19. Here, residents associate these disturbances with tourists, what is your opinion on this outcome?
    → could you give reasoning to this?
    (→ Do you remark any differences on this between your visit now and your previous visit?)

Please have a look at the pictures on page 5

20. What do you see on these pictures?
    - What does it do to you to see this?
    - Is this new or unfamiliar information for you?
    - Does this increase your awareness of rules and behaviour?
    - Would seeing this, change your behaviour or arise awareness?

These were from a campaign in Amsterdam, the Enjoy and Respect campaign.

Have a look at the pictures on the last page.

21. What do you see on these pictures?
    a. What do you think, by looking at these pictures?
    b. Does this increase your awareness of rules and behaviour?
    c. Will this change your behaviour or what is the impact on you?

These are pictures of the 'I live here' campaign.

22. Are you <u>now</u> MORE aware of the consequences of your decisions/activities/actions on the environment and the local community?
23. Based on this, are you willing to change your behaviour?
24. What specific actions will you take?
25. What do you think will be the positive impacts of these actions?

Do you have any tips or idea's what could work, to raise awareness of the concerns of residents, to support them, but also to improve mindful tourism

I would like to thank you once more for participating in this research. This is very much appreciated and helps me a lot!

9.7 Appendix 7: Transcription of interviews and colour-coding

The interviews have been colour-coded, based on the following categories:

Waste
Noise
Transport
Housing
Awareness
Regulations
Mindfulness
Solution

9.7.1 Interview 1: tourist from Peru

Nikki	Okay, thank you so much, So good afternoon. Thank you for participating in my research. My name is Nikki and I am currently finalizing my studies for Hotelschool the Hague. This interview is to discover what opinion from the tourist is on how welcoming the city is. So, I would like to ask you what your attitude from a tourist perspective is. The overall purpose of this research is to improve the existence of tourism in the city of Amsterdam. Your privacy is of utmost importance, so I will not need your any of your name on either recordings if that's okay with you.
Interviewee	Okay, do I say my name?
Nikki	Oh, no, it is not needed.
Interviewee	All right. Yeah.
Nikki	Okay, so I would like to know from which country are you from?
Interviewee	I am from Peru.
Nikki	Ah Peru, super nice. And what made you decide to visit Amsterdam?
Interviewee	One day or, ooh today?
Nikki	Yess, why do you come to Amsterdam?
Interviewee	Because I see in the television the city.
Nikki	Okay, nice so only for one day?
Interviewee	Only for one day. Yeah. And then you go back to, come back to Bilbao.
Nikki	Bilbao. Okay. Nice. And what is your experience so far in Amsterdam.
Interviewee	Nice, nice. It is wondering in the city.
Nikki	Oh, okay. And it is the first time?
Interviewee	My first time, yes
Nikki	Oh super nice.
	So now I will ask you a few questions. It is from one to seven. So one is disagree and seven is agree. So, during your stay? You are interested in the city?
Interviewee	No, for me not interested.
Nikki	Not interested?
Interviewee	No
Nikki	Oh okay. And are you curious in the city? Would you like to get to know more from the city? So, see a lot.
Interviewee	Uhmm, is the Train Station. I like that
Nikki	Ah, you like to train Station? Okay. Nice. And during this day, have you explored or discovered new things?
Interviewee	Ah yeah, oh sorry *speaks Spanish*

	The people here ride bike. No much car
Nikki	Ah okay yeah, a lot of bikes?
Interviewee	Exactly
Nikki	Okay. Is everything clear to you, the public transport, the train? Is everything clear?
Interviewee	Yeah, it is clear.
Nikki	Okay. And do you feel in control of your own behaviour?
Interviewee	Sorry. *reads the question* Yeah, yeah. Okay.
Nikki	Okay. So now, I would like to move on to the next questions. So do you feel welcomed by the people that live here?
Interviewee	Yeah, yeah, the people is normal here.
Nikki	Okay, nice. And can you give an example?
Interviewee	Example for me?
Nikki	Are the people friendly to you?
Interviewee	No, because I work.
Nikki	Ohh you work here?
Interviewee	Yes I work on the scene.
Nikki	Oh okay. And are you aware of the consequences of your actions?
Interviewee	Uhh sorry. *reads the question* No, no, no.
Nikki	Okay. Now, I will move on to the pictures. So, if you can have a look at the first pictures, that first page, if you look at the first pictures, what do you see?
Interviewee	Many people in the street.
Nikki	Many people, exactly. And if you see this, would you like to walk in between the people?
Interviewee	No, no.
Nikki	And because this is the shopping street, it is over there *points at the street*. Would you like to go shopping there if you see this?
Interviewee	I like the shopping. But I do not know when many people go same time.
Nikki	Yeah, exactly. Okay, I understand. And how do you think this can be changed?
Interviewee	This can be changed. Ah *speaks Spanish* I do not know.
Nikki	No, you do not know? Okay, that is fine. Okay, so if you go to the next page, these pictures, what do you see in the picture
Interviewee	Uhh garbage? Yeah, a lot of garbage.
Nikki	Yeah. What do you think of the garbage
Interviewee	Is bad for the city, no?
Nikki	Yeah, exactly. Yeah. And do you think that the garbage is because of the tourists?
Interviewee	Uhuh, yeah, yes. The tourists and the because do not think in clean dirty.
Nikki	No. Okay. Exactly. Yeah. And then if you can go to the next pictures. What do you see in these pictures?
Interviewee	Party? *laughs*
Nikki	Yes, exactly. It is no party now because of Corona, but normally it is party. And if you see this, would you like to go party?
Interviewee	Uh sorry *looks confused*
Nikki	If you see these pictures, would you want to go to the party? You *points* go to the party?
Interviewee	Yeah. Yeah. Now? No, no. Before? Sometimes, si, yes.

Nikki	Okay, okay. Um, okay so moving on to the next picture. How do you think change?
Interviewee	Uhmm, more restriction for the people? Yeah, less people. Only this many. For example, 100 person and no more.
Nikki	Okay, so you mean a maximum amount of people.
Interviewee	Yes, exactly.
Nikki	Okay. Yeah, I understand. And then if you go to the next pictures. What do you see here?
Interviewee	Oh, many, many cars
Nikki	Yess, many cars indeed. And what do you think of the cars?
Interviewee	Uh contamination? Oh the car. Sorry repeat again
Nikki	The question. What do you think of it? What do you think of the of the cars?
Interviewee	But I do not know. But for the City, but I need a car
Nikki	Do you think that the cars should not be allowed in the city?
Interviewee	No, no, not allowed. No no I do not understand sorry.
Nikki	There are a lot of bikes and a lot of cars *points at the bikes and cars*
Interviewee	No, no, no. No car, I like more bikes.
Nikki	Okay. Okay. And then, yeah, okay. So these were the pictures. So, I have done a survey already with the people from Amsterdam. And here I concluded that the problem is the noise, the traffic, so the cars and bikes, and the trash on the floor? Do you agree with that?
Interviewee	Ah Yeah *looks confused and is in a rush*
Nikki	No okay, it is fine. We can move on. So in these next pictures, what do you see?
Interviewee	Uh I do not understand. Uh this is free. This is you need to you pay.
Nikki	Yeah, they mean, for example singing out loud. If you do it inside, then it is free. If you do it outside, so make a lot of noise, then you need to pay a fine.
Interviewee	Ah, this is *speaks Spanish*
Nikki	And then for the trash. If you put it into bin, then it is free. And if you put it on the floor, you need to pay
Interviewee	Ah, yeah. Okay.
Nikki	Is this now clear to you?
Interviewee	Yeah I understand. Understand.
Nikki	Okay, okay. And then the last pictures. So what do you see in the picture here?
Interviewee	Uhmm, *speaks Spanish* it is publicidad right?
Nikki	Yeah, it is a marketing campaign. And then you see here. "I live here". And then you see a picture of someone on the door saying "I live here".
Interviewee	Uhh I do not understand
Nikki	Uhmm, el hombre a vive aqui.
Interviewee	Ahh no, no, no. I do not see this, I never saw.
Nikki	Okay. Okay. Now the last questions, based on this interview. Are you more aware of the problems in the city?
Interviewee	Yeah, yeah. Is this perfect for me. It is perfect for me. It is perfect. It is nice.
Nikki	But do you think that is because of Corona, that now not a lot of tourists are here.
Interviewee	Ah yeah, before the corona, I wanted to go to visit. I want to see I like I want to come here. Uh huh but corona finite. Corona concern my trip. Now I come.

Nikki	Okay. Oh nice. Okay um well thank you for your answers. One last question, are you here also tonight?
Interviewee	No. Ah okay. Tonight, come work.
Nikki	Ah, okay because I have a really nice routes from five onwards, at five o'clock then there is a nice route in Amsterdam. If you the walk that, then I have a route for you.

9.7.2   Interview 2: tourist from Iran

Nikki	Good afternoon. Thank you for participating in my research. My name is Nikki and I am currently studying at Hotelschool The Hague. This interview is to discover the opinion of tourists on how welcoming the city is, and what the attitudes of the tourists is. And to define, define the willingness and belief in behavioural changes. So, the overall purpose of the research is to improve the existence of tourism in the city of Amsterdam by encountering the perceptions of the residents towards the tourists, to enhance the hospitality from the residents towards the tourism, tourists. So mindful tourism refers to being aware of the surroundings and its environment, being actively engaged and aware of where you are, and what the consequences are. Your privacy is of utmost importance. So, I will only record the session because you already agreed to that, but I will not need your name because of privacy reasons. So firstly, I would like to ask from which country are you?
Interviewee	I am originally from Iran. But I am living here since 2015.
Nikki	Okay, nice. Yeah. And what made you decide to move to Amsterdam?
Interviewee	I am political activist in Iran was political activist and I asked political asylum.
Nikki	Okay, I understand. And so, how do you experience Amsterdam so far?
Interviewee	Amsterdam, I think it is the only really international city in the Netherlands. There is the Netherlands in general is internationals. But you can see for example, in The Hague, or in the Rotterdam, Rotterdam, also a little bit like Amsterdam, but in other cities is more one culture are more dominant, for example, one, Middle Eastern, or North African. But here in Amsterdam, you feel no, it is really international. It is more balanced between different cultures.
Nikki	Okay, that's nice to hear. So, you think it is really welcoming to all cultures?
Interviewee	It is welcoming yes, I think so. Yeah. Even though I did not, I did not contact a lot with real Amsterdammers. That's also the problem, because you do not see Amsterdammers, you only see foreigners.
Nikki	Yeah, exactly. A lot of foreigners. And have you visited with Amsterdam before moving here? Or was this your first time going first time was 2015.
Interviewee	No, first time was 2015.
Nikki	Okay, nice. And so now I will ask you a few questions where the range is from one to seven.
Interviewee	Okay.
Nikki	So, one is disagree. And seven is very much agreed. During your stay in Amsterdam, your interest is captured?
Interviewee	Yes. Okay, uhmm number. Seven is very much agree?
Nikki	Yeah.
Interviewee	Okay, so it is yeah, five,
Nikki	Five. okay, nice. And why?

Interviewee	It is, yeah you. Yeah, there is some Dutch taste still in the city in the architecture. But it is very welcoming. In from dimension that. It is really if you are a foreigner, do not feel that you are foreigner, you. Everybody's foreigner. So this feels, it is good. That's good.
Nikki	That's good to hear. So, the second one during your stay, is your curiosity in the city aroused?
Interviewee	Yes, especially when I not in the Central.
Nikki	Okay, yeah. So, especially in the less touristic places.
Interviewee	Yes.
Nikki	Okay. And which a number would you give that your curiosity
Interviewee	I think four
Nikki	Four, okay. The next one during your stay, you have explored or discovered new things?
Interviewee	Yes, I discovered the some sculpture and architecture. Yes. And I, I give 5.5
Nikki	Okay 5.5, that's a good one. Yeah. And during your stay, everything is clear to you, for example, how to use the public transport or the norms and values here?
Interviewee	Six
Nikki	Six, okay, and why?
Interviewee	It is very easy. You can rent bike you can use Metro; you can use bus, I think it is very good organized in that.
Nikki	Okay, perfect. Thank you. The next one. During your stay, you feel in control of your behaviour and the surroundings.
Interviewee	I give four, because sometimes if you are with bike or you're walking, you will forget that there is a like, what is it called, it is not metro, but the tram. Sometimes it is like going to towards you, but you did not feel it first. So sometimes you feel not safe
Nikki	Yes I understand, I have the same. Okay. And the last question for this part. How do you think that residents feel about your behaviour and mindfulness as a tourist in the city?
Interviewee	I think they are not, so 2. They are not happy with the tourists. The real Amsterdammers. I follow the news about what Amsterdammers think about tourists. Maybe because of that, not because I am in touch with them.
Nikki	Uh huh. That is interesting, that you follow this news.
Interviewee	Yeah. So how they feel, because it is very international. So many nationalities, where it is the locals? How they think about that? Yes. So I think yeah, I think they are not really happy.
Nikki	No. And do you think they will consider you as a tourist as well, with regards to your behaviour?
Interviewee	No, I think they consider some typical tourists as a tourist. Yeah, they are just coming for example, to visit some street and for example, red light, or just weed. Typical people that come here. I think they consider them as a tourist. But me, yeah, I am studying here, working. So it is not I do not think it is different. A little bit different.
Nikki	Yeah. Okay. Make sense. Thank you. So, moving on to the next part. So mindful tourism refers to being aware of your surroundings and its environment, which may affect your travel and consumption behaviour. And eventually the customer journey. It is about being actively engaged

	and aware of where you are and what the consequences are. Okay, so do you feel welcomed by the local community?
Interviewee	Actually, I did not had a contract. Well, maybe in the entire six years living here in Netherlands, I had the contact two or three times with the Amsterdammers. Yeah, all of them, they are just not extravert to talk about what they feel. I think it is very difficult to know, really extreme opinion from Dutch people. Yeah, it is also another problem. And for Amsterdam, they are openminded. And they are international. They speak English very well. But I did not know, I do not know about their opinion. Really about the tourists.
Nikki	And for example, if you visit a store, Are they friendly to you?
Interviewee	Yeah, they are friendly, they are talking with a friend they talk with you try to know where are you from? What are doing, so they are friendly.
Nikki	Okay, sounds nice. And are you aware of the consequences of your own decisions or actions on the environment and local community?
Interviewee	Even though sometimes I forget, but I am aware I think
Nikki	Okay, and for maybe an example for this?
Interviewee	Negative example one time I was with a friend then she just left just one package was dropped to the to the canal. And we did not mention that and then some locals mention: you have to take it, you have to take this. I was shy about it. But in general, I think yeah, I think in general, most of people they are aware of environments. At least compared with other countries. Not in ideal way, but compared with other countries, Dutch people in general and Amsterdam are aware. Because if they are not, then the Amsterdam have became like a rubbish spots.
Nikki	I agree, thank you for this. Moving on to the next part. This is the part with the pictures. So, if you mind if you can take the pictures with you. Looking at the pictures of the first page. What do you see
Interviewee	A lot of strangers, a lot of people and no real connection with local people.
Nikki	Yeah. Okay. And if you see this, would you want to walk here and go shopping because this is here on the Kalverstraat so it is busy shopping streets. Would you want to join the people or would you want to stay out of it?
Interviewee	I prefer to go more to less, not crowded streets.
Nikki	Okay. Yeah. And how do you think the busyness can be changed?
Interviewee	Difficult question. Yeah. it is maybe if you are graduated from business also is difficult. Yeah. I understand. But I think there is a lot of demands about how business work and what's the consequences of the locales and environment. And they try to do their best. But still, the polarization is very high between what business wants, and what the really how the good life goes on, and what the ideal demand is. So, I really do not know.
Nikki	Okay, yes I understand. It is a hard one. I do not know, that is why I ask people to get new opinions and perception. If you can go to the second page, what do you see on these three pictures?
Interviewee	Yeah, this stereotype of international cities, the picture is really represent a stereotype of how international cities will end. The dirt. There is no social responsibility. Especially for street bazaar or street market. That is what, that is why I maybe think about when I see this picture
Nikki	Okay. And seeing this picture, what is your opinion on the garbage on the floor?

Interviewee	Yeah, it is, of course. It is not comfortable at all. You're here just to use this, and then, well just fuck to the streets factor. Yeah, everything just leave and just consume.
Nikki	You mentioned before, this is difficult for international cities. So, do you mean that this is partly because of the tourists that the tourist put the garbage on the floor?
Interviewee	Not maybe it is not only tourists, maybe also expats locals? I think it is typical to only just refer to the tourists. Maybe it is also local. This is a very crowded city and many people come. Yeah, they just do not care about the rubbish.
Nikki	Exactly, I agree. And how do you think that this could be changed?
Interviewee	I think, I think the best way is just to make a place, just so people have to contact more with the locals and environment just to feel more that this place have a history and locals. So that is not just architecture, red light, and like that, yeah. Just feel that for example, in Utrecht, you can see that when you go to visit Utrecht, or living you know to that, so you will feel that there is a contact with locals and strangers or students, international students, but here in Amsterdam, you do not feel that yeah, because it is more international. So you see business, but you do not see some cultural or some space that's just people to get now each other. Have a talk, not just rush.
Nikki	And how does this happen in Utrecht?
Interviewee	There is many non-governmental activities. And very, a lot of students and also cultural activities. I think it helped a lot. This connection between the foreigners.
Nikki	Yeah. Okay, good. Um, so moving on to the third page. Yes. What do you see on these two pictures?
Interviewee	Yeah, it is, I think, red lights. I think so.
Nikki	Uh, no. It is actually a lot of people on the streets waiting to get into a club.
Interviewee	Yeah, club, nightclubs? Yeah, I think so, relatively. I missed that.
Nikki	Yes, we have not had it in a while
Interviewee	Yeah, for two years. I just yes. This life. Yeah,
Nikki	I heard in two weeks, two bars will maybe go open again.
Interviewee	I hope, I hope really.
Nikki	And so if you look at these lines, the big lines of people would you want to go to the club? Or would you rather go to a less touristic club?
Interviewee	Normally? I do not like crowded. But now I missed this in the night. Just to have a little bit fun.
Nikki	Okay. And, yeah, the same question as for the other two pictures. What do you think how this can be changed?
Interviewee	Why change, I think it is good at night sometimes, I cannot give an opinion about that because my opinion now is positive.
Nikki	That is also a valid opinion of course. Okay, so the last four pictures. What do you see on these pictures?
Interviewee	I think yeah, this is strange to see that this in is Amsterdam. This is Amsterdam right?
Nikki	Yes, this is in Amsterdam
Interviewee	These pictures say that still there is a lot of work to be done or has to be done. There is a traffic and many cars. And it is not really organized. So it

	is strange for Amsterdam, as it is really organized. So, it is first time I see this picture,
Nikki	Oh, really. Okay uhm, so if you see this picture, indeed with a lot of cars, and it is not really organized, It is chaos with trams, buses, bikes, cars. What are your thoughts on this?
Interviewee	Yes, did not even you need in Netherlands, that is very developed country. Still, there is a lot of work. The government and municipality have to do. So this is what I think is not everything. Nothing. It is left. So you have to do a lot of things. I think this is what I think about it.
Nikki	Okay. And do you think that cars should be banned in the city centre of Amsterdam, to give the bikes more space?
Interviewee	I think so. There is a no other solution if you want to see, if Amsterdam want to stay touristic, I think there is no other solution than ban cars. More ban than for the cars. Yeah. But also it is need more infrastructure. So yeah.
Nikki	Okay. So thank you move on to the last page. So, I have done a survey with respondent that are residents of Amsterdam. And based on here, the conclusion that I made from the results was that waste, noise and traffic are most associated with the tourists in Amsterdam. Here are the residents associate these disturbances with the tourists. What is your opinion of this outcome? Do you think it is fair?
Interviewee	I think we should deal with that as the perception of the locals. Even if it is not facts or it is not true. We have to deal with it as facts because it is their perception. Because people think that.
Nikki	But do you think it is fair that they think like this?
Interviewee	Yeah, I think it is better they just wait, just maybe do research. And see that is if we talk about fair, it is better to just do research. And then now if it is really from tourists, or maybe from Dutch people coming from other cities to do shopping here, or even maybe it is a amsterdammers from other parts of Amsterdam.
Nikki	Yeah, that makes sense. Okay. Um, so moving on to the last two pages of the pictures if you can get the pictures again. So if you go to the next page, this one indeed, yeah. What do you see on these three pictures?
Interviewee	Just lets people pay money to just get through some streets.
Nikki	It is actually a campaign it is the I enjoy and respect campaign. So it says for example, singing out loud and then it says free if you are inside and if you are outside, you need to pay a fine of 140 euros
Interviewee	If you're singing anybody you mean? Yeah.
Nikki	Yes it is about the loud noise that you make on the streets. Okay. And then for example, the second one is about peeing, so if you pee in the toilets, then it is free. And if you will pee on the streets, then you need to pay the fine, that's the campaign. So by understanding what the campaign is now about, is this information new to you? Or are you already familiar with the fines
Interviewee	I am not so familiar with that. There is options that's you that may be government puts rules that's there is a fee of 140. This new for me. Yeah, but I know that there is always people in the internet talking that there is a lot of noise and many people making noise like that. And also for pee, there is not enough toilets. So, yeah.
Nikki	Okay. And by seeing this does it increase your awareness on the rules in Amsterdam?

Interviewee	Yeah, yeah. And also thinking that it is there is too much rules. Also, if it is there is too much rules, the rules became most useless I think. Yeah.
Nikk	Okay, so you think it would be more effective to have fewer rules. And then they become more clear to people.
Interviewee	Yess. A lot of rules here.
Nikki	Okay, then moving on to the last page. These are three pictures as well. What do you see on these three pictures?
Interviewee	Yeah, this is what we talked about it. People live here. Yeah. Locals live here. This is just their normal life? We did not see it.
Nikki	Yeah, exactly. Yeah. So this is indeed, the I live here campaign showing tourists with also local. So like, I live here. Treat the city with respects. That's the idea of this campaign. So if I have you ever seen this campaign in a city?
Interviewee	No, it is super nice. I will search it is more.
Nikki	I think it is already old. I do not think they have it anymore. But this was one of the ideas to increase the mindful tourists.
Interviewee	You're also Dutch?
Nikki	Yes, I am Dutch. So looking at these pictures, what do you think? Yeah. So you think it is that this is indeed what you were talking about?
Interviewee	This is just maybe the start. Maybe there is more thinking about it? There should be more activities like that, or more creative way to let people contact or reach locals? Yeah, I think it is the beginning.
Nikki	Yes, exactly, okay Nice. And by seeing this, will this change your behaviour? Or what is the impact on you?
Interviewee	I think it is because I am always thinking about that is occupying my thinking that is what is the local and why I am curious about that. So yeah, it is give me the good. Good. All that. Thinking that there is a many people thinking same, so the problem is gonna maybe be solved in the future.
Nikki	Yes exactly, hopefully! Now, I will move on to the last rounding off question. So based on this interview, are you now more aware of the consequences of your own decisions or actions on the environment and the local community?
Interviewee	Yeah, reminds me more. Yeah. Remind me more that. It is not just thinking. And this is really an issue. Yeah.
Nkikki	Thank you, good to hear. And based on this, are you willing to change your own behaviour? Or do you think that no change is needed?
Interviewee	The problem is, I do not know what to change and what is the best to do? So if I change what I have to change, for example, not travelling to Amsterdam or buying something more, buying something less so I don' know.
Nikki	Yes, so then I think it would be more into the idea of the traffic or the waste or the noise, so for example, not screaming on the streets or putting your garbage in the garbage bin
Interviewee	that is it for me. Yeah, I had a bad experience one time so I think I have learned from it. Yeah.
Nikki	Okay. And what do you think will be positive impact on these actions? So now you know that garbage should not be in the in the canal? What do you think is a positive impact of this learning?
Interviewee	Yeah, the will change. How local is thinking about foreigners when they come to Amsterdam? And give a better feeling, better perception.

