

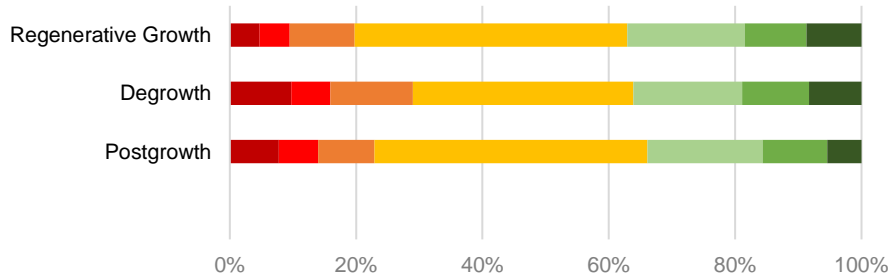
Survey Results



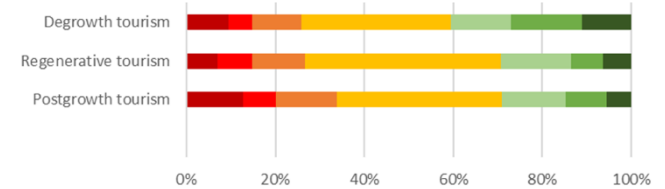
But what do residents want?

Perception of different concepts with regards to the future of tourism in Amsterdam, Rotterdam and Barcelona (n = 3.063)

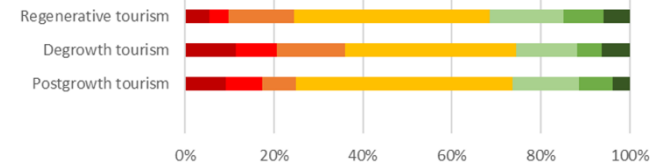
Average



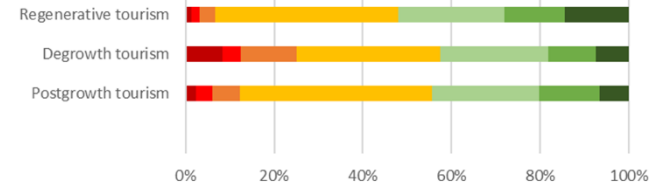
Amsterdam



Rotterdam



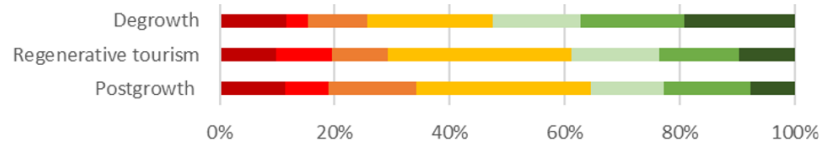
Barcelona



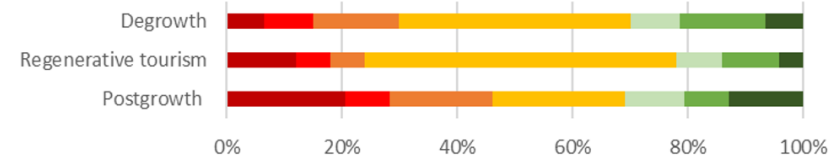
1 - Very negative 2 3 4 5 6 7 - Very positive

But what do residents want? Further complications

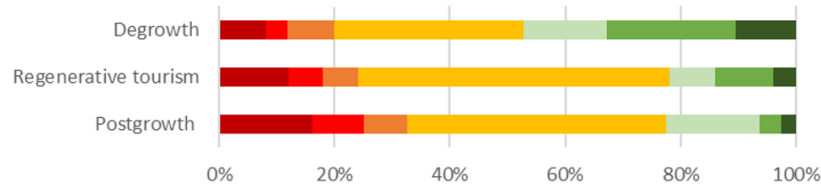
Centrum & surrounding neighborhoods (de Pijp, Oud Zuid, ...)



