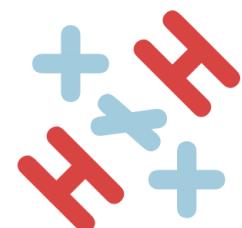


Understanding Antisocial British tourists in Amsterdam.



Amsterdam a city on the brink

- Amsterdam is a city of 820,000 people
- The city hosts 18 million tourists a year and this number is only set to increase.
- Every year over a million of tourists visit from Britain.
- British tourists are considered to be one of the most antisocial groups in Amsterdam.
- The city centre of Amsterdam has born the brunt of this tourism.
- Local business have been forced out in favour of shops catering mainly to tourists.
- Parts of the city have now been described as unliveable by locals as the tourists have taken over.

Descriptions of Amsterdam from those who said they wouldn't return.

Brits-abroad
Crowded
Dirty Booze
Touristy Stag-do
Drunk Bucket-list Old
Expensive Overcrowded Historic
Drugs
Busy



Previous attempts to combat the effects of overtourism

- The government of Amsterdam will no longer promote tourism in the UK.
- Amsterdam launched the enjoy and respect campaign in 2018 aiming to target antisocial behaviour in the city centre.
- Beer bikes have been banned from the city.
- Shops catering to tourists such as bike rental are being banned from the city centre.
- Post Brexit, British tourists will no longer be able to buy cannabis in the city.



Population: the study used British tourists aged between 18-35 as the population.

Sample: 81 tourists were surveyed and a further 5 were interviewed.



38%

2.6

Tourists were asked to describe their own behaviour out of 5.

41%

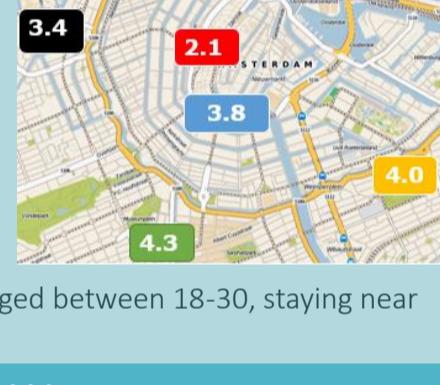
4.3

On the right is displayed the mean by per locations of accommodation.

21%

3.8

On the left it is displayed is the mean per gender group.



The group most likely to behave antisocially in Amsterdam are groups of Men aged between 18-30, staying near the red light district.

Why do Brits Behave in an Antisocial Way

Escapism		Brits want to get away from normal life when they come to Amsterdam they want to go wild and escape the laws of normal society.
Social identity		Young people coming to Amsterdam want to do something crazy as to tell people at home.
Safe Zone		Amsterdam is far safer than most cities where you can party, it is seen as a safe place for adults to get drunk.
Accommodating		Brits want to impart their own way of partying on a place, and in Amsterdam they can drink how they would at home but in new nicer surroundings.
The myth of Amsterdam		The red light district and legalised weed serve as symbols that Amsterdam is a place where British tourists can behave as they like



Making weed Illegal

By banning weed it will discourage drug tourists from coming to Amsterdam.

Close the Red light

The red light serves as a symbol of debauchery in Amsterdam that continues to attract those looking to behave badly.

Less accommodating

Put laws that will force bars to be less excepting of anti-social behaviour. The Sydney lockout laws can be a model to follow.

Daniel Waugh - Hotelschool the Hague

Infographic produced on the 07/06/19 displaying the results of a Bachelor Thesis produced for Chair City Hospitality