Nik	Well, thank you so much for your participation. I am not sure if you will also be here tonight. But I have a really nice route for Amsterdam Lights Festival. So maybe if you would like to do that? It is for either tonight or tomorrow because after tomorrow it stops.
Interviewee	Yeah. Which time tonight?
Nikki	You can do it whenever you want. I will give you this, it is a walk. If you scan this QR code, you will get the routes and then you can do the route yourself.
Interviewee	Okay, so it is not for with groups?
Nikki	No, but you can always invite friends, but you can also do it alone. And then there are always a lot of stands that you can get like hot coffee or hot gluhwine to drink during the walk.
Interviewee	Oh, nice! You mean free drinks? Haha
Nikki	No haha. And then if you scan this, then there will also be pictures of what you can see during this walk.
Interviewee	Okay, yeah, I will try!
Nikki	Okay, nice. Well, thank you very much for your time and have fun with the walk!

9.7.3   Interview 3: tourist from South Africa

These girls were in a rush to catch a train, so I have explained them quickly the introduction and asked for permission for the recordings before the recording started.

Nikki	Shall we walk in the meantime?
Interviewee	No, it is fine.
Nikki	Okay. So firstly, I would like to ask from which country are you from?
Interviewee	South Africa.
Nikki	Oh, nice. And what made you decide to visit Amsterdam?
Interviewee	It is near Bussum. Because we're pairing and just to experience a new culture and new places and meet new people. And yeah,
Nikki	Nice. Okay. And for how many days will you be in Amsterdam? you will only be here for one day I think
Interviewee	I have already been here for three weeks now in the Netherlands. But Amsterdam, 1 day.
Nikki	Ah okay nice, and how what's your experience so far?
Interviewee	Love it, cannot get enough of this place. Feels like I am living in a dream.
Nikki	Oh, nice. And does it meet your expectations?
Interviewee	It exceeded my expectations, all of them.
Nikki	Okay, nice. And is this the first time you visit? Amsterdam?
Interviewee	Yeah.
Nikki	Okay. So, I will ask five questions with a range from one to seven. Where one is disagree and seven is agree. So, during your stay in Amsterdam is your interest capture?
Interviewee	Eight, uhh no seven.
Nikki	Okay, and why?
Interviewee	I just love it. Does that answer the question?
Nikki	Okay, yess. And the second one during your stay, has your curiosity aroused in the city?
Interviewee	Seven
Nikki	Seven, okay. And why?

Interviewee	I do not know. It is time you see a new part of Amsterdam. Yeah. So many places to see
Nikki	Okay, nice. The third question is during your stay, if you explored or discovered new things
Interviewee	Yeah, I have been on a little bike today was so much fun. And yeah, that's about it.
Nikki	Okay, nice. So the number?
Interviewee	Oh seven, everything is seven
Nikki	During your stay, is everything clear to you, for example, the public transport or the norms and values,
Interviewee	Yess, seven, everything is put out very well and neatly organized and everything works. So that is good.
Nikki	Okay, perfect. So, do you feel welcomed by the local community?
Interviewee	Six
Nikki	This is a normal question again, sorry
Interviewee	But I agree. That is agree. Yes they are definitely very welcome and nice, even if they see you from not from here, then they are very welcoming and glad to help and inform you where what everything is and whatever, and take pictures of you.
Nikki	Hahaha okay, nice. And are you aware of the consequences of your decisions or activities on the environment?
Interviewee	Yes
Nikki	Can you name an example of that?
Interviewee	Like you would be hit by a train if you do not stop at the traffic light.
Nikki	Okay so for example, stop at traffic light?
Interviewee	Yeah. That is a common one.
Nikki	Are you familiar with a tourism concerns of Amsterdam?
Interviewee	And not so quite? No
Nikki	Okay, I will come back to this later.
Interviewee	How many questions still?
Nikki	Two pages, but I can go quickly. Okay, so if you look at these pictures, what do you see in the pictures?
Interviewee	A lot of people and high buildings,
Nikki	Okay. And if you see this, would you want to walk here? Or would you rather prevent busy places?
Interviewee	Yeah, that is a bit too much, too crowded
Nikki	Okay, so for these pictures, what do you see here?
Interviewee	Full of trash
Nikki	A lot of trash. And what's your opinion on the trash?
Interviewee	That does not look good, but I am used to it as in South Africa. It also looks like that. So I feel like that when I see that.
Nikki	So you do you think that this is because of tourists or?
Interviewee	Most probably? Yess *looks at her watch for the time*
Nikki	Okay, next one. I am sorry. These pictures. What do you see here?
Interviewee	A nightlife.
Nikki	Yess indeed nightlife. And because it is really busy on the nightlife, would you want to go here?
Interviewee	No.
Nikki	No? Okay. The next pictures are the ones from the car. So what do you see here?
Interviewee	A lot of cars being almost brought in the canals, yeah.
Nikki	Okay. And do you think that cars should be banned in the city centre?

Interviewee	Yeah, I actually think that can be a good idea, because everyone just walks or take the bike. So there is no necessity of the cars anyways.
Nikki	Okay. So based on the research that I have done with residents, I concluded that waste, noise and traffic are the most problem from the tourists. Do you think this is fair that it is associated with the tourist?
Interviewee	Yeah that is fair.
Nikki	Okay. And why?
Interviewee	Because they are all over the place. The tourists they take over and they pollute and spread trash.
Nikki	Yeah, exactly. Okay. Do you want to walk in the meantime?
Interviewee	No it is fine, how long is it still?
Nikki	Only these questions still
Interviewee	Okay.
Nikki	Okay, so looking at these three pictures, what do you see?
Interviewee	Trash cans.
Nikki	So, it is a enjoy and respect campaign. So for example, here, it is about dumping the rubbish, so if you put it in the trash can it is free. And if you put it on the street, then you need to pay a fine of 140 euros. So looking at this, is this information new to you?
Interviewee	Yeah, we do not have that in South Africa.
Nikki	Okay and you did not know that it is here in Amsterdam?
Interviewee	No, I did not know that it is here in Amsterdam.
Nikki	Okay. And if now that you know, does this increase the awareness on the rules?
Interviewee	Yeah, definitely.
Nikki	Okay. And okay, so these pictures. I think it is a little bit hard to see. But it is "I live here" campaign, so that you see people, pictures of people and let you see that people actually live there. What do you think of this?
Interviewee	I think it is a bit in someone's private space I would say, or I do not really understand the question.
Nikki	Okay, uhmm we can move on for the sake of time. So based on these questions, so the rounding off questions, are you now more aware of the consequences of your decisions and actions on the environment and local community?
Interviewee	Yeah definitely I would not throw my trash on the floor, because then I would get a fine. I would actually not do that at all. Even though I knew they was fine. And, you know, that's just basic manners, I would say
Nikki	Yeah, exactly. Okay. And are you now more aware of your own travel or consumption behaviour?
Interviewee	Yes, we must all make a difference as tourists and be informed
Nikki	Okay. Nice. Well, that was actually it. Thank you so much for your time. And yeah, I hope you can still catch the train.

9.7.4   Interview 4: tourist from India

Nikki	So good afternoon. Thank you so much for participating. My name is Nikki and I am currently doing research for my studies at Hotelschool. The Hague in Amsterdam. Yeah, this interview is to discover what opinion from tourists is on how welcoming the city is with. So, the overall purpose is to improve the existence of tourists in Amsterdam. And then your privacy is of utmost importance. Hence this interview will stay anonymous. Therefore, I will not need your name but only two recordings which you

	have approved on already. So firstly, I would like to ask from which country are you from?
Interviewee	From India
Nikki	Ah India, super nice. And what made you decide to visit Amsterdam?
Interviewee	Uh nothing, we just here for work?
Nikki	Okay. And for how many days are you here?
Interviewee	One week
Nikki	Okay.
Interviewee	I kind of am tourist for you
Nikki	Yeah, super nice. And what is your experience in Amsterdam so far?
Interviewee	So far it has been good. Like, the crowd is different because we were in Utrecht, it is different place. More like happening area.
Nikki	Yeah. So, you mean more busy here?
Interviewee	Yess
Nikki	Okay. And have you visited Amsterdam before? Or is this your first time?
Interviewee	No, this is my second time. Second time.
Nikki	Okay. So now I will ask you six questions based on a scale from one to seven. One is strongly disagree and seven is strongly agree.
Interviewee	Yep.
Nikki	So during your stay in Amsterdam, is your interest captured?
Interviewee	Five Yeah
Nikki	okay, and why five?
Interviewee	Oh, I have to tell why.
Nikki	Yeah. Also, the number and reasoning if that's possible.
Interviewee	Ah, I mean, it is a different place. Like if I compare Europe, then I definitely say okay, this is one of the best places to visit, to see the diversity, you can see the diversity here, right. But if you live in outside area, then you will not be seeing the diversity. So it is kind of mixed up culture, a lot of things to do. Again to mix our culture.
Nikki	Yeah, exactly. Okay. And during your stay, your curiosity into city has aroused?
Interviewee	Not this time. So, I would say like three, four, no three
Nikki	Ah okay. And why is it not higher this time?
Interviewee	Because of weather probably. It is just the weather.
Nikki	Yeah, I understand. It is very cold. So during your stay, you have explored or discovered new things?
Interviewee	Yep. Yep, four.
Nikki	Four? Okay. And why? What have you discovered?
Interviewee	I mean, there, there is no much to discover it just like I am missing. She, she is my wife. She is visiting the first time this place, right. I already visited. So I have seen the same places. But is now just a different experience.
Nikki	Okay, nice. And then during your stay, everything is clear to you, for example, how to use the public transport or what are the norms and values in Amsterdam?
Interviewee	Yeah, I would say six because Dutch language. I do not know that. I have like, ask couple of people over there. But it is pretty clear if you have a smartphone.
Nikki	Okay. Yeah. And the last question for the statements during your stay you feel in control of your behaviour?
Interviewee	No. No, I would say one
Nikki	one. Yeah. Okay. So no control over your own behaviour.

Interviewee	No control also. In Control. Yeah, definitely. I have a control. So Seven then
Nikki	Okay. And why?
Interviewee	No, I do not know. No answer.
Nikki	Okay. Okay. And moving on to the open questions again. How do you think that residents feel about your behaviour?
Interviewee	Not sure. Because we are not sure because we have not spoken to like the locals right here. Right. So, I cannot say anything, but I am pretty sure they will be like will be happier.
Nikki	Okay, so now, I will move on to an introduction of mindful tourism. That being mindful means that you're aware of the surroundings and its environment, which may affect your travel and consumption behaviour. It is about being actively engaged and aware of where you are and what the consequences of your actions are. So, the first question for this is, do you feel welcomed by the local community?
Interviewee	Yep.
Nikki	Yess, and can you maybe name an example.
Interviewee	One of the example is like, we were just about to hop into the train. And we did not know we were just juggling around and we asked for the help of the people around and they were really helpful. They opened the mobile phone. So that sounds like they are accepting.
Nikki	Okay, Okay, nice. That is good, it is very nice to hear. That is so nice. Um, the second question, are you aware of the consequences of your own behaviour? Or decisions on the environment or the local community?
Interviewee	Yep, yep.
Nikki	Yeah? Okay. And are you familiar with the tourism concerns in Amsterdam?
Interviewee	Not so much?
Nikki	No. Okay, then I will move into that part now. So if you could take the pictures on your phone?
Interviewee	Ah okay, I can take the pictures, but it just like my internet connection is not working.
Nikki	Okay, no worries, I have the pictures printed out here as well.
Interviewee	Okay.
Nikki	So if you can have a look at the first three pictures on top. What do you see here?
Interviewee	I am seeing a crowd. Especially in the COVID. And it is like people are walking in. People are walking side by tram. So that's not acceptable.
Nikki	No it might be dangerous indeed.
Interviewee	Yeah.
Nikki	Okay and if you look at these pictures, would you want to walk here? Or would you prefer to prevent the busyness?
Interviewee	No, no, I would definitely not want to walk here. Because it is very busy.
Nikki	Yeah, so not walk there. Okay. And how do you think that this busyness can be changed?
Interviewee	Probably we have to make like, multiple roads, more sidewalks? I am not, I cannot say about the public transport because it has already been there. So just like we, less people.
Nikki	Okay. Yeah. And if you look at these three pictures over here, what do you see here?
Interviewee	A lot of garbage, garbage and unclean roads. That is it.
Nikki	Exactly, and what is your opinion of this garbage?

Interviewee	I mean, it should definitely not be there. Right? It is not, it is for the bin. So yeah, probably we have to, like clean it. Like, do some agency and all, like, clean it by ourselves. And we have to make sure that we are not throwing any garbage on the road.
Nikki	Yess exactly. And do you think this, that there is a relation between tourism and this garbage?
Interviewee	Yeah, definitely. It is a relation.
Nikki	So you think that
Interviewee	Yes, if tourists cannot understand the value of the city, then definitely they are gonna throw the garbage.
Nikki	Yeah, exactly. Okay. And do you maybe have an idea on how this can be changed?
Interviewee	We have to bring the strict rules. First of all, a lot of police should be there. We have to like market the thing on the on the sidewalks do not throw the garbage if you are gonna throw it and then would be fined something like this. Give the CCTV cameras like.
Nikki	Yeah. Okay. And if you look at these two pictures, what do you see here?
Interviewee	People are enjoying out of the clubs and all
Nikki	Yess, exactly. And if you if you see this, what do you think? What do you think will happen if a lot of people coming out of a club, that are outside?
Interviewee	They might fell towards the road or the canal? Right? So that is if they are drunk right so then they can fall down?
Nikki	And what do you think of the noise that they might make?
Interviewee	Oh, yeah, yeah, probably. I mean, it is not good. It is not good. They can like, if they are shouting and all and they, they I do not know.
Nikki	If you are gonna look at the last four pictures here, what do you see?
Interviewee	These two pictures, I would say, the cars are perfectly parked. Right. And in the first picture, I am seeing a lot of cars. So I would say a lot of cars.
Nikki	Yeah. A lot of cars. Yeah. And what do you think of a lot of cars in the city centre?
Interviewee	It is a lot. We have to like reduce the number of cars. To reduce it, we are in the one of the best thing to do is like increase the taxes increase again, as it is already there. Yeah.
Nikki	Okay. And what do you think about maybe banning cars in the city centre?
Interviewee	Yeah, that could be good. Because you can be, you can force people to walk on the sidewalks and all, that is it so not bring the cars in the city.
Nikki	Okay. Moving on to the last page. So I have also done a survey for residents in Amsterdam. So the people that actually live here, and my conclusion was that waste, noise and traffic are the most associated with tourists. So, my question is, what is your opinion on, on these outcomes that waste, noise and traffic are associated with tourists.
Interviewee	I think somehow partially it is correct, if a lot of tourists are coming, the noise, traffic and garbage, everything would happen. But there is a downside of it if no one is going to visit the city, right? If less number of people going to visit the city, then I do not know how you are going to market the tourism.
Nikki	Exactly. Okay. Um, so if you can have a look at these three pictures, what do you see here?
Interviewee	This is, I do not know what it is.
Nikki	So it is a enjoy and respect campaign. So for example, here it says dumping rubbish. And then it says, if you put it in the trash can, and it is for free. If you put it on the street that you need to pay 140 euro fine, the

same for peeing on the toilet or peeing on the streets and singing out loud inside or outside.

Interviewee	Okay
Nikki	So, looking at these at this campaign, what does it do to you? What is your opinion on this?
Interviewee	No, this is correct. This is definitely correct, right? If you are gonna, as I mentioned before, like if you throw the garbage on the road that you have to pay a fine, which is good. That is good, this campaign is good.
Interviewee	Okay. And are you new with this information? Or were you already familiar with these rules? So
Interviewee	No, this is, this is new for me, the first time that I am seeing this, okay. Because I did not see the board. I did not see the sign. If you do not, if you throw the garbage out, then you have to pay this.
Nikki	Okay, but you did not know about fine that you need to pay if you put the trash?
Interviewee	We are not familiar about the fine. No, we were not familiar with that. But it should not happen.
Nikki	Yeah, exactly. It is a standard to put it in the trash can. Okay. And then these pictures, what do you see on these pictures?
Interviewee	I do not know. I have no idea.
Nikki	So this is the I live here campaign. Okay. So you can really see for example, here is a picture of someone 'I live here' and then there is a text. So for example, do not be too loud or put your trash in the garbage. What do you think of this campaign?
Interviewee	Like, it is telling people do not? Do not shout, do not be too much loud. Yeah, this is good.
Nikki	Okay. And if you see this in the city will just increase your awareness on the rules?
Interviewee	Yes definitely.
Nikki	Okay. And if you then it increases the awareness. Will you then change your own behaviour?
Interviewee	Yeah, that is right.
Nikki	Okay. Okay. So now, I will only have a few rounding off questions. So based on this interview, are you now more aware of the consequences of your decisions or actions on the environment and local communities?
Interviewee	Okay, yess.
Nikki	Okay and are you now more aware of your own consumption behaviour?
Interviewee	Yep.
Nikki	Based on this, are you willing to change your own behaviour?
Interviewee	That is right. Yeah. Yeah.
Nikki	Okay. And what specific actions will you take?
Interviewee	First of all, the garbage and I will not shout? Yeah. Public area of property in the residential area will not make sure.
Nikki	Yeah, okay. Perfect. Actually, that was it. So, thank you so much for your time. I really appreciate it. I have one more question. Are you here also tonight in Amsterdam, or will you go we are going back to Utrecht?
Interviewee	Yess we will go back.
Nikki	Okay. And tomorrow?
Interviewee	Tomorrow, not sure because we are visiting in Utrecht.
Nikki	So tomorrow, you will not visit it here because I have a really nice route through Amsterdam that you can walk because there is Amsterdam Light Festival until tomorrow. And there are a lot of nice sculptures in it that are

	lighted. So if you want, the light will go on at five o'clock today. So if you want you can scan the this
Interviewee	Yess I will take picture.
Nikki	You can take this with you if you want. Okay, and if you want then you can do this walk. And it is also really nice to see. Yeah, there are also pictures in this QR codes, so then you can see a lot of nice things in the city.
Interviewee	Okay. Okay.
Nikki	Thank you so much for your time. Enjoy

9.7.5   Interview 5: tourist from France

Nikki	Good afternoon, thank you so much for taking the time to participate in my research. My name is Nikki Veldhoen and I am currently finalizing my studies at Hotelschool the Hague. This interview is to discover what the opinion from tourists is, on how welcoming the city is, what the attitude of tourists is and define the willingness and belief in behavioural changes, as well as what is needed for that.
	The overall purpose of research is to improve the existence of tourism in the city of Amsterdam. By encountering the perception of residents towards tourists, to enhance their hospitality towards tourists and therefore improving the experience of tourists, with the use of mindful tourism. Mindful tourism refers to being aware of the surroundings and its environment, being actively engaged & aware of where you are and what the consequences are of your actions.
Interviewee	Okay
Nikki	Your privacy is of utmost importance; hence this interview will stay anonymous. The results will be used for the purpose of my thesis only and will not be distributed to third parties. Would you mind if I record the interview?
Interviewee	No, that is completely fine.
Nikki	Okay perfect, so the first question. I would like to know from which country are you from.
Interviewee	I am from France
Nikki	Okay nice, and what made you decide to visit Amsterdam?
Interviewee	Well I actually had to be here for work, so I am staying over there at the Krasnapolsky hotel and I have some meeting there and that is the whole reason why I am here. So today I did some shopping.
Nikki	Ah okay, that is very nice. Just some relaxing time during your work trip.
Interviewee	Exactly.
Nikki	And for how many days are you here?
Interviewee	I am here for 4 days.
Nikki	And what is your experience in Amsterdam so far?
Interviewee	Well I have been here before, I like the city very much. It is a very open city.
Nikki	Okay I will move on to the next part. So here I will give a few statements for which there is a range from one to seven, where one is strongly disagree and seven is strongly agree.
Interviewee	All right
Nikki	So, the first statement during your stay in Amsterdam, your interest is captured.

Interviewee	So, yeah, I would give a 6 or 7 to that, because I am really yeah, living into here and now in the city and it is very, it is just a nice city and I love being here. So that is why I would rate this question quite high, actually.
Nikki	Okay, okay, that is good to hear. So, the second one during your stay, your curiosity in the city has aroused
Interviewee	Oeh definitely. So that would be a 7. I would love to discover more about city, I know that it has a lot of hidden treasures. I already got some tips from our concierge, but I think it would be nice as well, to have more of a little black book in Amsterdam, so that you can even discover more of the local hotspots and everything.
Nikki	Okay, okay, that is super nice. And the third one, during your stay, you have explored or discovered new things that you did not experience before?
Interviewee	Currently not during this stay because of the COVID virus, but I know from my previous stays, so that would be for now 5 or something. Within my previous days, I would definitely say I experienced new things and explored new places and everything. So in non-COVID times, I would say 7.
Nikki	Okay, nice. And during your previous stays, can you name one example of things that you have discovered?
Interviewee	So usually, I would go to the restaurants only nearby to center, the city centre, but those are often very touristic. But I got the tip of the restaurants Maris Piper, in the pijp, and it was a very nice restaurant with a very good kitchen. And you can really sense that this was a typical Amsterdam hotspot for the locals. So that was very nice.
Nikki	Oh, nice. I also like this restaurants a lot.
Interviewee	Nice haha.
Nikki	Um, so the next one, during your stay, everything is clear to you, for example, how to use public transport or what norms and values of the city are.
Interviewee	On that one, I would actually give a 2 or 3 because public transport is still quite vague. I noticed you can buy a one-hour ticket, for example, but I do not know where you can go. Can you go outside the city? That's not so not so clear for me and norms and values are? Behave yourself for something. Are there any norms or values?
Nikki	Yes, there are, I will get into that later on. And regarding the public transport, I can maybe help you after this interview, to give you some tips. And there's also an app where you can really find, like a guide on how to use the transport.
Interviewee	Oh, that would be great, thank you!
Nikki	Okay, I will do that later. So, I have one more question. How do you think that, for example, the public transport, or the norms and values can be better communicated?
Interviewee	I think that maybe Amsterdam should set something up that as soon as you book a trip to Amsterdam, whether it is by train, or by plane, whatever it is, or the hotel that you are staying in, that they give some kind of information sheet on those basic things and where you can find information like websites for public transport, or just rules and regulations in the city. Something like that.
Nikki	Okay, those are very valuable insights, actually. So, thank you for that. And the last one is, during your stay you feel in control of your behaviour and the surroundings?
Interviewee	Yes, I do, actually. So that would be a 6 as well.
Nikki	Okay. And can you name or could you elaborate a little bit on this?