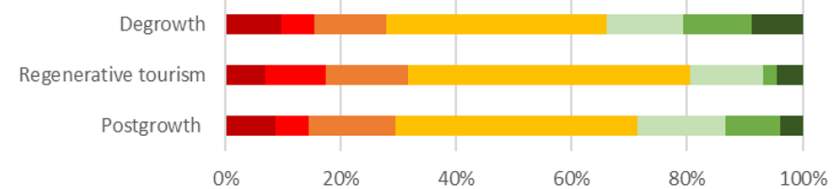
Noord



Regularly visited neighborhoods

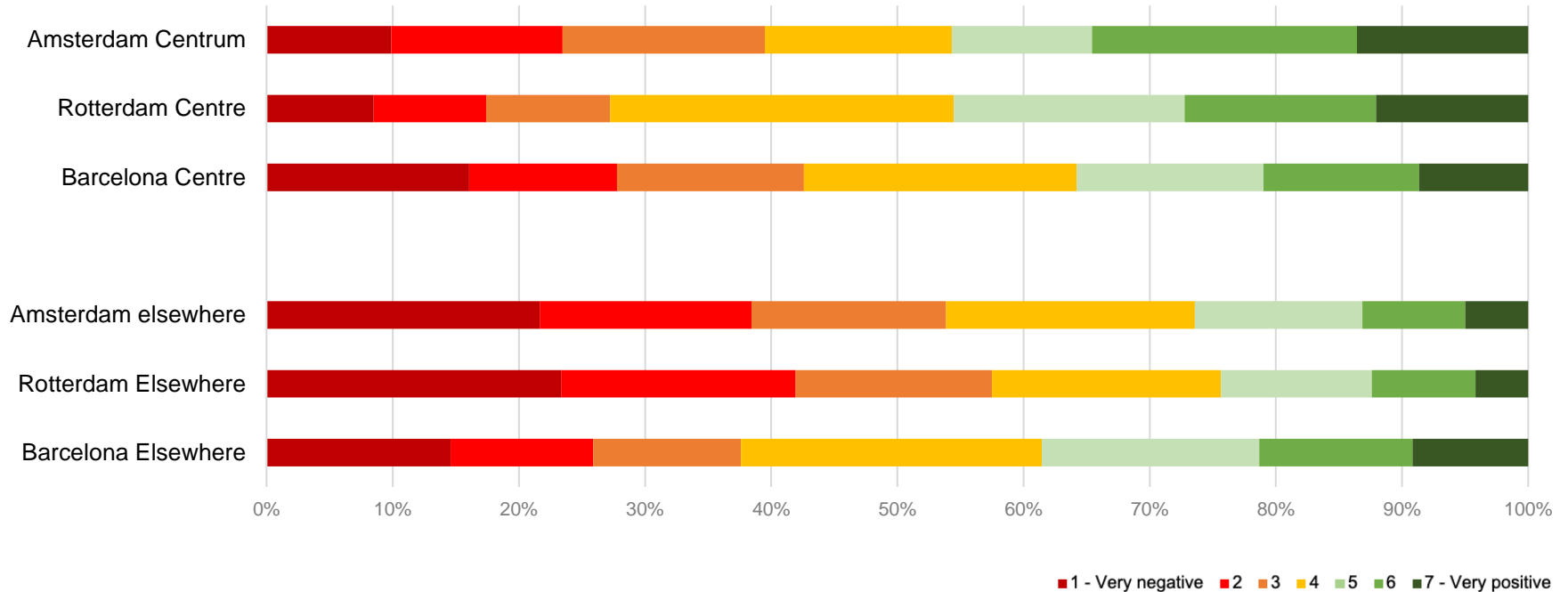


Suburbs



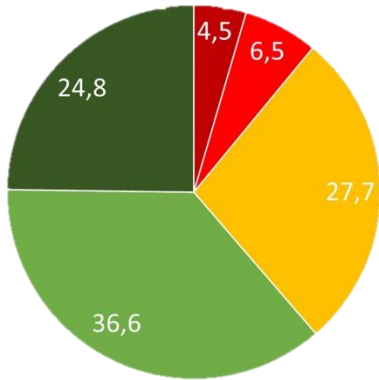
■ 1 - Very negative ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 - Very positive