Interviewee	So the question was again, exactly…
Nikki	So during your stay, you feel like control of your behaviour?
Interviewee	Yes, I do. As long as you do not smoke pod or anything, because that is when it goes wrong. You see it with all the tourists, but as long as you just stay and retain and act as you are used to at your hometown. Yeah, then okay, definitely in control.
Nikki	Okay, perfect. Makes sense. So now I will move on to the mindful tourism itself. So first, I will explain what it is. So mindful tourism refers to being aware of the surroundings and its environment, which may affect the travel and consumption behaviour and eventually the customer journey. It is about being actively engaged and aware of where you are and what the consequences of your actions are. So first, I would like to ask if you feel welcomed by the local community here.
Interviewee	Yeah, I do, definitely. I can notice that in, for example, shops, the shop owners are always very welcoming and interested in where you are coming from. Also in the hotel where I am staying there, all right, always very polite and helpful to show you around and explain. And as you just did actually, send me like, oh, I can help you, which were public transport after interview. For example, when you go to Paris, I live quite close to Paris. Parisian citizens would not do that. So the tourists, the citizens here are more welcoming. Definitely.
Nikki	Okay. Good to know. Um, and are you aware of the consequences of your own decisions or actions on the environment and the local community?
Interviewee	No, I am, yeah. Are there any are there any consequences on these actions? Um, because I have seen something, but it was in Dutch at some kind of flyer. I think it was about drinks, but I do not know really what it was about on the street.
Nikki	Okay, well, in the next part, I will explain more about the consequences of specific actions, and yeah, what fines or something will be involved in there. So, another question. Are you familiar with the tourism concerns in Amsterdam?
Interviewee	No, definitely not.
Nikki	Okay, I will explain more about that now. Um, so now, I would like to ask you to take the pictures of the QR code that I have given you.
Interviewee	Yes, absolutely. One second, please.
Nikki	Yeah, of course.
Interviewee	Yes, I have it.
Nikki	So if you go to the first page, there are three pictures. Yeah, I would like to ask you what you see in these pictures?
Interviewee	A lot of people. A lot of people are here at the Dam Square, I think. And that is very busy. That's what I see.
Nikki	Yeah, exactly. This is actually this tree that you see here is a street between here where we are now Dam Square and Central Station, right. And indeed, there are a lot of people. So if you see this, what you want to walk here and go shopping in between the people?
Interviewee	No, no definitely not.
Nikki	Okay, so your you would prefer to avoid the busyness?
Interviewee	Yeah
Nikki	Okay and do you have any idea on how this can be changed, the busyness?
Interviewee	I do not know, I think maybe if, yeah, as I said, I am sure it has a lot of hidden treasures. And I think if there would be some kind of map or explanation for tourists that they could also go to other places than just the

	Dam Square and central station. Yeah, I think if there would be a map, then it would be more spread out. And also, maybe because I know that in this trip, you have the H&M and Zara and everything, which is, of course very popular, but maybe you could spread that out as well. A little bit more.
Nikki	Yeah, exactly. It is, again, very valuable insights. So if you could go to the page 2, there are as well 3 pictures.
Interviewee	Oeh, this seems horrible.
Nikki	Haha exactly. So what do you see in these pictures?
Interviewee	A lot of trash people who do not know how to use a bin.
Nikki	Exactly. And what is your opinion on this?
Interviewee	This must be horrible for people who live here to see this every morning, every day. So yeah, this. This is not good. Definitely not.
Nikki	Okay. And do you think that this trash has a relation with tourism? Like, is it the tourists only that caused this?
Interviewee	Well, can I ask where these pictures were taken? Because if it has to do with the same street that we just saw the pictures of then I know where the problem comes from?
Nikki	Yeah. So the second picture is actually near the the canals. Yeah. And that the third picture is near the dam, actually. Yeah. And the first one is just a like a small street in between.
Interviewee	Alright. Well, if I see it like this, and you say that this is indeed the same spot, as we just saw, as well in the previous pictures, then I think that indeed, the business also has to do with the amount of trash that we see here. So there is definitely correlation between those two.
Nikki	Yeah. And if you see this, do you maybe have any idea on how this can be changed?
Interviewee	More bins
Nikki	More bins? Yeah. Okay, that makes sense indeed. So if you could go to the third page now, in these two pictures, what do you see?
Interviewee	A lot of people again, enjoying the nightlife.
Nikki	Yeah, exactly.
Interviewee	This is where the, where the sexy ladies are?
Nikki	No, actually, um, this is just in front of some clubs. So yeah, obviously, pre-Corona. Because now, there are no clubs open yet, hopefully soon. But if you see this, so a lot of people in front of clubs, what is your feeling?
Interviewee	It looks nice. It looks like a time that we all used to enjoy. But also like, the people who live there might have a lot of complaints about noise and people screaming because we all know how we act when somebody is drunk, screaming and being rebellious and everything. So, for the people who live here, that must be quite a challenge to hear it is on a Friday and Saturday evening.
Nikki	Yeah, exactly. So how do you think that this could be changed? Because indeed, most likely, there's also noise involved in drunk people.
Interviewee	I think it would be possible to Yeah, maybe clubs could be more strict on noise on the street and create more systems that are more flexible to let people enter quickly. So that people do not have to wait outside on the streets. But what you also see is that too, because of the canals that the seats are very small, so everybody is like grounded on one small spot. So it would be better if there would be more space and if not, everything would be so close to each other. And if there would be more surveillance by the police, I think.

Nikki	Okay, so moving on to page four. Here are four pictures and I would like to know what you see in these pictures
Interviewee	Cars, a lot of cars and traffic.
Nikki	Okay, so um, what are your thoughts on these many cars?
Interviewee	Oh, there's a lot there's really a lot but they're also very dangerous actually. Because what I have noticed in my current stay and also my past stays that these cars they drive like maniacs I mean, for cyclists and for the people who are by foot walking around, they do not stop a red light. They just continue and they drive super-fast. Yeah, they're not very polite to the others.
Nikki	Okay, I understand I am sorry that you that you have been through this and that you are disturbed by cars. So by hearing this, do you think that maybe cars should be banned from the city centre? In order to make it more friendly for people that are walking on on the bike and to make it more safe?
Interviewee	I think what would be the best solution actually, would be indeed to ban cars but to allow taxis because taxis they know the city. They know how to drive. They know what the rules are. And people do need taxis and cabs and everything. So, I would say keep the cabs and a abolish the other cars, just the private cars.
Nikki	Yeah. Okay, that that makes a lot of sense, actually. Um, so moving on to the last part. So I have already done a survey with 121 respondents from that our residents from Amsterdam, and I came to the clear conclusion of these results that waste, noise and traffic are the most associated with tourists in Amsterdam, right? So what is your opinion on this outcome? Do you think it is fair or not?
Interviewee	Well, I think indeed a lot is caused by tourists, but also the drunk. Do they also have student parties here, because those people are always like oh my god, you can hear me because they also cause a lot of noise. Yeah, so it is a bit of in between, indeed, tourists cause a lot of noise. I think they are mainly responsible for it. Some of the Amsterdam residents also caused a lot of noise, it is not only tourists, but I can imagine that it is mainly them who are responsible for it.
Nikki	Exactly. Okay, I can understand where you are coming from here. If you can go to page five, yeah, the three pictures over here. What do you see here?
Interviewee	I see. I think is an advertisement thing. sing out loud, but I think that it has to do with fines so that if you for example, go to the toilet out on the street address pay fine, but if you use like this restroom thingy that you that that's for free of course, so you do not get a fine.
Nikki	Exactly. That is what it is. It is the enjoy and respect campaign. This is to create awareness on what is allowed and what is not allowed and for example indeed for being if being on the streets, then you get a fine for 140 euros. Whereas if you go through to the public toilets on the streets, then it is for free.
Interviewee	Okay.
Nikki	Um, so by knowing this, I am not sure if you have ever seen this in the city?
Interviewee	I have not seen them, as I said I just like saw something about a drink. Does that have to do something with it as well?
Nikki	Um, it could be. Maybe it is another marketing campaign.
Interviewee	Okay, but I have not seen.
Nikki	Okay. And based on this information, is this new information to you?
Interviewee	Yeah, definitely.

Nikki	Okay. Um, so based on this, that that you know about these fines for rubbish for peeing and for making noise, like, loud noise. Would this increase your awareness on rules?
Interviewee	Definitely. Definitely. I would be more aware not only for myself, but also for the people who I am with if they leave a restaurant after a nice dinner being a bit drunk, but I would also say, keep an eye out for them to make sure that they do not mess up the city.
Nikki	Okay, well, that is good. So good that this is a takeaway for you. Now, moving on to the last page. There are also three pictures. And I would like to see what you see on these pictures.
Interviewee	I have to look closely, one second.
	Oh, I have seen these in the city. Some I have seen them in one place I think. It is good that they do this, because it makes you a little bit more aware because it is a campaign as well. Right.
Nikki	Yeah, exactly. It is the 'I live here' campaign. Yeah. So this is indeed to create awareness that this is a city not only for like, tourists that want to visit the city, but also that people are actually living here and that, yeah, tourists should be mindful of the residents. Yeah. And so when you saw this in the city, what was your feeling about it?
Interviewee	It was a small reminder for me again, like, yeah, of course, there are people living here. But I did not really know what it had to do with because I was not aware that tourists would cause such big problems as well in the city. But, yeah, I think it is good that they do this, but they should make it more spread out throughout the whole city, that it should be more feasible for everybody. Because right now, I have only seen it once. And I have been there like, what, six, five times? So I think that if this would be a bigger campaign that more people would be aware as well.
Nikki	Okay. Perfect. That is a good one to take into consideration. So I will move on to the last few closure questions. Yes. So based on this interview, are you now more aware of the consequences of your decisions? Or actions on the environment and local community?
Interviewee	Absolutely, yes.
Nikki	Okay perfect and are you now more aware of your own traveling or consumption behaviour?
Interviewee	Yes, definitely as well.
Nikki	Okay. Perfect. And based on this, are you willing to change your own behaviour?
Interviewee	Definitely, yeah. And I will also keep an eye out for others. So on who I am travelling with
Nikki	Yeah, that is a good one. And what specific actions do you think you will be able to take to change your own behaviour?
Interviewee	I think, because I know for myself that I am usually quite good at behaving throughout the city. I am not the person who goes around screaming and everything. But I would be more, I would aware others. As I said, I would also, if I see somebody peeing out on the street, or just dumping their things out on the street, I would maybe not say like, "hey, you can do that". But maybe more like, "you would get fined for it if you do this". So just give like a small hint or something.
Nikki	Exactly, well it is very positive that those are your takeaways and that you're willing to help the city to remind other tourists what can and cannot be happening. So yeah, thank you for all your valuable insights. And thank you also for your time.

	And I have a question actually. Are you in the city tonight as well? Yeah. Okay, so because I have, actually a really nice route through Amsterdam, based on the Amsterdam Lights Festival.
Interviewee	Oh, that's so nice.
Interviewee	Yeah. And it is actually only till tomorrow. If you want I can give you the route. And then yeah, there are also a lot of spots where you can get takeaway hot chocolate or gluhwein or other drinks, and then you can really enjoy the city and discover more
Interviewee	Definitely, please. Thank you so much.
Nikki	Okay, perfect. So, I will give you this one. If you scan this QR code, I have a Dutch one an English one. So for you, it is the English one. And if you can scan that, then you can see the route from there.
Interviewee	Thank you so much. I am definitely going to do that. How did you get this because there is a logo in it as well?
Nikki	Yeah, exactly. This is actually something that I have organized for my sorority. And we do this for people that are interested in doing this walk and we sell it also via Instagram together with a gluhbag.
Interviewee	Oh that is super nice. Thank you so much. Thank you very much and good luck with your thesis.
Nikki	Thank you so much. Have fun. Bye

9.7.6   Interview 6: tourist from Algeria

Nikki	Okay, so good afternoon. Thank you for taking the time to participate in my research.
Interviewee	No worries.
Interviewee	My name is Nikki and I am currently finalizing my studies at Hotelschool the Hague here in Amsterdam. And this interview is to discover what is the opinion of tourists is on how welcoming the city is, and what attitude of tourists is on the willingness and belief in behavioural change. So your privacy is of utmost importance. That is why the interviewer will stay anonymous. And I will record the session as you have already approved today. So firstly, I would like to ask you from which country are you from?
Interviewee	I am from Algeria.
Nikki	Algeria. Super nice. And what made you decide to visit Amsterdam?
Interviewee	Actually, I am not visiting here but for work, but you can say both.
Nikki	Okay. Okay. And for how long will you be here?
Interviewee	Sadly, one day
Nikki	Oh only one day. So you had a working day on Saturday?
Interviewee	Yes, exactly.
Nikki	Ah, okay. That is too bad. And how do you experience Amsterdam so far?
Interviewee	It is lovely, crowded, cold. I love it as it is winter. What to do? Yeah.
Nikki	Okay. Nice. And this is the first time you visit Amsterdam?
Interviewee	No, actually, this is my second time after one year
Nikki	Oh, nice. So only during Corona? Yes, exactly. Oh, that's too bad. Maybe come back when the measurements are all gone.
Interviewee	Maybe hopefully one day.
Nikki	So now I will ask you six statements, questions for which you can choose between one and seven. Where one is strongly disagree and seven is strongly agree.
Interviewee	Okay.
Nikki	So the first one during your stay in Amsterdam, your interest is captured?

Interviewee	You mean, what do you mean by this question?
Nikki	The meaning of is, if you are interested in what you see around you. And if you are aware of where you are.
Interviewee	Let's say five, five, yeah.
Nikki	Okay. And can you maybe explain why?
Interviewee	Because I did not visit 100% what I wanted to visit. Maybe that is why.
Nikki	Okay, so then come back another time. So during your stay,
Interviewee	Can you give me just one second?
Nikki	Yes of course.
	Okay, so um, the second question is during your stay, your curiosity in the city has aroused.
Interviewee	Curiosity. Maybe I say six, six.
Nikki	Okay. And could you elaborate on this number?
Interviewee	Because maybe when I came, my friends told me more stories about it. So I became more curious about to see those places to go to visit.
Nikki	Okay. Nice. And during your stay, you have explored or discovered new things?
Interviewee	Not really. No.
Nikki	Okay. So, then you would say 1?
Interviewee	Yep.
Nikki	Okay. And the fourth one is, during your stay, everything is clear to you, such as how to use public transport, or what the norms and values are.
Interviewee	Let's say seven
Nikki	Seven, so everything's clear?
Interviewee	Yeah.
Nikki	Okay. Perfect.
Interviewee	And people they speak English very well, here.
Nikki	Yeah, exactly. Nice. Moving on to the next question, during your stay, you will feel in control of your behaviour and surroundings.
Interviewee	Control of my behaviour. Okay. I am used to travel. So I do not have any problem with that. So let's say seven.
Nikki	Okay, perfect. Moving on to the mindful tourism. Mindful tourism refers to being aware of the surroundings and your environment, which affect your travel and consumption behaviour and eventually the customer journey. So, the first question. Do you feel welcomed by the local community?
Interviewee	Six
Nikki	Six? Oh sorry, this is an open question again.
Interviewee	Ah okay, Yes I do feel welcomed.
Nikki	Okay. And do you maybe have an example of this?
Interviewee	As I said, people, they speak English and whatever you ask them, their smile, and they, they answer you with a happy face.
Nikki	Okay, perfect. And are you aware of the consequences of your decisions or actions on the environment or the local community?
Interviewee	No, I have no idea.
Nikki	No, okay. Then I will refer to this later. So now you can use the pictures. And I would like to ask you to review the pictures of the first page.
Interviewee	Totally.
Nikki	What do you see in these pictures?
Interviewee	People walking the street, crowd.
Nikki	Yeah, yeah, exactly. And what is your opinion on this crowd?
Interviewee	It is normal because it's big city and it has a lot of population and tourists, so yeah

Nikki	Exactly. Okay. And then if you can go to the next page, there are three pictures.
Interviewee	A lot of garbage?
Nikki	Yeah, exactly. And what is your opinion of this garbage on the streets?
Interviewee	Of course, I totally disagree with this, I do not like it.
Nikki	Okay, um, and do you think that this trash has a relation with tourism?
Interviewee	Maybe 30%
Nikki	Okay. And do you think this should be changed?
Interviewee	Yes, of course.
Nikki	And do you maybe know how this can be changed?
Interviewee	Maybe by making more rules and restrictions. Maybe that is it? Because I can I feel that nobody cares.
Nikki	Exactly. Okay. For the next page, there are two pictures. What do you see here?
Interviewee	I see. Same crowd, but at night.
Nikki	Okay. Yeah. And this is crowds in front of clubs and bars. Pre-corona. If you see this, would you want to go to these clubs? Or would you prefer to go to different clubs that are less crowded?
Interviewee	Of course. I am a person who likes to be surrounded by people. So I definitely would go
Nikki	Okay. Okay. So then moving on to the next page.
Interviewee	Okay, we almost done?
Nikki	Yess almost done! So, there are four pictures here. What do you see here?
Interviewee	I see only cars. A lot of cars
Nikki	A lot of cars. And what are your thoughts on the crowdness of cars.
Interviewee	Okay, since it is a big city, it is everywhere in the world. They all own cars and traffic.
Nikki	So you think that the car should belong in Amsterdam, or that should maybe be banned in the city centre?
Interviewee	I have no comment. Because it is complicated.
Nikki	I understand. Okay, so moving on to the next question. So first one question without pictures. I have done a survey with residents of Amsterdam. And I concluded here that waste, noise and traffic are most associated with tourists. What is your opinion on this?
Interviewee	The waste coming from tourists you mean? Maybe, I do not know, because I have been here last year for two days and this year only for one day.
Nikki	Okay, I understand. So now moving on to the pictures on page five. What do you see on these pictures?
Interviewee	Fines, no?
Nikki	Exactly. So this is the enjoy and respect campaign where they explain indeed what the behaviour is, that is free. And what the fines are if you if you misbehave. So for example, if you pee on the streets instead of in the public toilet
Interviewee	So those are the restrictions I was talking about that they should have.
Nikki	Yeah, exactly. So is this information new to you? Or were you already familiar with these rules in Amsterdam?
Interviewee	I have no idea. I know some countries they are applying some fines like this, like Singapore. But in Amsterdam, I have no idea. But, of course it should not be.
Nikki	Okay. And seeing this. Now you know about these rules, would this increase your awareness on these rules?
Interviewee	Yes. Okay.

Nikki	And would your behaviour change? Based on these new insights?
Interviewee	My behaviour, it would not change because I do not do this.
Nikki	Okay, perfect. So these are the last, the last pictures. Those are three pictures. What do you see in this these pictures?
Interviewee	Advertisement.
Nikki	So this is the "I live here" campaign. So here you can see, for example, people on big posters to create awareness that actual residents live here. And it is not only a place to visit as a tourist. So knowing this, what do you think about this advertisement?
Interviewee	It is cool, it is a new idea.
Nikki	Okay, perfect. So now we will move on to the rounding of questions.
Interviewee	Okay.
Nikki	I would like to know after this interview, are you more aware of the consequences of your decisions or actions on the environment and local community?
Interviewee	I do not have a strong opinion on that, because I am already aware of because I used to travel. So I am aware about the rules, the policies, how humans should behave. So I do not have strong opinion.
Nikki	Okay I understand. This was actually it. Thank you so much for your time. I actually have one more question. I am not sure if you will be here tonight as well, because I have a really nice route through Amsterdam that is based on the Amsterdam Light Festival. So it is a route that you can see the lights I am not sure if you want to do this tonight because I have the route for you here, as a thank you for your time and participation.
Interviewee	Ah, thank you so much.
Nikki	I will give it to you. There is an English version. So the English one is here. If you scan this, then you can see the route. And yeah, on the way you can find some spots where you can get takeaway drinks. And there are also pictures of sculptures that you can see. And then hopefully, this will be your last experience today here in Amsterdam.
Interviewee	Thank you so much, super nice.
Nikki	You're welcome.

9.7.7 Interview 7: tourist from Greece

Nikki	So good afternoon. Thank you so much for taking the time to participate in my research. My name is Nikki and I am currently finalizing my studies at Hotelschool the Hague here in Amsterdam. This interview is to discover what is opinion of tourists is on how welcoming the city is and what the attitudes of tourists is due to the willingness and belief in behavioural change. So, the overall purpose of this research is to improve the existence of tourism in the city of Amsterdam. And your privacy is of course of utmost importance. Therefore, this interview will stay anonymous. Only the recordings which I have asked permission for already. So first, I would like to ask you from which country are you from?
Interviewee	From Greece
Nikki	From Greece? Super nice. And what made you decide to visit Amsterdam?
Interviewee	For a work, Amsterdam for to visit to see how it is shaped? It is the first time I visit Amsterdam.
Nikki	Okay, super nice. And are you here in Amsterdam for one day or for how many days?
Interviewee	For one day only

Nikki	Okay, and what is your experience so far?
Interviewee	It is very beautiful. Till now, it is very beautiful. This is Dam Square right?
Nikki	Yes exactly, super nice. And is this the first time you visit Amsterdam?
Interviewee	Yess.
Nikki	Okay. So now I will ask you a few questions. It is six statements for which you can choose between one and seven. Where one is disagree and seven is strongly agree. So, the first question: during your stay in Amsterdam, your interest is captured.
Interviewee	Uhh and seven is agree right?
Nikki	Yess.
Interviewee	Yeah. Okay, then seven.
Nikki	Okay and could you maybe elaborate on your agreeance to your interest?
Interviewee	No
Nikki	No? Okay. So the second one during your stay, your curiosity in the city has aroused.
Interviewee	Curiosity. Yeah.
Nikki	So from one to seven, if you are curious on the city?
Interviewee	Ah yes seven, seven.
Nikki	Okay. And what are your curious for?
Interviewee	About how to live the people in this big city, the canals, everything is really good, everything.
Nikki	Okay, super nice. And so, the third statement is during your stay, you have explored or discovered new things.
Interviewee	Yes, I discovered many, many new things.
Nikki	Okay. So then you would say seven, strongly agree?
Interviewee	Seven. Till now it is the candles, the tour about the boat in the canals, the Dam Square, the district lights, the red lights, the market. Everything.
Nikki	Okay, super nice. And during your stay, everything is clear to you, such as how to use public transport are the norms and values of Amsterdam.
Interviewee	Use the public transport, it is very convenient, very easy from the other side.
Nikki	Okay, so you would also say six or seven?
Interviewee	Seven, Seven.
Nikki	Okay. And the last one for the statements during your stay you feel in control of your behaviour and surroundings.
Interviewee	Six.
Nikki	Six, okay, perfect. So now I will give you an introduction on mindful tourism. This refers to being aware of the surroundings and its environment, which may affect the travel and consumption behaviour and eventually customer journey. It is about being actively engaged and aware of where you are and what the consequences of your actions are. So, the first question for this is, do you feel welcomed by the local community?
Interviewee	Yes, definitely.
Nikki	Okay and do you maybe examples for it?
Interviewee	It is very politely persons with a smile in the face. And everyone wants to help you if you are a stranger here.
Nikki	Okay, perfect. You also are willing to help me, which is also very nice. Moving on to the second question, are you aware of the consequences of your decisions or actions on the environment in a local community?
Interviewee	No
Nikki	Okay, no worries, we can move on to the next one. Are you familiar with a tourism concerns in Amsterdam?

Interviewee	Yeah.
Nikki	Okay perfect, and what are the concerns?
Interviewee	I do not know. What can I say, I do not think so.
Nikki	Okay, we will move on to the next one for the sake of time. So now the pictures will play a role. So if you can go to the first page, this one indeed, there are three pictures. What do you see in these pictures?
Interviewee	A lot of crowds
Nikki	A lot of crowds indeed. So this is actually in the street over there.
Interviewee	Yess I know.
Nikki	And if you see these pictures, would you want to walk in between these people?
Interviewee	Yes, of course. Yes. Yes.
Nikki	And what is your opinion on the busyness?
Interviewee	It is very good for the city, to have people, and for the stores, but with a COVID is not very good.
Nikki	Yeah, exactly. Okay. And now with regards to COVID, how do you think the busyness can be changed or maybe reduced?
Interviewee	People is very crazy about of it and nothing can change. COVID, the virus. I do not know what to say about this.
Nikki	Okay. No worries. So on the second page, you can see three pictures as well. What do you see on these pictures?
Interviewee	A lot of garbage.
Nikki	Yeah, exactly. And what do you think of this garbage?
Interviewee	It is very often.
Nikki	Very what?
Interviewee	It is very bad for a big city to have so many garbage
Nikki	Yeah, exactly. And do you think that the garbage has any relation to the tourism?
Interviewee	I do not think so. Tourists come to visit and to see the city
Nikki	Okay. Exactly. Yeah. And how do you think this can be changed? Maybe?
Interviewee	I do not know. I am not from this country.
Nikki	Okay, I understand. So moving on to the third page. Yeah. And these are two pictures. What do you see in these pictures?
Interviewee	A lot of crowd again, the red light district? I think
Nikki	It is in front of clubs, pre-COVID
Interviewee	Yes
Nikki	And if you see the crowdness in front of the clubs, would you want to visit it the club?
Interviewee	Of course
Nikki	Yeah? Okay. So you would prefer to go to this club instead of a club that is less crowded?
Interviewee	I prefer this, with a lot of crowd.
Nikki	Okay. Okay, so moving on to another page, page four. What do you see on these pictures?
Interviewee	Traffic.
Nikki	Traffic? Yeah. And do you see a lot of cars or not?
Interviewee	See three pictures with a lot of cars and chaos and one picture with no cars.
Nikki	Uh huh. Okay. And what do you think of these pictures?
Interviewee	It is a big city, a lot of cars. A lot of people.
Nikki	Okay. And do you think that maybe cars should be banned in the city centre?

Interviewee	I do not think so. No, no, no, it is bad for the stores and the community here. There is a lot of parking here, but it is very expensive.
Nikki	Yeah, exactly. It is very, very expensive. Okay. Um, so I have also done or via a survey during my research for the residents of Amsterdam. And here I came to the conclusion that waste, noise and traffic are the most associated with tourists. What's your thought on this?
Interviewee	Tourists, like noise, waste, crowd. Because they came here to spend a very nice vacation. So I do not believe it matters. The noise and the crowd of a tourist.
Nikki	Okay, I understand. So this page, page number five. You see three pictures again.
Interviewee	Yeah.
Nikki	What do you see in these pictures?
Interviewee	Uhmm.
Nikki	It says here singing out loud. Bursting for a loo and dumping rubbish.
Interviewee	Yeah. *looks confused*
Nikki	I might explain if you want to enjoy a respect campaign. So here they would like to create awareness on the rules in Amsterdam. So, for example, busting for the loo, if you do it at the toilet then it is free and if you do it on the street, then you get a fee of 140 euros.
Interviewee	Yes. Yeah. Pee on the streets. Yes.
Nikki	So this is to create awareness on the rules and fee.
Interviewee	It's very good to have rules. And Dutch people have a lot of rules and obey to the rules. Tourists I do not know.
Nikki	Okay. So if you see this, were you already familiar with these rules?
Interviewee	Yes. I am very familiar. I know this, and this, and this. *points at the pictures*
Nikki	You are familiar?
Interviewee	Yes.
Nikki	Okay, perfect. So, moving on to the last page. There are again, three pictures. I am not sure if you see it very well because they are a little bit small. But I can explain for you. This is the "I live here" campaign. So here you see, for example, people on the big poster, and they say "I live here". This is a campaign to show tourists that also people actually live in the city here. What do you think of this campaign?
Interviewee	It is very good. I like this campaign because ordinary people and show how to live in a big city. Here.
Nikki	Okay, perfect. And this is increase your awareness on the fact that there are people living in the city.
Interviewee	Yeah.
Nikki	Okay. And will this then change your behaviour or impact you?
Interviewee	Nothing.
Nikki	No? Okay. So now I will move on to the rounding off questions. So, I would like to know if you are more aware of the consequences, and the rules here in the city of the environment and a local community.
Interviewee	Yes, yes.
Nikki	And are you then based on this, willing to change your behaviour?
Interviewee	Of course
Nikki	And how would you be able to change your own behaviour?
Interviewee	I obey the rules of the city, and I do much time. I do not believe to think change anything here. Everything is good until now. I do not see many things yet but I believe it is very beautiful.

Nikki	Okay, perfect. Well, that was it actually. Thank you so much for your time for your valuable input. I have one more question I have here a QR code for the Amsterdam Lights Festival. It is for tonight and tomorrow.
Interviewee	Yess I am going there now.
Nikki	Oh, okay. You already have to route?
Interviewee	Yes in my google maps.
Nikki	Ah okay nice. This is also the route I wanted to give people that participate in the research.
Interviewee	Yeah.
Nikki	Okay, perfect. Well, enjoy. I wanted to give you this as a thank you for participating.
Interviewee	Okay, thank you.
Nikki	Thank you too, have a good night. Enjoy. Thank you so much.

9.8 Appendix 8: Advertisement posters
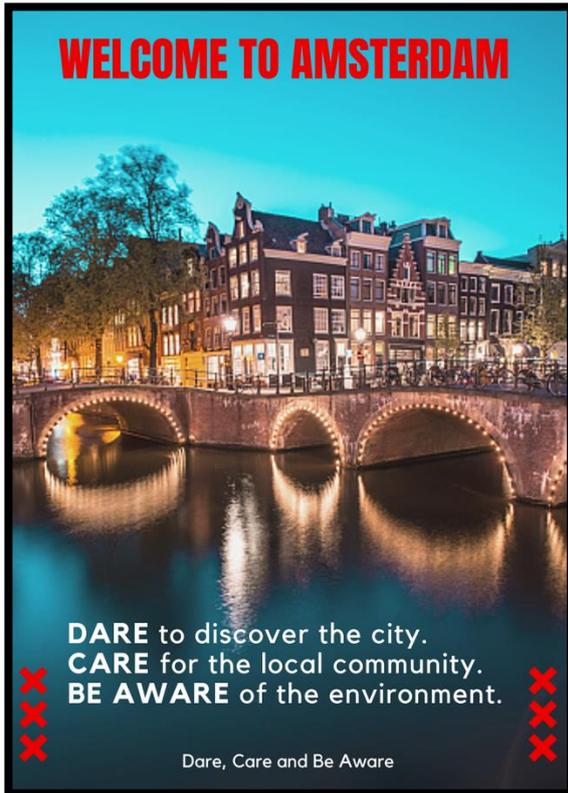
9.9 Appendix 9: Advertisement posts with QR code

9.10   Appendix 10: Proposal for the app

9.10.1   The "traditions & national days' tab

Traditions & National Days

9.10.2   The 'traditions & national days' page
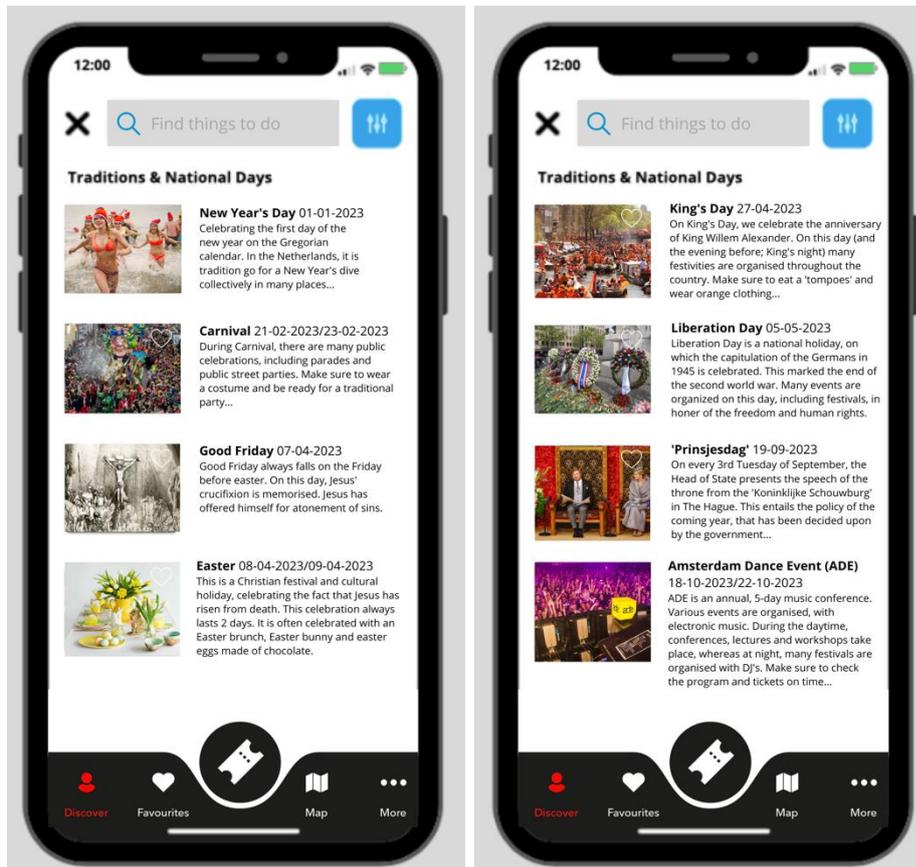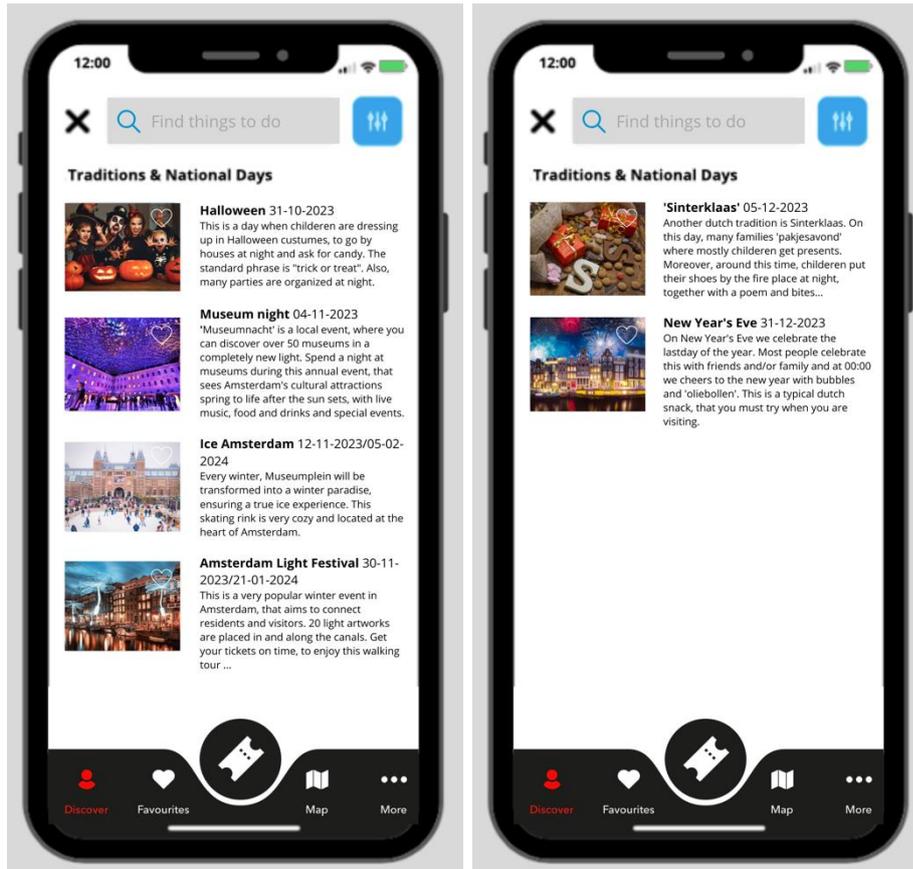
9.11 Appendix 11: Banner advertisements

9.12 Appendix 12: Evaluation survey in the app
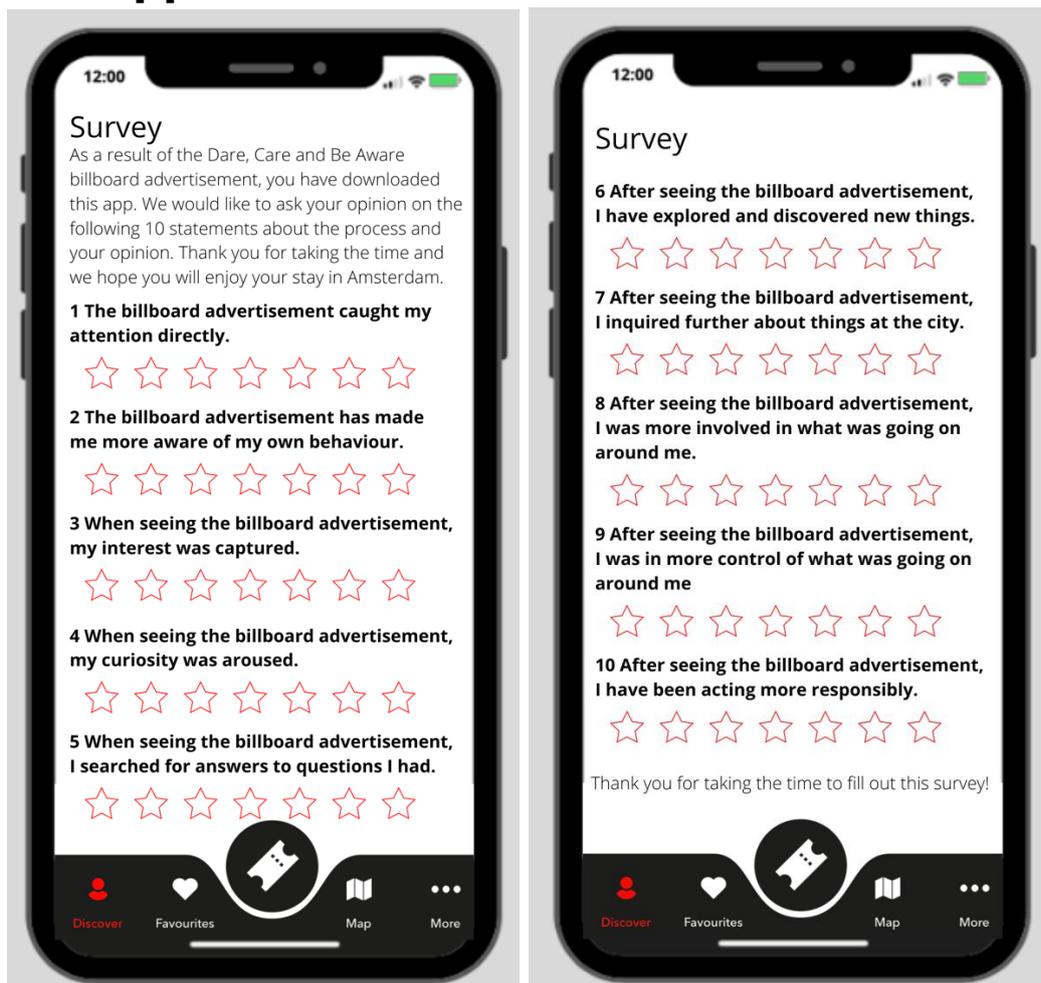
9.13   Appendix 13: Stakeholder analysis

Power/interest matrix during the research:

High **Power** **Low**	Keep satisfied: - Visitors	Manage closely: - Municipality of Amsterdam - Ms. Oruc (commissioner)
	Monitor: - Interview participants	Keep informed: - Ms. de Heij (LYCar coach) - Residents - Survey respondents
	Low **Interest**	High

Power/interest matrix after the intervention:

High **Power** **Low**	Keep satisfied:	Manage closely: - Municipality of Amsterdam - Ms. Oruc (commissioner) - Visitors - Amsterdam&partners
	Monitor: - Interview participants	Keep informed: - Ms. de Heij (LYCar coach) - Residents - Survey respondents
	Low **Interest**	High

The stakeholders that need to be <u>managed closely</u> are the municipality of Amsterdam, Ms. Oruc, the tourists in the owners/management of the I Amsterdam City app. Based on this analysis, it became clear for the researcher who are the main stakeholders and to whom the findings of this research should be disseminated.
Ms. Oruc will receive the entire research project, as this research is written for her own PhD and the HTH research centre, and will hopefully give additional insights that are useful and value-adding. It is of high importance to take her opinion and feedback into account, to make sure the report is relevant to her. Next to this, a relevant department of the municipality of Amsterdam will be informed on the research findings, as it might be of great relevance for them. With the program 'Stad in balans' that has colluded with the program 'Aanpak Binnenstad' they have been researching a possible solution to find a new balance between the liveability for the residents of their city and the hospitality towards its visitors. This research is closely related to their program, which is why the researcher feels the necessity to share her insights with them. The organization amsterdam&partners, who have developed the 'I amsterdam City Card' app should be informed with the findings and proposed solution, as the solution involves their co-operation. Lastly, the tourists' response and behavioural change should be managed closely as well, as that is the aim of this intervention. This will be discussed in the evaluation phase.

The stakeholders that should be informed are Ms. de Heij and the survey respondents. MS. de Heij will receive the company project and an event will be planned, where the

researcher plans to present key findings and the proposed solution. Since the survey respondents are anonymous, it is difficult to identify them, however since they have shared their opinion in the survey, it is crucial to keep them informed. Therefore, the solution will be shared with them via the same online platforms, as the platforms that were used to reach them.

9.14 Appendix 14: Client evaluation form Ms. Oruc

Evaluation Form Company Project/Research – Commissioner

HOTELSCHOOL THE HAGUE
Hospitality Business School

Name of student:	Nikki Veldhoen	Student number:		781554
Name of research commissioner:	Ms. Oruc	Position of company tutor/commissioner (if applicable):		Senior Lecturer Marketing & Innovation and Research Fellow Hotelschool The Hague
Project and/or Deliverable:	Full research report			

CATEGORY 1: EXPERTISE/KNOWLEDGE OF THE FIELD

Rating	Excellent	Good	Room for improvement	Comments
	In-depth use of relevant literature and knowledge of the field. The deliverable shows excellent thinking capacity of the student (considering all significant factors and looking from all different perspectives).	Use of relevant literature and knowledge of the field. The deliverable shows mostly intellectual depth (considering significant factors and looking from different perspectives).	No or incorrect use of literature and knowledge of the field. The deliverable lacks intellectual depth.	You have been able to not only gather and understand the theory, you also add to theory with your research and insights provided.

CATEGORY 2: KNOWLEDGE APPLICATION/SOLVING PROBLEMS

Rating	Excellent	Good	Room for improvement	Comments
	The theories and models are skillfully applied and the student can translate this in a unique solution and implementation. The student can relate situations to concepts that results into a solution that adds great value to the research design. The creative solution is/can be implemented and evaluated and is solving the problem.	The student uses theory, models, and shows understanding of the issues at hand. The solution is realistic and implementable for the research design. The solution is/can be implemented and evaluated.	Mentioning theory and models, but not using them in the correct way. The student cannot convince of the possibilities to implement and evaluate. It is not solving the problem.	The solutions are a good starting point, to be made as specific as possible in application, this is the result of your clear application of theories at hand. Also you have been able to include the perspectives of different stakeholders in your research and solution design.

CATEGORY 3: INFORMED JUDGEMENTS

Rating	Excellent	Good	Room for improvement	Comments

The research process is done and explained in an excellent way. All statements, conclusions and recommendations are underpinned with the data collected by the students and/or referencing. The analysis is very substantial. Student uses different perspectives, sees patterns and relates situations to concepts in order to solve larger problems. The report shows excellent thinking capacity.	The research process is done and explained well. Most statements, conclusions and recommendations are underpinned with the data collected by the student and/or referencing. The analysis is substantial. Student looks from different perspectives and solves problems. Clear patterns and links.	Weak problem analysis, research question not clear enough. Data collection and/or methodology is insufficient. Weak analysis, use of data from one dimension and not backed up. Patterns are not sufficiently made clear.	The structure is clear and you explain yourself well with use of relevant references, at times 'less is more' to showcase your judgments are applied and relevant.

CATEGORY 4: COMMUNICATION AND SHARING KNOWLEDGE

Rating	Excellent	Good	Room for improvement	Comments
	Excellent ability to communicate information, ideas, problems and solutions to all stakeholders involved. The deliverable adds great value to the main stakeholders. Initial and creative channels have been actively used to share outputs and knowledge.	Good ability to communicate information, ideas, problems and solutions to stakeholders. The deliverable adds value to the company. Existing channels have been used to share knowledge	The deliverable could have been better delivered to the stakeholders. The deliverable could have added more value, if better delivered. No active communication of outputs and knowledge.	You are a true inspiration to work with and your way of communication is not only professional, you also are able to use the right way to communicate. You always go the extra mile and far beyond what is expected.

CATEGORY 5: INTERCULTURAL HOSPITALITY LEADERSHIP

Rating	Excellent	Good	Room for improvement	Comments
	Student can lead the project by themselves. Student is self-critical towards improvement and takes feedback to heart. Student deals with a diversity of stakeholders in an intercultural competent way. Hospitality mindset is seen in project or work in a very distinct way.	Student can lead the project with little help. Student is critical towards improvement and listens to feedback. Student deals with different stakeholders. Hospitality mindset can be seen.	Tasks performed are described and not critically analyzed. Student is not too critical towards own learning and can listen better to feedback. Student does not know how to deal with differences in stakeholders. Hospitality can be improved.	You are more than a great intercultural hospitality leader, ensure you also include yourself as important stakeholder to take along your journey.

OVERALL COMMENTS:

Dear Nikki, what a great joy to work with you throughout this project and your entire HTH student journey. I am very proud of the developments and discoveries revealed through this project and will (already am in the process of) using you insights and findings. Please take care of your great self and ensure you take a position as yourself on your stakeholder map as well! Wishing you all the best of luck and fun for whatever is coming and keep in touch!

STUDENTS' COMMENTS:

Comments on evaluation:	Dear Ms. Oruc, thank you so much for taking the time and giving me extensive feedback. It has been, and still is, a pleasure working together with you. I am very happy to receive such positive feedback, which gives me motivation to continue working on this project in the last three weeks. I will make sure to take along your feedback.

DATE & STUDENT'S SIGNATURE:	COMPANY SUPERVISOR'S/RESEARCH COMMISSIONER'S SIGNATURE:
02-11-2022	

THE COMPLETED FORMS (ON ALL DELIVERABLES AND PERFORMANCE) NEED TO BE EMAILED TO THE LYCAR COACH AND PUT IN THE APPENDICES OF THE CAREER PORTFOLIO

Page 2 of 2

9.15 Appendix 15: Stakeholder evaluation amsterdam&partners

9.15.1 Proof of dissemination

Melissa Clauzing
RE: Scriptie onderzoek bevindingen
To: Nikki   10:36

Goedemorgen Nikki,

Dank voor je bericht. Ik ben wel geïnteresseerd in wat je gevonden hebt en plan graag iets online met je in. 8 of 9 november zou het beste uitkomen. 8 november ergens tussen 10.00 en 16.00 of 9 november tussen 11.00 en 13.00 of na 15.00.

Laat maar even weten wat voor jou uitkomt, dan plan ik een vergadering in.

Met vriendelijke groet,

Melissa Clauzing
Product Manager Ticketing

Afwezig op vrijdag

amsterdam&partners
De Ruyterkade 5 | Amsterdam
T +31 (0)20-7026283 (direct) | +31(0)682935837
www.iamsterdam.com
www.iamsterdam.com/corporate

Please consider the environment before printing this email

Van: Nikki Veldhoen <nikkiveldhoen@gmail.com>
Verzonden: zondag 23 oktober 2022 18:35
Aan: citycard <citycard@iamsterdam.com>; amsterdam&partners <partner@iamsterdam.com>
Onderwerp: Scriptie onderzoek bevindingen

Geachte heer/mevrouw,
Ik hoop dat alles goed gaat en dat jullie een prettig weekend hebben gehad.
Ik neem via deze wijze contact met jullie op ivm mijn scriptie over socio-cognitive mindfulness in de toeristensector, voor mijn studie aan Hotelschool the Hague in Amsterdam. Het doel van mijn onderzoek was om de negatieve aspecten van de huidige staat van toerisme in Amsterdam te beperken en toeristen te sturen om meer bewust te zijn van de omgeving en hun eigen culturele belevenis. Dit komt eigenlijk neer om een nieuw evenwicht tussen de leefbaarheid voor bewoners en gastvrijheid naar bezoekers.
Aangezien de city card, de app en website de culturele en lokale ervaringen aanmoedigen, zou ik graag mijn ondervindingen met jullie delen en ben ik erg benieuwd naar jullie mening. Ik zou daarom graag de relevante resultaten en oplossingen aan jullie willen presenteren, om zo feedback te krijgen over de relevantie en interesse vanuit jullie. Ik snap uiteraard dat jullie tijd kostbaar is, dus zou ik graag enkel 10-15 minuten van jullie tijd willen vragen voor een korte (eventueel online) presentatie. Het zou enorm helpen als jullie hiervoor open staan en dit tussen 2-11 november zou kunnen.
Ik hoor graag van jullie!
Met vriendelijke groet,

98

Presentation slides

TOERISME IN AMSTERDAM

INTRODUCTIE

- Snel groeiende industrie
- Economische voordelen
- Groeiende sociale en ecologische druk op de stad
- Triple Bottom Line - 3 P's
- Corona is het keerpunt
- Mindlessness
- Effect van het gedrag van bezoekers

DOEL: EEN DUURZAME ONTWIKKELING IN DE TOERISTEN SECTOR, WAARBIJ DE OVERLAST VOOR ZOWEL DE BEZOEKERS ALS DE BEWONERS WORDT VERMINDERD

DUURZAME ONTWIKKELINGEN IN DE TOERISTEN SECTOR

LITERATUURONDERZOEK

- Behoeften van bezoekers en bewoners
- Verantwoordelijkheid milieu
- Balans tussen de leefbaarheid voor bewoners en gastvrijheid voor bezoekers
- Maatschappelijke integratie
- Socio-cognitive mindfulness
- Betrokkenheid, nieuwsgierigheid en verantwoordelijkheid

ENQUÊTE VOOR BEWONERS

ONDERZOEKSBEVINDINGEN

- 86,7% van de bewoners is nog niet tevreden met de huidige situatie
- 90,9% was tevreden met de verminderde drukte in de stad tijdens de lockdown
- 76,86% zal gastvrijer worden, zodra de overlast verminderd en bezoekers meer mindful zijn

INTERVIEWS MET BEZOEKERS

- Behavioural segmentation
- Stereotype toeristen
- Foto-elicitatie methode
- Enjoy & Respect campagne
- We Live Here campagne

DOELEN

- Verminderen van overlast
- Bewustzijn creëren
- Mindfulness
- Toeristen verspreiden over de stad
- Een authentieke ervaring
- Maatschappelijke integratie
- Tevredenheid bewoners
- Gastvrijheid

COMMUNICATIE

OPLOSSINGEN

Sociale marketing

Positiviteit

Relevant

Actiegericht

VOORSTEL

Een marketing campagne publiceren die socio-cognitive mindfulness van bezoekers stimuleert, met behulp van billboard advertising in de stad. Hierbij wordt een QR-code geïntegreerd die de lezer naar de app "I Amsterdam City Card" leidt, om culturele en historische activiteiten aan te moedigen.

amsterdam&partners®

MARKETING CAMPAGNE

MARKETING CAMPAGNE MET QR-CODE

VOORSTEL VOOR DE APP

Tradities en feestdagen

amsterdam&partners®

Tab voor de home page

Traditions & National Days

amsterdam&partners®

9.15.2 Summary of stakeholders' response on dissemination

The act of dissemination was performed via MS Teams on 08-11-2022 with two product managers (Melissa and Tim) together with their intern Justin. The presentation including the feedback lasted for almost one hour.