Tourism fit with the character of the neighborhood

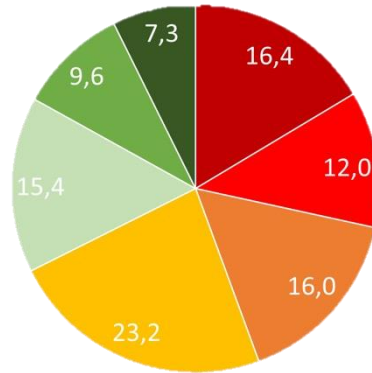


Resident engagement

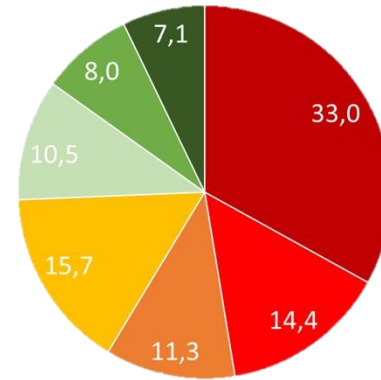
I support that residents and businesses should be involved in tourism planning



I am satisfied with the ways policymakers take residents' needs into account in tourism policy



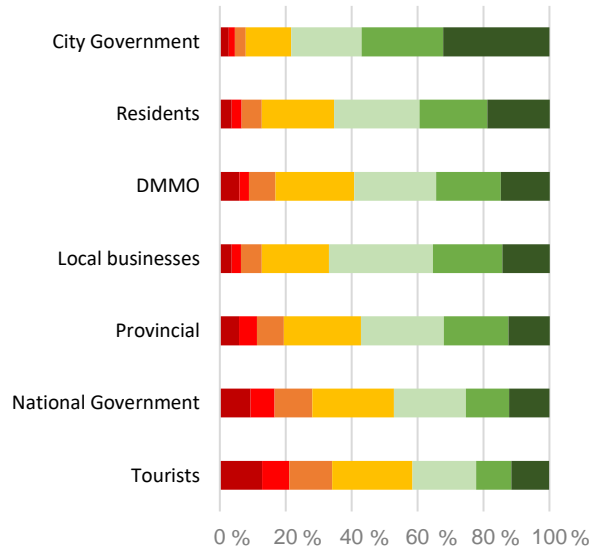
I have a voice in tourism development decisions



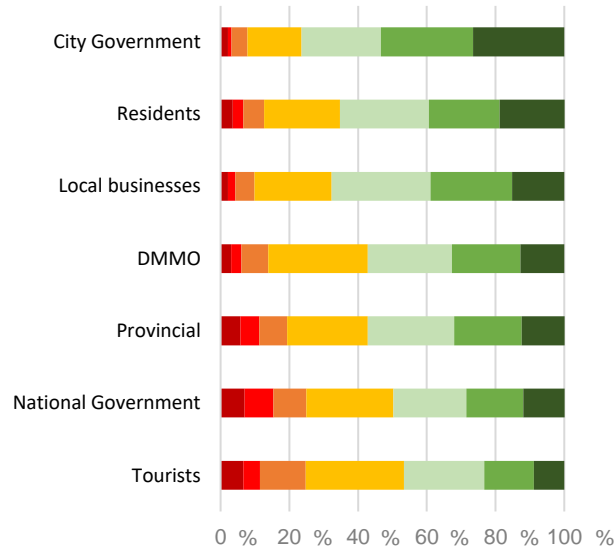
■ 1 - Very negative ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 - Very positive

Taking the lead

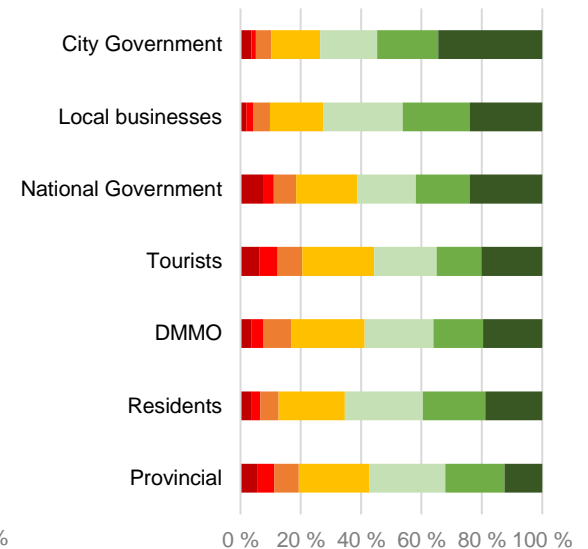
Amsterdam



Rotterdam



Barcelona



1 - Very negative 2 3 4 5 6 7 - Very positive

Summary

- Perceptions differ between, but also within cities
- Character of neighbourhood can influence desired tourism development
- Tourism development is a joint responsibility, but city council is expected to lead
- Citizen engagement is difficult





Questions?

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