During and after the presentation, questions to the audience were asked and feedback was given on mainly the marketing campaign and the proposed new page in their app "I

amsterdam City Card". They were very impressed with the goal of the research and its outcomes, but also with the proposed solutions and their contribution in increasing the liveability for the residents and position in the marketing campaign. They believe in the social marketing technique with positive communication, in order to target all tourists with the advertisement, instead of only addressing the misbehaving visitors by communicating the rules and corresponding fines. They mentioned that this way, you attract all visitors with a catchy slogan.

Next to this, they see the value of the "Traditions & National Days" page, which gives additional value to the visitors on their app, they were in fact already considering adding more information to the app, as they already possess of a lot of information on their own website (the app is a product of amsterdam&partners, however they also have their own website www.iamsterdam.com that consists more information to guide visitors and residents through the city). They will propose this page, together with the advertisement banners to their campaign team, to include their opinion and experience on this, before deciding whether to implement the solution or use the goal of the solution.

Furthermore, they mentioned they currently have a collaboration with the UvA for thesis topics (from a beta perspective), and they were very impressed with my research and perspective, hence they were wondering if there is any chance that they can also ask Hotelschool students to perform their thesis research for them directly, as they see importance of our perspective from the hospitality industry into their business.

9.15.3 Evaluation by stakeholder

Evaluatieformulier presentatie scriptie onderzoek Nikki Veldhoen

Organisatie:	Amsterdam&partners
Naam van feedback gever:	Melissa Clauzing & Tim Gradussen
Functie van feedback gever:	Product Managers ticketing

Vraag 1: Allereerst ben ik benieuwd naar jullie eerste reactie op mijn presentatie over mijn scriptieonderzoek, resultaten en marketingcampagne (Dare, Care and Be Aware)?

Ik vind dat je heel erg je best hebt gedaan de diepte in te duiken en echt waardevolle informatie naar boven te krijgen. Je hebt duidelijk deze informatie goed bestudeerd en hier je advies op geschreven.
De gastvrije uitingen en positieve toon waren goed over nagedacht en je hebt de app goed bestudeerd.

Vraag 2: Waren jullie op de hoogte van de huidige problemen in de toeristensector in Amsterdam?

Ja deze problemen zijn bekend.

Vraag 3: Waren jullie al bekend met de term 'socio-cognitive mindfulness'?
→ Zo ja, is dit in lijn met jullie huidige strategieën of wat doen jullie om dit te ondersteunen?
→ Indien dit nieuwe informatie is, wat is jullie mening hierover en wat is de toegevoegde waarde voor jullie in de toekomst? (Hoe zouden jullie deze kennis toe kunnen passen in jullie organisatie?)

We waren hier wel bekend mee, maar gebruiken het binnen city card nog niet echt. Ons campagneteam zit hier beter in dan wij en zullen hier meer mee werken. Omdat wij hier zelf dus niet mee werken vind ik lastig aan te geven in hoeverre het ondersteunt of nieuw is (dat zouden we eens moeten onderzoeken binnen de teams).

Vraag 4: Wat doen jullie momenteel om een inclusieve maatschappij te realiseren (community inclusion) en heeft deze informatie impact op jullie toekomstplannen, b.v. de mening van bewoners overwegen?

Binnen amsterdam&partners focussen we ons op 3 groepen, bewoners, bezoekers en bedrijven. In onze afwegingen nemen we deze 3 groepen mee om zo de balans zo optimaal mogelijk te houden.

Vraag 5: Wat doen jullie momenteel aan het realiseren van duurzame ontwikkelingen in de toeristensector? En heeft deze informatie impact op jullie toekomstplannen, b.v. meehelpen in het verminderen van overlast en verspreiden van toeristen en de advertisement banners toevoegen aan de app I Amsterdam City Card?

We proberen het aanbod van de city card zo divers mogelijk qua locaties te houden (dit is met een aantal grote attracties natuurlijk lastig). Maar we willen bezoekers ook wijzen op de mogelijkheid om andere stadsdelen of andere gebieden binnen de metropool te ontdekken. Uiteindelijk werken we er naartoe om in onze app gepersonaliseerde locaties te zien waarbij we bijvoorbeeld spreiding ook meenemen. Wat betreft de overlast gevende bezoekers, hiervoor hebben we een aparte campagne die wijst op gedrag.

Vraag 6: Wat is jullie mening over de manier van communicatie in deze campagne (sociale marketing, positief, actiegericht en relevant voor de lezer)?

Ik denk dat de positieve benadering heel erg waardevol kan zijn. Op deze manier kunnen we ook mensen bereiken die wellicht niet bewust zijn van overlast die zij geven (omdat het niet direct iets strafbaars is wat zij doen). Ik denk dat die bewustwording ook al kan zorgen voor minder overlast.

Vraag 7: Zouden jullie openstaan om deze oplossing uit te voeren? De advertisement banners, in ruil voor de QR-code op de billboard advertisement & het implementeren van de 'traditions & national days' pagina. Waarom wel/niet?

De advertisement banners zouden we in overleg met het campagneteam wel kunnen invoeren. Ze zijn bezig met een nieuwe lancering van de 'enjoy & respect' campagne vanaf half December; en kijken dan weer naar de campagnes van volgend jaar.
De traditions en national days lijkt ons een goede ontwikkeling. Deze zullen wij zeker op onze lijst van wensen zetten voor de app.

Vraag 8: Vanuit jullie eigen ervaring en expertise, wat zijn succesfactoren/KPI's die gebruikt kunnen worden om het succes van een campagne voor gedragsverandering te meten?

Deze campagnes gaan in samenwerking met de gemeente; KPI's die zij hieraan kunnen leggen zijn bijvoorbeeld het aantal boetes of aantal meldingen van overlast binnen de doelgroep van de campagne. Dit zijn dus de 'sprinkhaantoerist' britse man tussen de 18 en 35 en Nederlandse man 18-35 uit de provincie. Als je procentueel het aantal boetes of meldingen ten opzichte van het aantal bezoekers in die groep ziet minderen zou je kunnen concluderen dat de campagne succesvol is

Vraag 9: Wat vinden jullie van het feit dat deze campagne billboards gebruikt, is dat logisch/effectief naar jullie mening of is er een reden waarom fysieke posters effectiever zijn?

Ik denk dat een combinatie van billboards met online advertisement het beste zou werken. Dan kun je mensen in een nog eerder stadium bereiken en trek je dit door naar hun daadwerkelijke bezoek in de stad.

Vraag 10: Voordat deze campagne uitgewerkt zou kunnen worden, zal er eerst een pilot aan vooraf gaan. Wat is jullie ervaring met een pilot en wat is een passende tijdsduur hiervoor?

Voordat we een campagne lanceren gaan we deze eerst testen bij een focusgroep. Dit wordt vaak door een bureau gedaan en kijken of de campagne bij deze groep aanslaat, de uitingen duidelijk zijn en er geen vragen over zijn. Na deze evaluatie beslissen we dan wat en hoe groot de volledige doelgroep wordt en hoelang nodig is om deze te bereiken/welke periodes het meeste succesvol zullen zijn.

9.15.4 Proof of banner advertisement costs

Tim Gradussen
RE: Scriptie onderzoek 'Socio-cognitive mindfulness in City Hospitality'
To: Nikki, Cc: Melissa Clauzing
Inbox - Google   Yesterday at 17:07
Details

Hoi Nikki,

Zeker een goed weekend gehad, jij ook?

Dank voor je mail; de Highlight plekken in de app zijn nieuw; die stonden nog niet in de brochure begin 2022.

Deze plekken worden nu door City Card locaties ingekocht om een maand meer zichtbaar te zijn dit kost nu €700,- per maand. – per locatie/product

Prijzen voor volgend jaar zijn nog niet definitief, vraag is uberhaupt of dit blijft; kun je hier wat mee?

Met vriendelijke groet,

Tim Gradussen
Product Manager – Ticketing
+31 (0) 6 82 93 58 37

amsterdam&partners

De Ruyterkade 5 | Amsterdam

www.iamsterdam.com
www.iamsterdam.com/corporate

Please consider the environment before printing this email

9.16   Appendix 16: Stakeholder evaluation municipality of Amsterdam

9.16.1 Proof of dissemination

Presentation slides

WAT WE BESPREKEN
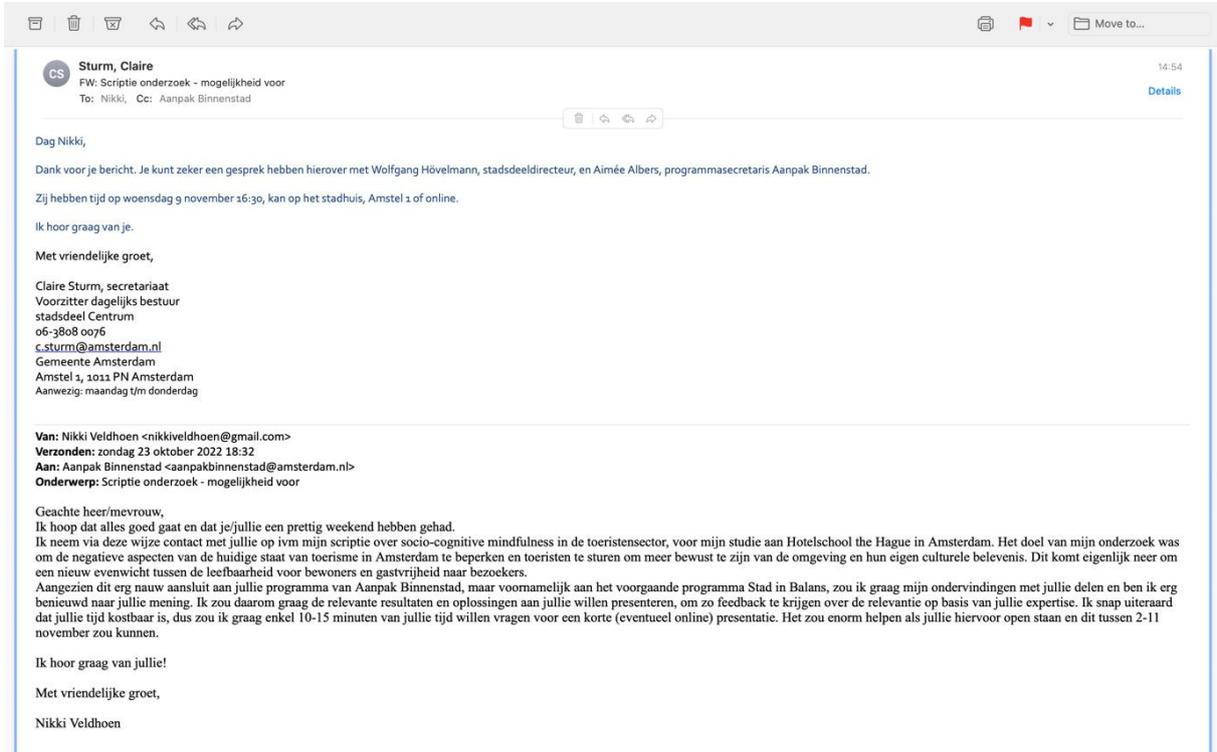
PRESENTATIE OVERZICHT

- Introductie
- Literatuuronderzoek
- Onderzoeksbevindingen
- Doelen
- Oplossing
- Voorstel
- Customer journey

INTRODUCTIE

TOERISME IN AMSTERDAM

- Snel groeiende industrie
- Economische voordelen
- Groeiende sociale en ecologische druk op de stad
- Triple Bottom Line - 3 P's
- Corona is het keerpunt
- Mindlessness
- Effect van het gedrag van bezoekers

DOEL: EEN DUURZAME ONTWIKKELING IN DE TOERISTEN SECTOR, WAARBIJ DE OVERLAST VOOR ZOWEL DE BEZOEKERS ALS DE BEWONERS WORDT VERMINDERD

LITERATUURONDERZOEK

DUURZAME ONTWIKKELINGEN IN DE TOERISTEN SECTOR

- Behoeften van bezoekers en bewoners
- Verantwoordelijkheid milieu
- Balans tussen de leefbaarheid voor bewoners en gastvrijheid voor bezoekers
- Maatschappelijke integratie
- Socio-cognitive mindfulness
- Betrokkenheid, nieuwsgierigheid en verantwoordelijkheid

ONDERZOEKSBEVINDINGEN

ENQUÊTE VOOR BEWONERS

- 86,7% van de bewoners is nog niet tevreden met de huidige situatie
- 90,9% was tevreden met de verminderde drukte in de stad tijdens de lockdown
- 76,86% zal gastvrijer worden, zodra de overlast verminderd en bezoekers meer mindful zijn

INTERVIEWS MET BEZOEKERS

- Behavioural segmentation
- Stereotype toeristen
- Foto-elicitatie methode
- Enjoy & Respect campagne
- We Live Here campagne

DOELEN

- Verminderen van overlast
- Bewustzijn creëren
- Socio-cognitive mindfulness
- Toeristen verspreiden over de stad
- Een authentieke ervaring
- Maatschappelijke integratie
- Tevredenheid bewoners
- Gastvrijheid

OPLOSSINGEN

COMMUNICATIE

| Sociale marketing | Positiviteit |
| Relevant | Actiegericht |

VOORSTEL

Een marketing campagne publiceren die socio-cognitive mindfulness van bezoekers stimuleert, met behulp van billboard advertising in de stad. Hierbij wordt een QR-code geïntegreerd die de lezer naar de app "I Amsterdam City Card" leidt, om culturele en historische activiteiten aan te moedigen.

✖ Gemeente
✖ Amsterdam
✖

MARKETING CAMPAGNE

✖ Gemeente
✖ Amsterdam
✖

ADVERTISEMENT BANNERS VOOR IN DE APP

CUSTOMER JOURNEY

Bij aankomst worden bezoekers geconfronteerd met de billboard advertisement op Schiphol, centraal station en langs de snelweg.

Ook tijdens de rest van het verblijf bij drukke locaties; bij het openbaar vervoer, vlakbij musea, de dam, leidseplein, rembrandtplein en de wallen.

MARKETING CAMPAGNE
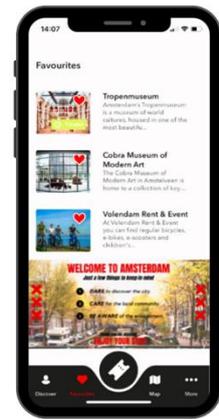
9.16.2 Summary of stakeholders' response on dissemination

This act of dissemination was performed on 09-11-2022 at Amsterdam's Town Hall, for the Centre district director and program secretary. The presentation including feedback and questions lasted for 45 minutes.

The audience was very interested in the subject, as dealing with the problems presented is part of their daily operations. Therefore, they were listening very carefully and actively asked questions. Critical questions and feedback were provided, for them to better understand the essence and thought process of my research. For instance, the positive

communication was a technique that they were sceptical about, as they are not sure if this will convince drunk tourists to behave more responsible and cultural oriented. This point of view is very interesting and relevant, however the researcher noticed that the behaviour of drunk tourists is the main priority of the municipality, whereas this company project intends to decrease all types of disturbances, increase knowledge on norms and values and stimulate an authentic cultural experience. Hence, the target market of this research is all tourists, whereas the audience mainly prefers to address drunk tourists in mainly the Red-Light district. With this knowledge in mind, the researcher tried to take along the feedback provided, however also attempted to consider their feedback based on the relevance for the specific context of this research design. In line with this, they have noted that the language of the campaign is in English, however they do not want to let the residents feel as strangers in their own city, which is why they were questioning the language of the campaign. However, as the target market is visitors, the researcher has chosen to keep the campaign in English, to make sure visitors understand the campaign. Moreover, they had a comment on a sentence on the advertisement posters "we are glad to have you again" which was chosen to highlight the fact that tourists can be welcomed again after the lockdown measures of COVID-19. The audience were critical about this, as they do not wish the make the drunk misbehaving tourists feel welcome, when they are considered as unwanted visitors in their city. Still, I do understand that not all visitors have visited the city before, which could make the word "again" confusing and inappropriate. Therefore, the researcher has decided to leave out this sentence from the posters.

Next to these critical notes, they were satisfied with the analysis of the problem and the slogan. Socio-cognitive mindfulness was new to them, but this is recognized as an applicable approach to encourage tourists to take more responsibility and to get more out of their experience by discovering more less-touristic places. Additionally, they did identify the relevance of spreading the tourists throughout the city and highlighting hidden treasures in the city with the use of the 'I amsterdam City Card' app. This is a tool that they will investigate in, and as they are already in close contact with amsterdam&partners, they will consider promoting this app. Lastly, they were pleased with the drafter customer journey and find it very valuable touchpoints. They had one comment on the possibility to reach the visitors at an earlier stage already, with the use of google advertisement in their pre-stage. For example, when searching for accommodations or tickets, to already showcase the campaign on those websites.

9.16.3 Evaluation by stakeholder

Evaluatieformulier presentatie scriptie onderzoek Nikki Veldhoen

Organisatie/bedrijf:	Gemeente Amsterdam
Naam van feedback gever:	Wolfgang Hövelmann
Functie van feedback gever:	Stadsdeeldirecteur Centrum

Vraag 1: Allereerst ben ik benieuwd naar jullie eerste reactie op mijn presentatie over mijn scriptieonderzoek, resultaten en marketingcampagne (Dare, Care and Be Aware)?

Pakkende slogan. Goed gevonden. Knap gedaan, goede analyse van probleem en nodige oplossingsrichting.

Vraag 2: Waren jullie op de hoogte van de huidige problemen in de toeristensector in Amsterdam?

Ja zeker, we werken aan een structurele verandering in de Binnenstad. Kern is het evenwicht vinden tussen omvang en aard toerisme en de functies werken en wonen.

Vraag 3: Waren jullie al bekend met de term 'socio-cognitive mindfulness'?
→ Zo ja, is dit in lijn met jullie huidige strategieën of wat doen jullie om dit te ondersteunen?
→ Indien dit nieuwe informatie is, wat is jullie mening hierover en wat is de toegevoegde waarde voor jullie in de toekomst? (Hoe zouden jullie deze kennis toe kunnen passen in jullie programma Aanpak Binnenstad?)

Term was mij niet bekend en zit zeker in de lijn met onze strategie. Volgens mij heel interessant om in toekomstige campagnes het idee van jouw aanpak mee te nemen.

Vraag 4: Wat doen jullie momenteel om een inclusieve maatschappij te realiseren (community inclusion) en heeft deze informatie impact op jullie toekomstplannen, b.v. de mening van bewoners overwegen?

We zijn nadrukkelijk op zoek om de Amsterdamse Binnenstad weer aantrekkelijk te maken voor Amsterdammers en voor bezoekers die van de schoonheid en de cultuur willen genieten. Daarbij proberen we op ons alle Amsterdammers te richten en op brede groepen bezoekers en in gesprek te zijn om te voorkomen dat we groepen uitsluiten.

Vraag 5: Wat is jullie mening over de manier van communicatie in deze campagne (sociale marketing, positief, actiegericht en relevant voor de lezer)?

Dilemma vind ik de taal. Logisch om de campagne in het Engels te maken, maar de Amsterdammer ervaart vervreemding als het gaat om de Binnenstad. We willen graag de Amsterdammer terug in de Binnenstad en is onze campagne duidelijk gericht op anderstaligen. Daar moet nog iets naast.
Dit dilemma kan jij niet oplossen en de inhoud van en de manier hoe je de vorm hebt gegeven is heel goed gelukt en voor een hele grote groep bezoekers zeker relevant en interessant.

Vraag 6: Heeft deze informatie impact op jullie toekomstplannen, b.v. het implementeren van positieve communicatie en actiegerichte communicatie en het verspreiden van toeristen met behulp een samenwerking met de I Amsterdam City Card app.

Vind ik interessant genoeg om met Amsterdam en Partners te bespreken.

Vraag 7: Zouden jullie openstaan om deze oplossing uit te voeren? De marketingcampagne uitrollen en billboard advertising hiervoor inzetten? Waarom wel/niet?

De basisgedachte zou ik interessant vinden. In detail nog wat aanpassingen en dan zou ik proberen iets minder informatie in één keer aan te bieden, maar ik ben geen martketingsvakman.

Vraag 8: Vanuit jullie eigen ervaring en expertise, wat zijn succesfactoren/KPI's die gebruikt kunnen worden om het succes van een campagne voor gedragsverandering te meten?

Bezoekersaantallen bij genoemde zienswaardigheden en enquêtes.

Vraag 9: Wat vinden jullie van het feit dat deze campagne billboards gebruikt, is dat logisch/effectief naar jullie mening of is er een reden waarom fysieke posters effectiever zijn?

x

Vraag 10: Voordat deze campagne uitgewerkt zou kunnen worden, zal er eerst een pilot aan vooraf gaan. Wat is jullie ervaring met een pilot en wat is een passende tijdsduur hiervoor?

x

9.17   Appendix 17: Assessment & feedback form approved Proposal by Ms. de Heij

DD1: The student has demonstrated knowledge and understanding in a field of study that builds upon their general secondary education, and is typically at a level that is supported by advanced textbooks

	Excellent	Pass	No Go
1.1 Use of literature and knowledge of the field	Student uses in-depth literature and knowledge of the field throughout the report. The report contains no mistakes and factual incorrectness.	Student uses in most cases literature and knowledge of the field in the report. The report contains some mistakes and factual incorrectness in a limited part of the report.	No sufficient or correct use of literature and knowledge of the field in the report. The report contains mistakes and factual incorrectness.
1.2 Intellectual depth and abstract thinking	Student takes all significant factors into account and looks from different perspectives, sees patterns, relates situations to concepts in order to solve larger problems. The reports show excellent thinking capacity of the student. New unique insights presented in the topic and depth of understanding displayed. Excellent linking between the elements and the underlying issues within the case situation.	Student takes different perspectives into account. The report shows intellectual depth (taking into account all significant factors and looking from different perspectives) in most parts of the report. Some patterns are clear. Some links have been made.	The report lacks intellectual depth (superficial and merely descriptive) in some parts of the report. Patterns are not sufficiently made clear.

Student Feedback:
Excellent ✔
Pass ☐
Not Yet ☐

I have used many types of literature, both primary as secondary and have seen many patterns, made conclusions and have analysed all data on a correct way, which is described well.

Assessor Feedback:
Excellent ☐
Pass ✔
Not Yet ☐

You used many sources of literature, but you do not link them together. It is a sum up of literature. The problem definition is about overcrowding and your write clear what the results of overcrowding are. Your MRQ is based on Amsterdam, however in your problem definition your do not write anything about Amsterdam. Is there research on Amsterdam, do you have evidence that Amsterdam is overcrowded? You now write general literature which could be valid for any city. Why Amsterdam?

DD2: The student can apply their knowledge and understanding in a manner that indicates a professional approach to their work or vocation, and has competences typically demonstrated through devising and sustaining feedback and solving problems within their field of study

	Excellent	Pass	No Go
2.1 Application of theories/models to situations at hand	Student uses a range of theories/models appropriate to the problems in the case skilfully and able to add their own unique perspective and insight. They own the model(s).	Student mentions a range of theories/models appropriate to the problems in the case and applying some of them in the correct way.	Mentioning models and theories but not using them in a correct way.
2.2 Possible impact and meaning of own work - dissemination of research	Student plans evaluation of impact and meaning of own work in relation to business and industry with sound underpinning. Identification of all stakeholders and acts of dissemination. Plan on how to effectively disseminate knowledge through different channels fitted for a variety of audiences is also presented.	Student formulates criteria for evaluation. Student describes possible impact and meaning of own work. Identification of stakeholders and planning of dissemination through at least one valuable channel with an audience is presented.	Student fails to describe criteria how to evaluate impact. No identification of stakeholders or realistic plan on dissemination of knowledge through at least one valuable channel with an audience.

Student Feedback:
Excellent ✔
Pass ☐
Not Yet ☐

Suitable and impactful options to disseminate knowledge, findings and solution have been presented, where stakeholders have been defined clearly upfront. Relevant theories and models have been used, as base of the report and the approaches.

Assessor Feedback:
Excellent ☐
Pass ✔
Not Yet ☐

Your MRQ wants to know how tourism can play a role in sustainable tourism development. None of your answers in RQ 1-4 contains the word sustainability. You say in your literature review that sustainable tourism is accomplished when there is an proper balance between environmental, economic and social impacts. This doesn't come back in your answer on your MRQ. In RQ3, you mention the scale of Moscardo, up till now you haven't mentioned it before, it is also not referenced.

DD3: the student has the ability to devise data gathering events, gather and interpret relevant data (usually within their field of study) to inform judgements that include reflection on relevant social, scientific or ethical issues

	Excellent	Pass	No Go
3.1 The Design Based Research Process	Student sets the research process up in a systematic and well organised way. Student makes sense of a problem mess, analyses a (complex) problem and formulates feasible solutions by using a design-based research approach. Logical flow from Problem definition to Analysis to Solutions Design/methods are well chosen and motivated,	Student analyses the problem, and formulates possible solutions underpinned by literature using a design-based research approach. Methods motivated and mostly logically chosen	Insufficient problem analysis and methodology, research cycle not used.
3.2 Analysis and evaluation of data	Student plans analysis and evaluation of data/information well using appropriate (digital) tools and makes data-driven decisions. All statements are underpinned with facts and figures and/or referencing. The appropriate tools are used in all steps. Analysis is sufficiently complex with use of information from more than 2 different dimensions (practioners, scientific literature, the organization and stakeholders).	Student plans analysis and evaluation of solutions clearly, with some flaws or unclarities. Some statements are underpinned with facts and figures and/or referencing, some lacking underpinning. Analysis is sufficiently complex using data from at least one dimension and sufficiently backed up with literature.	Plan of analysis and evaluation of solutions is not clear. Statements are mostly not underpinned with facts and figures and/or referencing; some are contradicting. No tools are used. Lacking or no analysis and not backed up with literature.

Student Feedback:	Excellent ✔ Pass ☐ Not Yet ☐	I have used the DBR cycle as guidance and have applied my learnings from the course DBR here. Moreover, I have looked back many times, to improve, add to and revise my findings. A logical approach has been applied and explained well. The methodology is explained into detail, hence every step is clear and makes sense. The data analysis is based on clear steps, which are explained. Clear, relevant and recent references have been used and benchmark studies have been used in a beneficial way. all 4 dimensions of information have been used in a correct way.
Assessor Feedback:	Excellent ☐ Pass ✔ Not Yet ☐	Your literature review gives a lot of insight about the terms you use and you explain it well, but how does your literature relate to one another and to Amsterdam? What links the elements together, what is the pattern, to what situation relates it to and how does this contribute to the underlying issue (your MRQ) What story would you like to tell? For now it is a sum up of literature and it does not relate to Amsterdam. The literature review should give you answers on your MRQ and RQ's, that is why you do such a review. This is the same for the UNSDG how does it relate to your MRQ or RQ?

DD4: the student can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

	Excellent	Pass	No Go
4.1 Communication to audience making use of professional (business) English	Student divides information effectively in paragraphs/chapters. No noticeable errors in English usage and mechanics. Use of language enhances the argument and avoids abbreviations. Sentence structures are well varied, and voice and tone are highly suitable for the specific audience/s. Style and content complement each other into an appealing, high quality story. Highly skilful organisational strategy. The logical sequence of ideas increases the effectiveness of the argument and transitions between paragraphs strengthen the relationship between ideas. Sub-headings are employed effectively and the links between different sections are reinforced through linking expressions. Shows attention to detail in all parts of the report.	Student divides information in paragraphs/chapters. Errors in English usage and mechanics are present, but they rarely impede understanding. Use of language supports the argument. Sentence structures are varied, and voice and tone are generally appropriate for the intended audience/s. Generally, a clear organisational strategy. The sequence of ideas in most cases supports the argument and transitions between paragraphs clarify the relationship between ideas. The report is mainly comprehensively written and lacks some attention to detail in some parts of the report.	Distracting errors in English usage are present and they impede understanding. Use of language is basic, only somewhat clear and does not support the argument. Word choice is general and imprecise. Voice and tone are not always appropriate for the intended audience/s. Basic organisational strategy, with most ideas logically grouped. Transitions between paragraphs sometimes clarify the relationship among ideas. The report is not comprehensively written and lacks attention to detail in most parts of the report.

Student Feedback:	Excellent ✔ Pass ☐ Not Yet ☐	Use of English is up to standard, content is all very crucial and to the point. Report is easy to read, yet still professional with the use of correct jargon. The layout and division ensures a clear overview. A clear golden threat can be found throughout the entire report.
Assessor Feedback:	Excellent ☐ Pass ✔ Not Yet ☐	The use of English comes with a few errors, especially conjugations of verbs. Try to link the different chapters, sometimes you write about something but then it would be nice if you would explain the relation to the both.

DD5: the student has developed those learning skills necessary to continue to undertake further study with a high degree of autonomy

	Excellent	Pass	No Go
5.1 Plan on IQ development in PLO: Reflection on product(s)	Student has clear plans on what will be delivered and uses different relevant theory to underpin own work and reflect on it.	Student has a plan on what will be delivered and uses theory to underpin planned own work and reflect on it.	No clear deliverables mentioned and almost no theory to underpin own work and reflection.
5.2 Plan on AQ & EQ Self development	Student devises excellent ability to critically reflect on own developmental goals and demonstrates real growth mindset for life-long learning. Student proposes a demonstration of being able to self-direct, taking initiative in unpredictable situations. Student shows different metrics that can demonstrate development in terms of their EQ/AQ.	Student shows developmental goals and demonstrates growth mindset. There is a plan on how to reflect on values, attitudes and behaviour. Starting levels and desired end levels are described and measurements are provided.	Developmental goals are not concrete, there is no demonstration of growth mindset. Plan on how to reflect is vague and does not give enough substantiation to show growth.
5.3 Plan on EQ Social development	Student provides a plan on how to construct a multitude of proof that shows development as an Intercultural Hospitality Leader. Excellent ability to contribute to the global society/local community as a responsible citizen. Excellent analysis of diversity of people the student will deal with. Possible effective collaboration with all stakeholders in different cultural settings. Hospitality is key to the project or work the student does.	Student provides a plan on how to prove development as an Intercultural Hospitality Leader. Plan on how to contribute to the global society/local community as a responsible citizen. Proposing ideas on how to collaborate with different stakeholders in different cultural settings. Hospitality is a differentiator in the students' project or work.	No clear plan on development as an Intercultural Hospitality Leader. Plan on how to contribute to global society/local community is missing. Ideas proposed on collaboration or hospitality are not sufficient.

Student Feedback:
- Excellent ✔
- Pass ✔
- Not Yet ☐

Clear personal- and professional goals have been formulated, that link well to the current EQ and AQ area's of improvement, together with a clear tool and plan to evaluate these goals.

Assessor Feedback:
- Excellent ☐
- Pass ✔
- Not Yet ☐

The goals are all right, they relate to your self-analysis. Also what are the professional products you will produce to show for your development as a professional in the chosen field? This is a copy paste from the proposal page on Myhotelschool: by means of products you deliver within the company and evaluations/feedback moments with different stakeholders you will deal with. Underpin these products with main, relevant, contemporary theory, which you (will) use in your placement.

Overall Assessor Feedback

All the information is there, however the story you want to tell is not logic. Moreover, I notice that you own the topic, you researched a lot and you have done a lot, so now it is only a matter of making a logical story. I have no doubt that you will succeed with this because again all the information is there, it just a matter of shifting a few things around.

LYCar Proposal Outcome

Excellent	☐	All qualitative criteria awarded a "Pass" and at least three qualitative criteria awarded a "Excellent"
Pass	✔	All qualitative criteria awarded a "Pass". "P" registered in Osiris. Student can continue with LYCar execution.
No Go	☐	One or more qualitative criteria graded as "Not Yet". "F" registered in Osiris. Student re-writes LYCar Proposal with incorporated feedback.
Pre-Condition NY	☐	Pre-conditions not met. Student resubmits LYCar Proposal. No grade or feedback provided to the student.

## 9.18 Appendix 18: Proof of research data upload
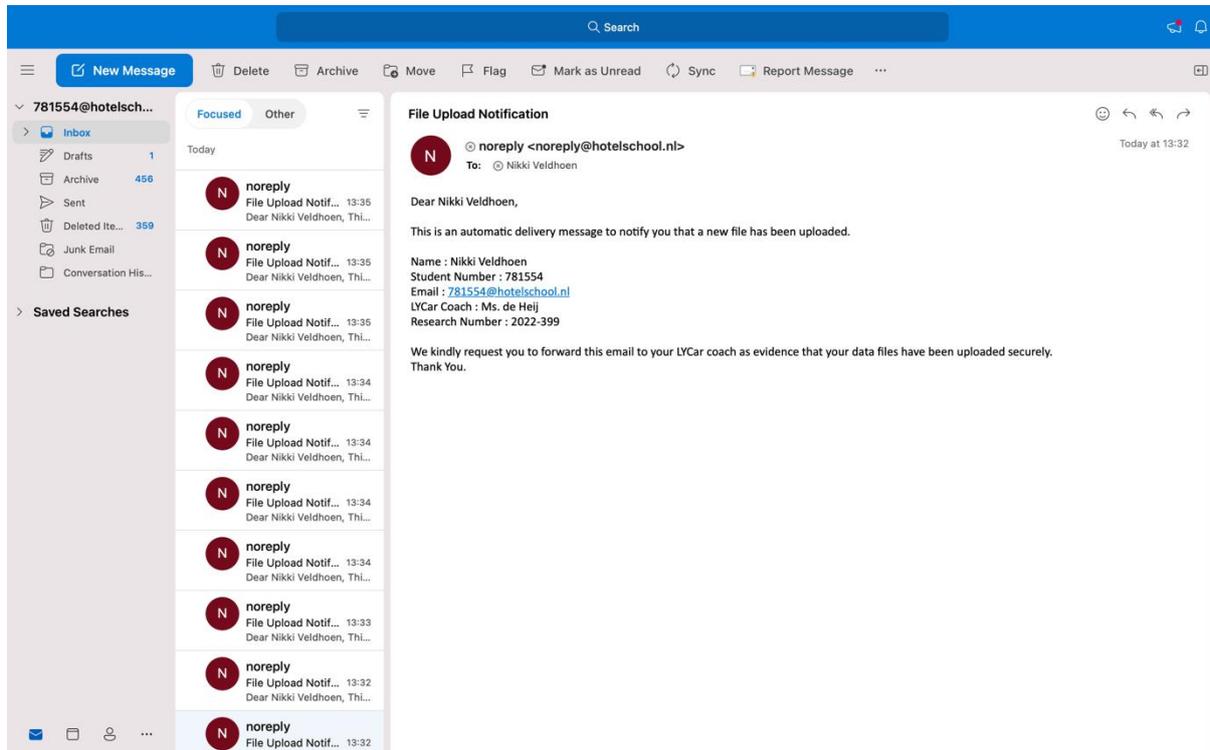
*Data file 1: interview transcriptions + colourcoding.pdf*
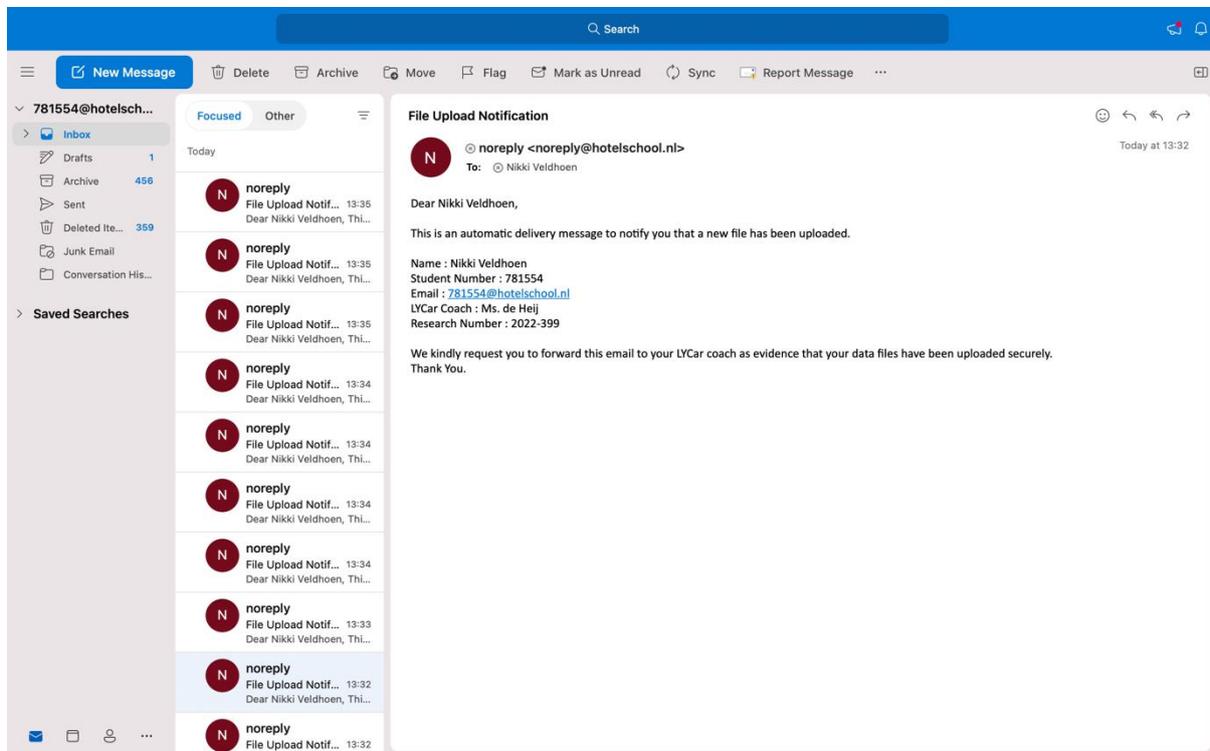

Data file 2: interviews city hospitality.pdf
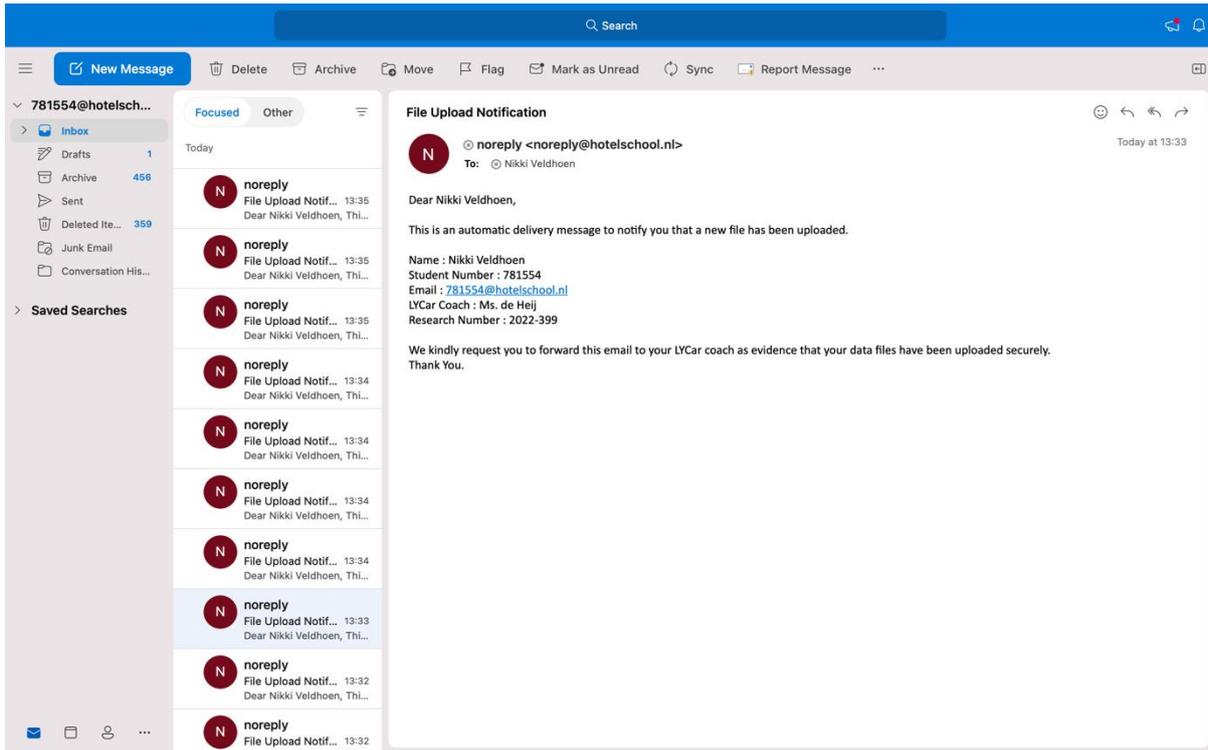
*Data file 3: interview 7.mp3*
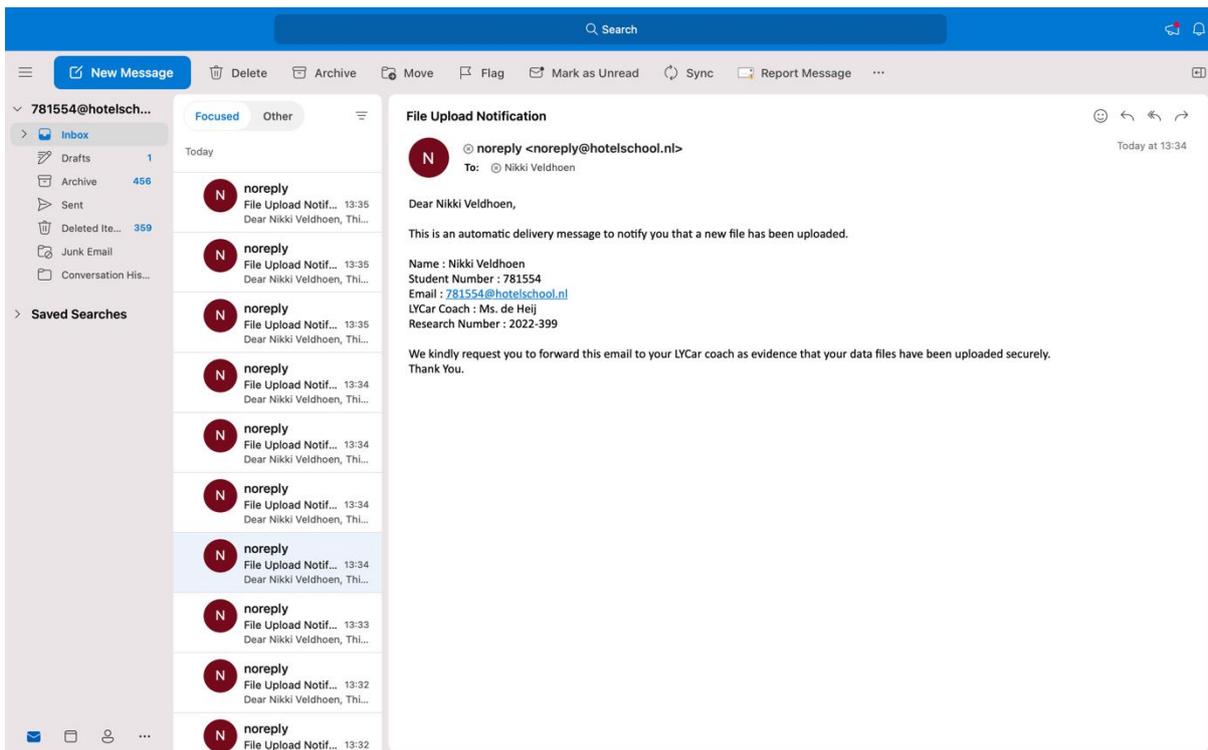
*Data file* 4: interview 2.mp3
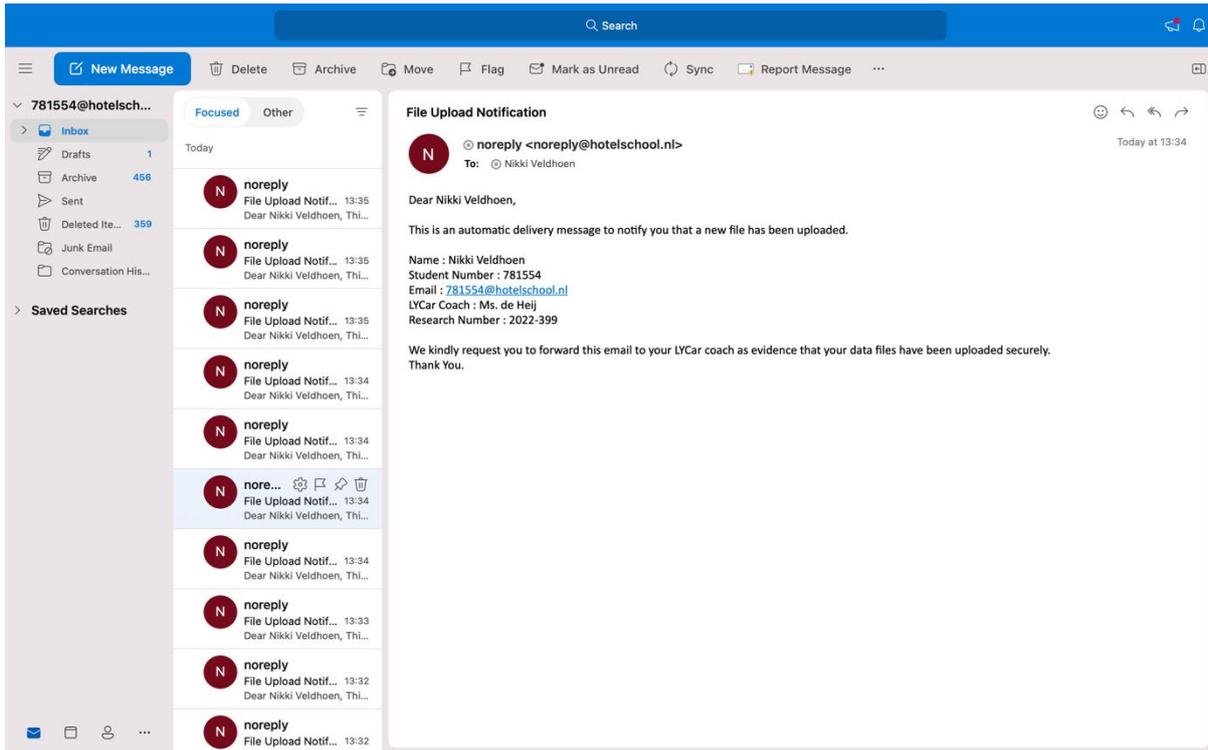
Data file 5: interview 6.mp3
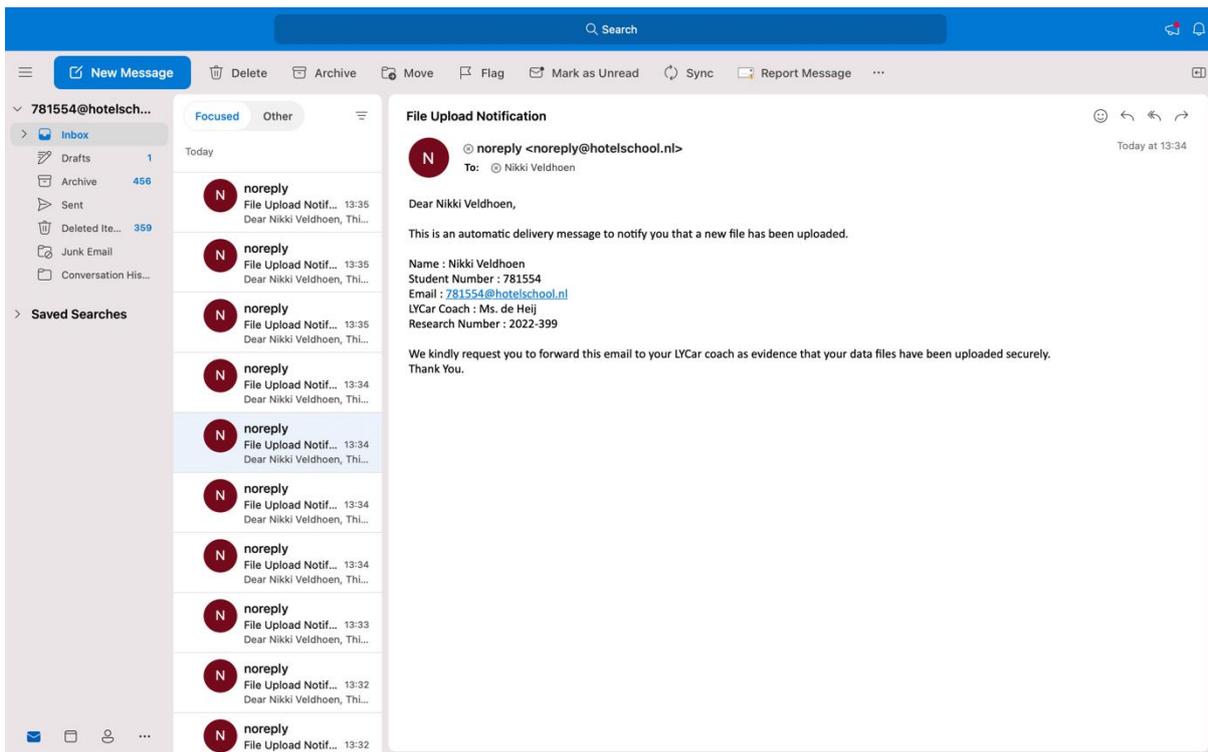

*Data file* 6: interview 5 part2.mp3
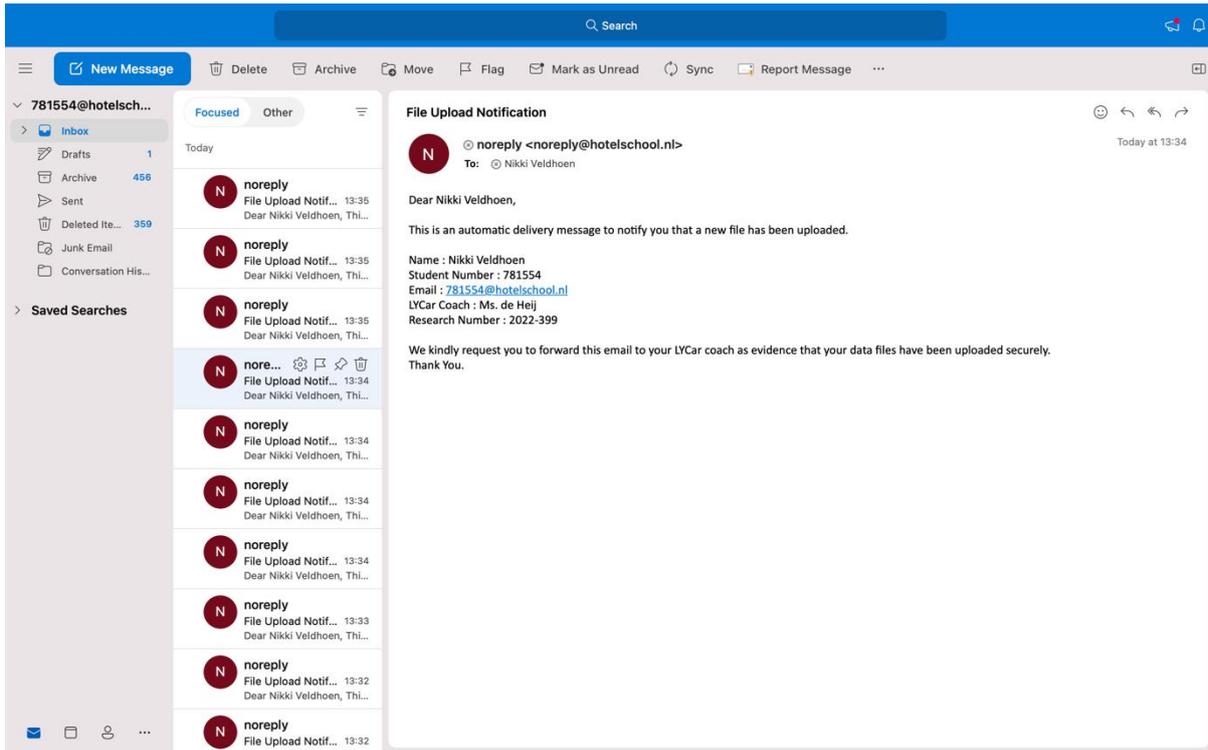
Data file 7: interview part 5.mp3
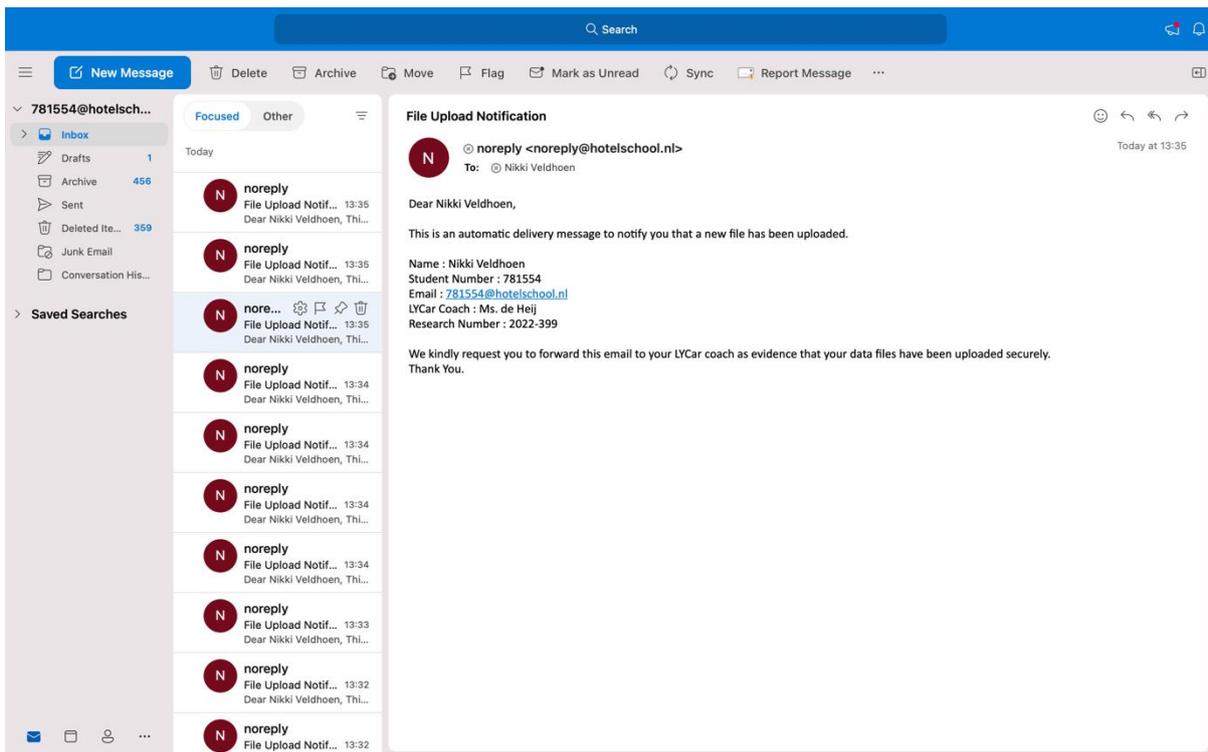
Data file 8: interview 4.mp3
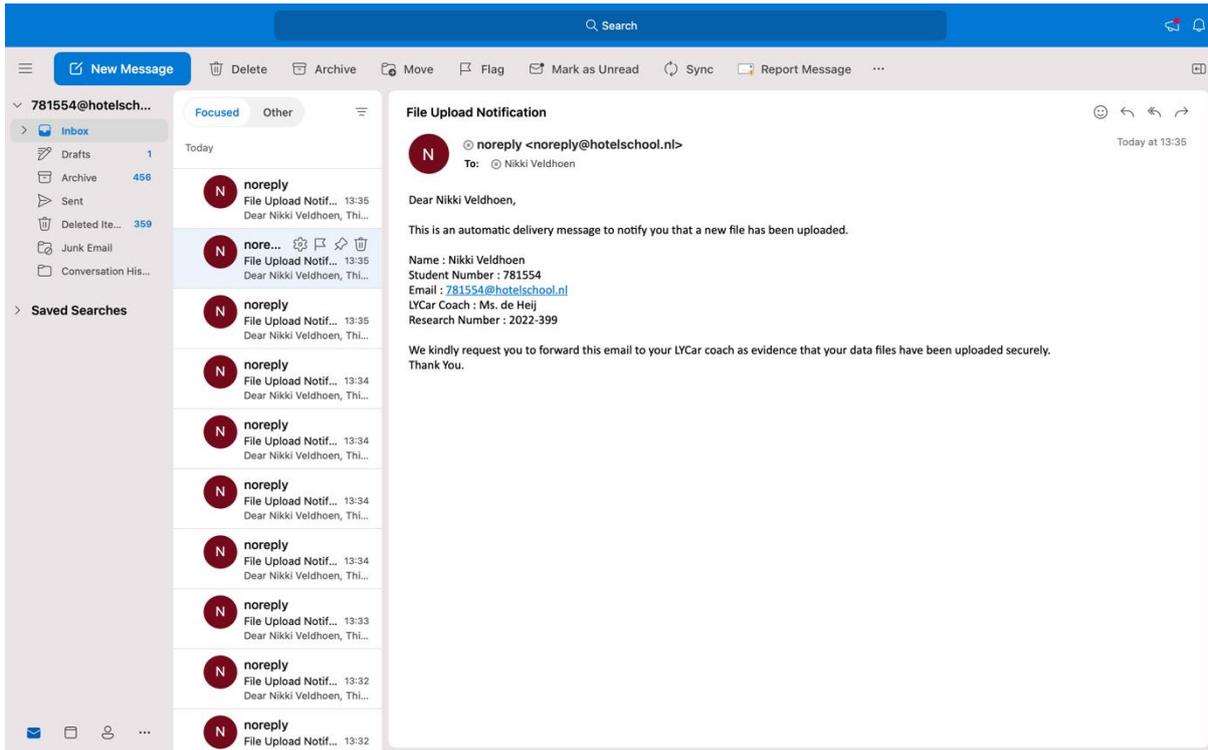
Data file 9: interview 3.mp3
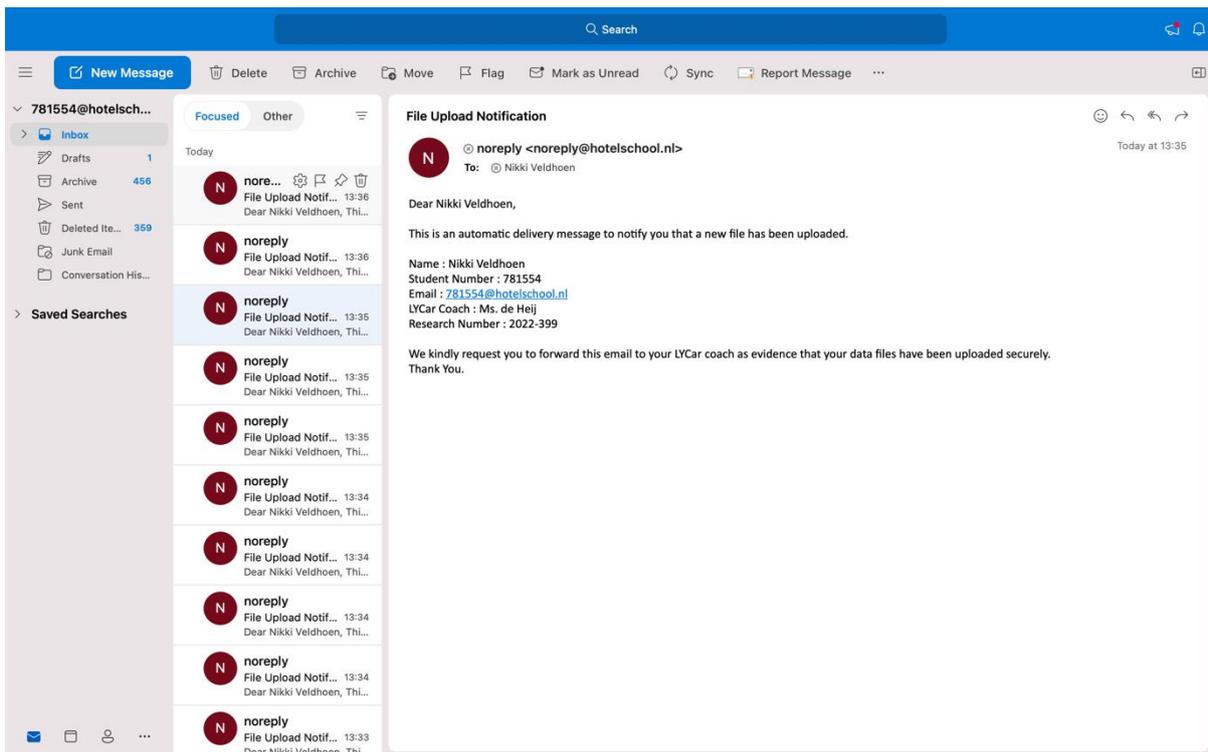
Data file 10: interview 1.mp3
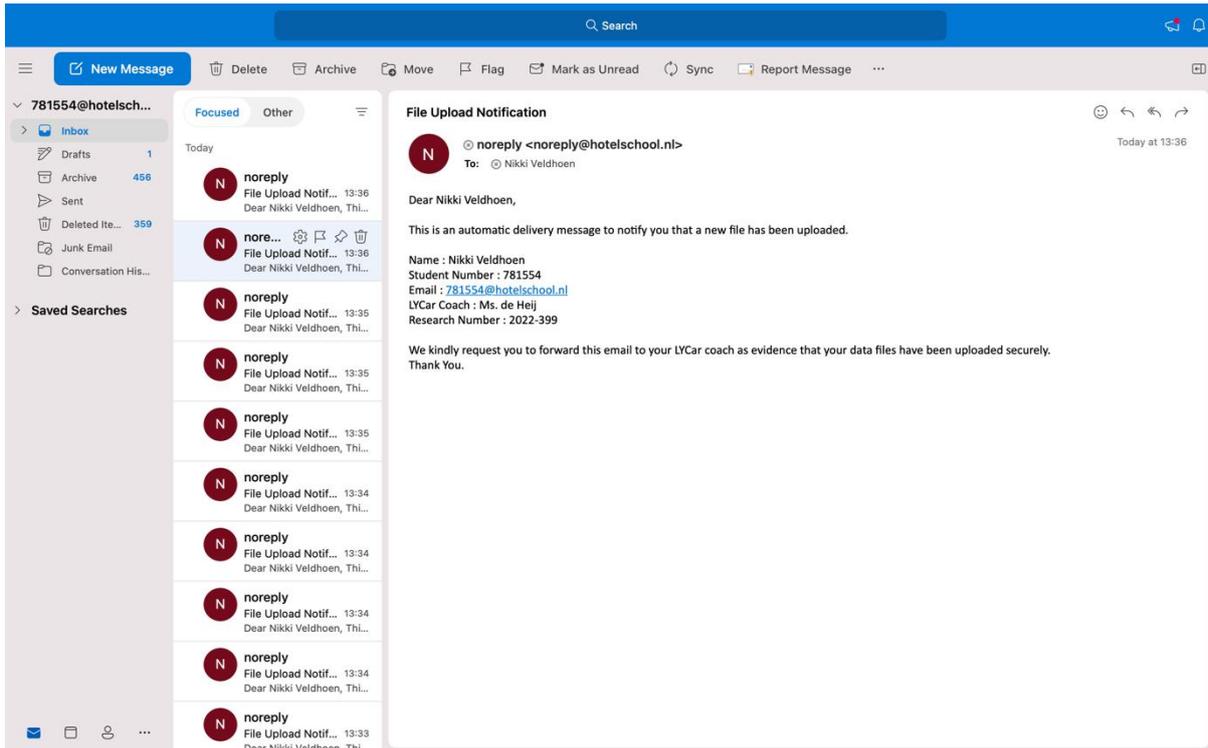
Data file 11: residents' perception survey.sav
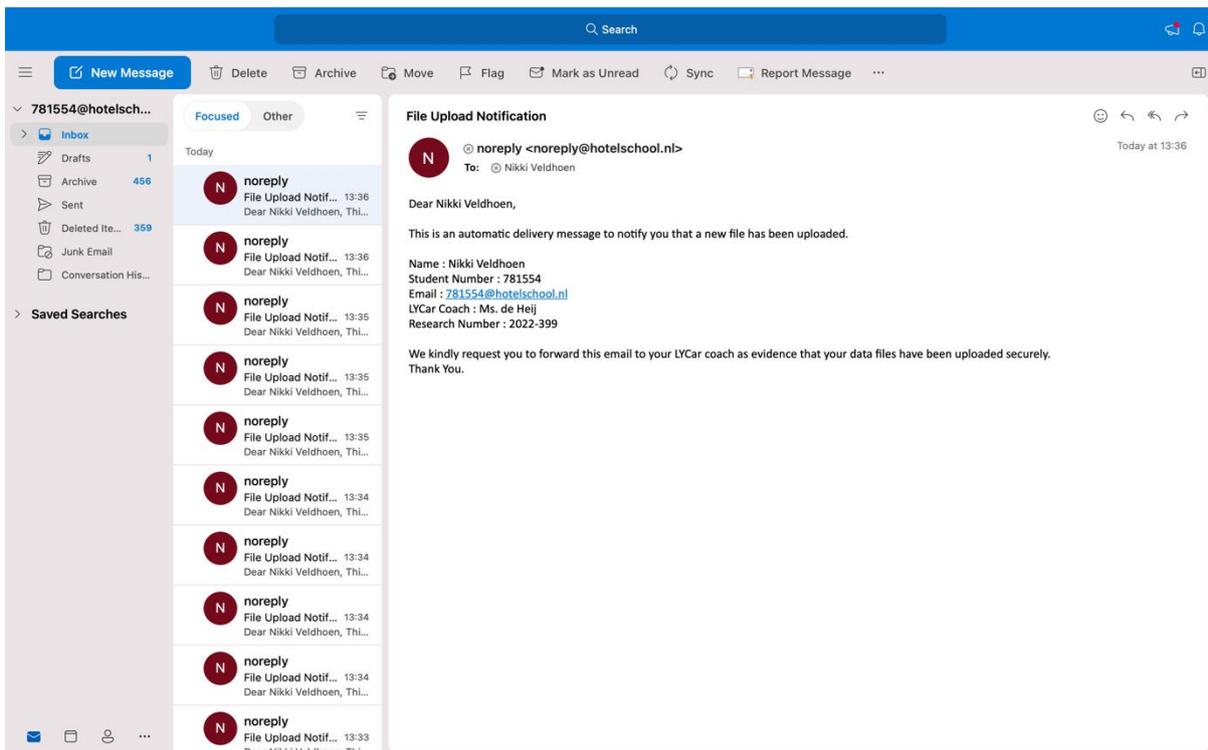
Data file 12: survey open questions colour-coded.xlsx

List of references

Aanpak Binnenstad, 2022, *Aanpak Binnenstad* Available at:
https://www.amsterdam.nl/stadsdelen/centrum/aanpak-binnenstad/ (Accessed 21
October 2022).

Antonakakis, N.R., 2018 Triggers for change : realising a "design for sustainable
behaviour" web-tool for influencing sustainable tourism in Cornwall. Available at:
https://eds.p.ebscohost.com/eds/detail/detail?vid=3&sid=a04cb8e4-8f3a-47f2-b75e-
a96e90ae9a11%40redis&bdata=JkF1dGhUeXBlPWlwLHNzbyZhdXRodHlwZT1zc28mY3Vzd
GlkPXM0OTc5MjE4JnNpdGU9ZWRzLWxpdmUmc2NvcGU9c2l0ZQ%3d%3d#AN=edsble.76
0114&db=edsble.

Ardelean, S.-V. and Badulescu, A., 2022 CONSIDERATIONS ON THE CULTURAL TOURISM
MARKET AND CULTURAL TOURIST PROFILE. *Annals of the University of Oradea,
Economic Science Series*, 31(1), pp.13-13–22.

Arias, A. et al., 2020 © Ajuntament de Barcelona Direcció de Turisme 2017 Plan's
management: Albert Arias Technical coordination: Jordi Moll. , p.144.

Axinn, W.G. and Pearce, L.D., 2006 *Mixed Method Data Collection Strategies*, Cambridge
University Press.

Bamberger, M., 2012 Introduction to Mixed Methods in Impact Evaluation. , p.42.

Barber, N.A. and Deale, C., 2014 Tapping Mindfulness to Shape Hotel Guests'
Sustainable Behavior. *Cornell Hospitality Quarterly*, 55(1), pp.100–114.

BBC, 2022, *Growth of tourism - Tourism - KS3 Geography Revision* Available at:
https://www.bbc.co.uk/bitesize/guides/zqk7hyc/revision/1 (Accessed 13 March 2022).

Begun, D.A., 2018 *Social Work 3402 Coursebook*,

Bignante, E., 2010 The use of photo-elicitation in field research. *EchoGéo*, (11).
Available at: https://journals.openedition.org/echogeo/11622 (Accessed 27 January
2022).

Blake, J., 1999 Overcoming the 'value-action gap' in environmental policy: Tensions
between national policy and local experience. *Local Environment*. Available at:
https://www.tandfonline.com/doi/abs/10.1080/13549839908725599 (Accessed 27
September 2022).

Boztas, S., 2018 Amsterdam gets tough on antisocial behaviour from tourists. *The
Guardian*. Available at: https://www.theguardian.com/travel/2018/may/29/amsterdam-
gets-tough-on-antisocial-behaviour-from-british-tourists-stag-parties (Accessed 27
November 2021).

Boztas, S., 2021 Don't come to Amsterdam: nuisance visitors told to go elsewhere.
DutchNews.nl. Available at: https://www.dutchnews.nl/news/2021/06/dont-come-to-
amsterdam-nuisance-visitors-told-to-go-elsewhere/ (Accessed 4 April 2022).

Bradley, Ja., 2021, *The power of positive language: It's not what you say, but how you
say it* Available at: https://www.genexmarketing.com/2021/07/01/the-power-of-
positive-language-its-not-what-you-say-but-how-you-say-it/ (Accessed 27 October
2022).

Brög, W. et al., 2009 Evaluation of voluntary travel behaviour change: Experiences from three continents. *Transport Policy*, 16(6), pp.281–292.

Carol, P., 2015 *Sustainable Tourism: Business Development, Operations and Management*, Human Kinetics.

Chen, I.-L. (Lynn), Scott, N. and Benckendorff, P., 2014 An exploration of mindfulness theories in Eastern and Western philosophies. *Tourism and Hospitality in the Contemporary World: Trends, Changes & Complexity Proceedings of the 24th Annual Conference CAUTHE 2014*. Available at: https://www.academia.edu/24611432/An_exploration_of_mindfulness_theories_in_Eastern_and_Western_philosophies (Accessed 1 October 2022).

City of Amsterdam, 2019, *Countering nuisance in the inner city* Available at: https://www.amsterdam.nl/en/policy/ambitions/pleasant/countering-nuisance/ (Accessed 4 April 2022).

Creswell, J.W., 1999 Chapter 18 - Mixed-Method Research: Introduction and Application. In: Cizek, G.J., (ed.) *Handbook of Educational Policy*. Educational Psychology. San Diego, Academic Press., pp. 455–472.

Creswell, J.W., 2009 *Research Design: Qualitative, Quantitative, and Mixed-Method Approaches*, PAGA Publications, Inc.

Demirović, D. et al., 2020 Determinants of Residents' Support for Sustainable Tourism Development: Implications for Rural Communities. *Sustainability*, 12, p.9438.

Dickinson, G., 2018, *Definition of Overtourism | New Word Suggestion | Collins Dictionary* Available at: https://www.collinsdictionary.com/submission/19794/Overtourism (Accessed 13 January 2022).

Dinan, P.S., Claire and Sargeant, L. in M., Adrian, 2000 Social marketing and sustainable tourism?is there a match? *International Journal of Tourism Research ; volume 2, issue 1, page 1-14 ; ISSN 1099-2340 1522-1970*. Available at: https://doi.org/10.1002/(sici)1522-1970(200001/02)2:1<1::aid-jtr178>3.0.co;2-5 (Accessed 21 October 2022).

Dodds, R. and Butler, R., 2019 *Overtourism: Issues, realities and solutions*, De Gruyter Oldenbourg.

Dutt, C. and Ninov, I., 2016 The role of mindfulness in tourism: Tourism businesses' perceptions of mindfulness in Dubai, UAE. *Tourism*, 64, pp.81–95.

Dworkin, S.L., 2012 Sample Size Policy for Qualitative Studies Using In-Depth Interviews. , 41(6), pp.1319–1320.

Fenitra, R.M., Tanti, H., Gancar, C.P. and Indrianawati, U., 2021 Understanding Younger Tourist' Intention Toward Environmentally Responsible Behavior. *GeoJournal of Tourism & Geosites*, 36, pp.646–653.

Fennell, Dr.D.A. and Cooper, Prof.C., 2020 *Sustainable Tourism : Principles, Contexts and Practices*, Bristol, UK, Channel View Publications.

Frauman, E. and Norman, W., 2004 Mindfulness as a Tool for Managing Visitors to Tourism Destinations. *Journal of Travel Research - J TRAVEL RES*, 42, pp.381–389.

Frauman, E. and Norman, W.C., 2003 Managing Visitors via "Mindful" Information Services: One Approach in Addressing Sustainability. *Journal of Park & Recreation Administration*, 21(4), pp.87–104.

Gagnon, M., 2009 Moving knowledge to action through dissemination and exchange. *Journal of clinical epidemiology*, 64, pp.25–31.

Gannon, M., Rasoolimanesh, S.M. and Taheri, B., 2021 Assessing the Mediating Role of Residents' Perceptions toward Tourism Development. *Journal of Travel Research*, 60(1), pp.149–171.

Gemeente Amsterdam, 2021a, *Bezoekersaantallen Amsterdam 2018-2021 | Website Onderzoek en Statistiek* Available at: https://onderzoek.amsterdam.nl/publicatie/bezoekersaantallen-amsterdam-2018-2021 (Accessed 18 December 2021).

Gemeente Amsterdam, 2022, *Campagne gewenst gedrag* Available at: https://www.amsterdam.nl/stadsdelen/centrum/aanpak-binnenstad/campagne-gewenst-gedrag/ (Accessed 30 September 2022).

Gemeente Amsterdam, 2019, *"I live here!" – Lokale campagne van, voor en door bewoners* Available at: https://www.amsterdam.nl/bestuur-en-organisatie/stadsdelen/stadsdeel-centrum/drukte-balans/i-live-here!/ (Accessed 10 December 2021).

Gemeente Amsterdam, 2021b Press release: Extra measures against nuisance visitors in the city centre. Available at: https://persberichten.deperslijst.com/188404/press-release-extra-measures-against-nuisance-visitors-in-the-city-centre.html (Accessed 30 September 2022).

Gemeente Amsterdam, 2018 *Stad in Balans 2018-2022*,

Gentina, E., Daniel, C. and Tang, T.L.-P., 2021 Mindfulness Reduces Avaricious Monetary Attitudes and Enhances Ethical Consumer Beliefs: Mindfulness Training, Timing, and Practicing Matter. *Journal of Business Ethics*, 173(2), pp.301–323.

Gerretsen, I., 2021, *"Don't come to Amsterdam." Dutch capital tells rowdy tourists to stay away* Available at: https://www.cnn.com/travel/article/amsterdam-wants-rowdy-tourists-to-stay-away/index.html (Accessed 4 April 2022).

Gerritsma, R. and Vork, J., 2017a Amsterdam Residents and Their Attitude Towards Tourists and Tourism. *Coactivity: Philosophy, Communication*, 25, pp.75–84.

Gerritsma, R. and Vork, J., 2017b Amsterdam Residents and Their Attitude Towards Tourists and Tourism. *Coactivity: Philosophy, Communication*, 25, pp.75–84.

Gonzalez, V.M., Coromina, L. and Galí, N., 2018 Overtourism: residents' perceptions of tourism impact as an indicator of resident social carrying capacity - case study of a Spanish heritage town. *Tourism Review*, 73(3), pp.277–296.

Goodwin, H., 2019 Managing Tourism in Barcelona. , p.40.

Hanani, N., Noor, S., Jaafar, M. and Mohamed, P., 2014 Creating Mindful Tourists at Heritage Sites through Tour Guide's Interpretation: A Case of Georgetown World Heritage Sites. *GSTF Journal on Mobile Communications, Networking and Applications (JMC) Vol.1 No.2*, 1, pp.5–18.

Hankammer, S. et al., 2019 Towards circular business models: Identifying consumer needs based on the jobs-to-be-done theory. *Journal of Cleaner Production*, 231, pp.341–358.

Harper, D., 2010 Talking about pictures: A case for photo elicitation. *Visual Studies*, 17(1), pp.13–26.

Helm, S. and Subramaniam, B., 2019a Exploring Socio-Cognitive Mindfulness in the Context of Sustainable Consumption. *Sustainability*, 11(13), p.3692.

Helm, S. and Subramaniam, B., 2019b Exploring Socio-Cognitive Mindfulness in the Context of Sustainable Consumption. *Sustainability*, 11, p.3692.

Henley, J., 2021 Party's over: Amsterdam plans to keep tourists 'in penis outfits' away. *The Guardian*. Available at: https://www.theguardian.com/weather/2021/jun/11/partys-over-amsterdam-plans-to-keep-tourists-in-penis-outfits-away (Accessed 4 April 2022).

Hernández, M., Baidal, J. and Mendoza de Miguel, S., 2019 Overtourism in urban destinations: the myth of smart solutions. *Boletín de la Asociación de Geógrafos Españoles*, pp.1–38.

Higgins-Desbiolles, F., 2021 The "war over tourism": challenges to sustainable tourism in the tourism academy after COVID-19. *Journal of Sustainable Tourism*, 29(4), pp.551–569.

Hospers, G.-J., 2019 Overtourism in European Cities: From Challenges to Coping Strategies. *CESifo Forum*, 20(03), pp.20–24.

Hutchison, K., 2021, *Post-COVID-19 travel: how to prepare for tourism's rebound* Available at: https://www.ey.com/en_us/bbc/post-covid-19-travel--how-to-prepare-for-tourism-s-rebound (Accessed 10 December 2021).

Hysa, B., Karasek, A. and Zdonek, I., 2021 Social Media Usage by Different Generations as a Tool for Sustainable Tourism Marketing in Society 5.0 Idea. *Sustainability*, 13(3), pp.1–27.

I amsterdam, 2019, *Onderzoek toont: campagne aanpak overlast werkt* Available at: https://www.iamsterdam.com:443/nl/over-ons/amsterdam-en-partners/nieuws/2019/enjoy-and-respect (Accessed 27 November 2021).

I Amsterdam, 2021, *Rules and regulations in Amsterdam | I amsterdam* Available at: https://www.iamsterdam.com:443/en/plan-your-trip/practical-info/rules-and-regulations (Accessed 23 September 2021).

Iacob, V., Jesus, S.N. de and Carmo, C., 2021 A Systematic Review: Mindfulness Applied on the Field of Tourism. *Journal of Spatial and Organizational Dynamics*, 9(4), pp.261–275.

Iamsterdam, 2022, *Adverteren | I amsterdam* Available at: https://www.iamsterdam.com:443/nl/amsterdam-en-partners/samenwerkingen-partners-en-adverteren/adverteren (Accessed 12 November 2022).

Janusz, K., Six, S. and Vanneste, D., 2017 Building tourism-resilient communities by incorporating residents' perceptions? A photo-elicitation study of tourism development in Bruges. *Journal of Tourism Futures*, 3. Available at: https://www.researchgate.net/publication/321176279_Building_tourism-

resilient_communities_by_incorporating_residents%27_perceptions_A_photo-elicitation_study_of_tourism_development_in_Bruges.

Jirojkul, S. et al., 2021 The Effect of Mindset on Tourist Behaviour and Mindful Consumption in a Community Enterprise in Krabi, Thailand. *TEM Journal*, 10(3), pp.1082–1091.

Juvan, E. and Dolnicar, S., 2014 The attitude–behaviour gap in sustainable tourism. *Annals of Tourism Research*, 48, pp.76–95.

Kabat-Zinn, J., 1994 *Wherever You Go, There You Are: Mindfulness Meditation in Everyday Life*, Hachette Books.

Khan, A.U., Baloch, Q.B. and Naseer, R., 2020 The Sustainable Marketing Mix of Tourism and Visitors Fulfilment: An Empirical Evidence From Cultural Tourists To Pakistan. *Journal of Business & Tourism*, pp.123–145.

Kitzinger, J., 1994 The methodology of Focus Groups: the importance of interaction between research participants. *Sociology of Health & Illness*, 16(1), pp.103–121.

Klandermans, B. and Staggenborg, S., 2002 *Methods of Social Movement Research*, U of Minnesota Press.

Ko, D.-W. and Stewart, W.P., 2002 A structural equation model of residents' attitudes for tourism development. *Tourism Management*, 23(5), pp.521–530.

Koens, K., Melissen, F., Mayer, I. and Aall, C., 2021 The Smart City Hospitality Framework: Creating a foundation for collaborative reflections on overtourism that support destination design. *Journal of Destination Marketing & Management*, 19, p.100376.

Kuščer, K. and Mihalic, T., 2019 RESIDENTS' ATTITUDES TOWARDS OVERTOURISM FROM THE PERSPECTIVE OF TOURISM IMPACTS AND COOPERATION–THE CASE OF LJUBLJANA. *Sustainability*, 11, p.1823.

Langer, E.J., 1992 Matters of mind: Mindfulness/mindlessness in perspective. *Consciousness and Cognition*, 1(3), pp.289–305.

Langer, E.J., 1989 Minding Matters: The Consequences of Mindlessness–Mindfulness. In: Berkowitz, L., (ed.) *Advances in Experimental Social Psychology*. Academic Press., pp. 137–173.

Larson, R.B., 2018 Controlling social desirability bias. *International Journal of Market Research*, 61(5), pp.534–547.

Lee, N.R. and Kotler, P., 2019 *Social Marketing: Behavior Change for Social Good*, SAGE Publications.

Lee, T.H., 2013 Influence analysis of community resident support for sustainable tourism development. *Tourism Management*, 34, pp.37–46.

Ling, T.P., Noor, S. and Mustafa, H., 2015 MINDFULNESS AND TOURISM: THE CASE OF PENANG WORLD HERITAGE SITES IN MALAYSIA. , p.15.

Liu, Z., 2003 Sustainable Tourism Development: A Critique. *Journal of Sustainable Tourism*, 11(6), pp.459–475.

Luo, W., Tang, P., Jiang, L. and Su, M.M., 2020 Influencing mechanism of tourist social responsibility awareness on environmentally responsible behavior. *Journal of Cleaner Production*, 271, p.122565.

McCombes, S., 2019, *An introduction to sampling methods* Available at: https://www.scribbr.com/methodology/sampling-methods/ (Accessed 18 January 2022).

Milano, C., Cheer, J.M. and Novelli, M., 2019 *Overtourism: Excesses, Discontents and Measures in Travel and Tourism*, CABI.

Miller, G. et al., 2010 Public understanding of sustainable tourism. *Annals of Tourism Research*, 37(3), pp.627–645.

MindTools, 2022, *The Action Priority Matrix: Making the Most of Your Opportunities* Available at: http://www.mindtools.com/pages/article/newHTE_95.htm (Accessed 28 September 2022).

Mohamadi, S., Abbasi, A., Ranaei, H. and Askarifar, K., 2022 Conceptualizing sustainable–responsible tourism indicators: an interpretive structural modeling approach. *Environment, Development and Sustainability*, 24.

Moscardo, G., 1992 *A mindfulness/mindlessness model of the museum visitor experience*. phd, James Cook University of North Queensland.

Moscardo, G., 2017 Exploring mindfulness and stories in tourist experiences. *International Journal of Culture, Tourism and Hospitality Research*, 11(2), pp.111–124.

Moscardo, G., 1999 *Making Visitors Mindful: Principles for Creating Quality Sustainable Visitor Experiences Through Effective Communication*, Sagamore.

Moscardo, G., 1996 Mindful visitors: Heritage and tourism. *Annals of Tourism Research*, 23(2), pp.376–397.

Noor, S.M., Rasoolimanesh, S.M., Jaafar, M. and Ganesan, V., 2014 What Influences Visitor Mindfulness at World Heritage Sites? *Tourism Culture & Communication*, 14(3), pp.139–150.

Noordeloos, T., 2018 Sustainable tourism development in Amsterdam Oud-West. *Research in Hospitality Management*, 8(2), pp.133–141.

Oliver, H., 2021, *How Amsterdam is fighting back against overtourism* Available at: https://www.timeout.com/news/how-amsterdam-is-fighting-back-against-overtourism-081121 (Accessed 13 March 2022).

Poh Ling, T., Noor, S., Mustafa, H. and Kiumarsi, S., 2019 Journal of Media and Communication Research Mindfulness: Exploring visitor and communication factors at Penang heritage sites * Tan Poh Ling. , 11, pp.133–148.

Quest, R., Hardingham-Gill, T. and Appiah, L.-A., 2019, *How Amsterdam is fighting back against mass tourism* Available at: https://www.cnn.com/travel/article/amsterdam-overtourism/index.html (Accessed 13 March 2022).

Richard, V. and Lahman, M., 2013 Photo-elicitation: reflexivity on method, analysis, and graphic portraits. *International Journal of Research & Method in Education*, 38, pp.3–22.

Rocha, R.G., Falcó, E.T. and Leitão, J., 2022 Spirituality and Mindful Tourism: Experiencing Innovative Hispanic Cases. In: Leitão, J., Ratten, V. and Braga, V., (eds.)

Tourism Entrepreneurship in Portugal and Spain: Competitive Landscapes and Innovative Business Models. Tourism, Hospitality & Event Management. Cham, Springer International Publishing., pp. 45–64.

Rosli, M.N.E.H.M., Noor, D.S.M., Jaafar, A.P.M. and Mohamed, P.R., 2014 Creating Mindful Tourists at Heritage Sites through Tour Guide's Interpretation: A Case of Georgetown World Heritage Sites. *GSTF Journal on Media & Communications (JMC)*, 1(2). Available at: https://www.researchgate.net/publication/314816544_Creating_Mindful_Tourists_at_Heritage_Sites_through_Tour_Guide%27s_Interpretation_A_Case_of_Georgetown_World_Heritage_Sites (Accessed 14 December 2021).

Russell, H., 2017 Reflective Learning and After Action Reviews. *Legal Information Management*, 17(3), pp.173-173–179.

Sekaran, U. and Bougie, R., 2016 *Research Methods For Business: A Skill Building Approach*, 7th edition., John Wiley & Sons Ltd.

Seraphin, H., Sheeran, P. and Pilato, M., 2018 Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, pp.374–376.

Shahzalal, M. and Font, X., 2017 Influencing altruistic tourist behaviour: Persuasive communication to affect attitudes and self-efficacy beliefs. *International Journal of Tourism Research*, 20(3), pp.326–334.

Sinek, S., 2009 *Start with Why: How Great Leaders Inspire Everyone to Take Action*, Penguin.

Stankov, U., Filimonau, V. and Vujičić, M.D., 2020 A mindful shift: an opportunity for mindfulness-driven tourism in a post-pandemic world. *Tourism Geographies*, 22(3), pp.703–712.

Taylor, C.R., Franke, G.R. and Bang, H.-K., 2006 Use and Effectiveness of Billboards. *Journal of Advertising*, 35(4), pp.21–34.

Taylor, L.L. and Norman, W.C., 2018 The influence of mindfulness during the travel anticipation phase. *Tourism Recreation Research*, 44(1), pp.76–90.

Ting, H. et al., 2020 Editorial - Responsible Tourism: A Call to Action for Turbulent Times. *Asian Journal of Business Research*, 10(2), pp.1–13.

Tölkes, C., 2018 The role of sustainability communication in the attitude–behaviour gap of sustainable tourism. *Tourism and Hospitality Research*, 20(1), pp.117–128.

Truong, V.D. and Hall, C., 2013 Social Marketing and Tourism What Is the Evidence? *Social Marketing Quarterly*, 19, pp.110–135.

UNWTO, 2020, *International tourism growth continues to outpace the global economy | UNWTO* Available at: https://www.unwto.org/international-tourism-growth-continues-to-outpace-the-economy (Accessed 13 March 2022).

UNWTO, 2018, *'Overtourism'? – Understanding and Managing Urban Tourism Growth beyond Perceptions, Executive Summary | World Tourism Organization* Available at: https://www.e-unwto.org/doi/abs/10.18111/9789284420070 (Accessed 13 January 2022).

VisitScotland, 2021, *Responsible Visitor Management - News | VisitScotland.org* Available at: http://www.visitscotland.org/news/2021/responsible-visitor-management-campaign (Accessed 1 November 2022).

Visitvenezia, 2022, *EnjoyRespectVenezia: What to do and not do in Venice to enjoy it with intelligence and respect | Visitvenezia.eu* Available at: https://www.visitvenezia.eu/en//tourist-information/enjoyrespectvenezia-what-to-do-and-not-do-in-venice-to-enjoy-it-with-intelligence-and-respect (Accessed 26 October 2022).

Wagle, K., 2019, *Behavior Change Communication (BCC): Importance and Strategies* Available at: https://www.publichealthnotes.com/1142-2/ (Accessed 21 October 2022).

We Live Here, 2021, *We Live Here* Available at: https://welivehere.amsterdam/about/ (Accessed 2 October 2022).

Westenberg, M., 2015 Beleving van drukte in de binnenstad. *Bureau Werelderfgoed en Gemeente Amsterdam*, p.64.

Wilkinson, S., 1998 Focus group methodology: a review. *International Journal of Social Research Methodology*, 1(3), pp.181–203.

Willson, G.B. and McIntosh, A.J., 2007 Heritage Buildings and Tourism: An Experiential View. *Journal of Heritage Tourism*, 2(2), pp.75–93.

Winkle, C. and Backman, K., 2009 Examining Visitor Mindfulness at a Cultural Event. *Event Management*, 12, pp.163–169.

Wonderful Copenhagen, 2019, *Tourism Moves* Available at: https://www.wonderfulcopenhagen.com/wonderful-copenhagen/partnerships/tourism-moves (Accessed 1 November 2022).

Woods, B. and Moscardo, G., 2003 Enhancing Wildlife Education Through Mindfulness. *Australian Journal of Environmental Education*, 19, pp.97–108.

Wunker, S., Wattman, J. and Farber, D., 2016 *Jobs to Be Done: A Roadmap for Customer-Centered Innovation*, AMACOM.

Yigit, M.K., 2020 Investigating the relationship between consumer mindfulness and sustainable consumption behavior. *International Journal of Research In Business and Social Science*, 9(6), pp.37–43.

Proof of wordcount
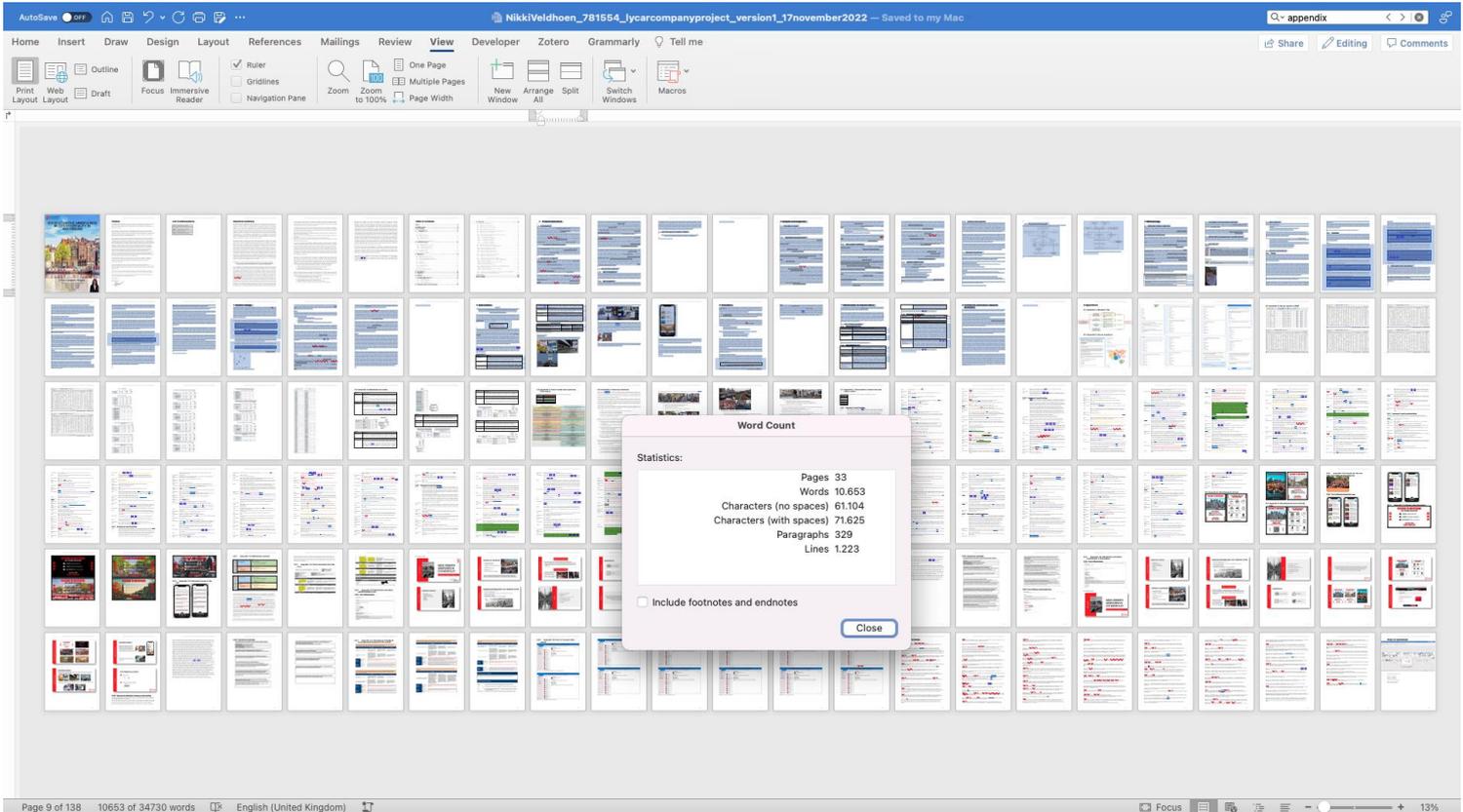
Total words in text: 10.653

Figure 1: 42 words
Figure 2: 42 words
Figure 3: 10 words
Total words in figures: 94

Total words: 10.747