

# WAR ON BAD TOURISTS IN AMSTERDAM



Amsterdam could be named one of the most popular cities in Europe, with almost 20 million visitors in 2019. In 2023, it was voted as the most welcoming capital of the continent for tourists, according to the feedback of 1,200 travelers from 32 different countries. The city's advantages include English communication ease, an affordable budget for a week-long stay, and friendly locals.

The capital of the Netherlands, with a population of 900,000, Amsterdam is a popular destination for travelers worldwide. However, the city has policies that are not always welcoming towards the massive influx of tourists. This has contributed to its reputation as the capital of celebration, pleasure, and excess. In March, the city council launched an internet campaign called "Stay Away," aimed primarily at men aged 18 to 35 from the United Kingdom.

## **Prohibition of smoking cannabis**

Some bad tourists visit only to consume drugs and alcohol or visit the Red Light District, known for its brothel windows. However, it has been prohibited to smoke cannabis in this area since May of last year to reduce the nuisance that had become unbearable for the district's residents.

This summer, the municipality took action against yearly cruise ships docking in its city center. As a result, the terminal in question must be closed. The decision was made to tackle the over-tourism issue and shift towards a more sustainable tourism form, a top priority for the capital. The city no longer identifies with this polluting mode of travel.

## **Many locals are fed up with disruptive tourists**

Deputy Mayor Sofyan Mbarki said visitors are welcome if they behave properly and avoid disturbances. Due to disruptive tourists and overcrowding this year, many locals are also fed up.

As reported by the British media, billboards have been placed in several cities nationwide to remind visitors that urinating in public is unacceptable. Amsterdam is not the only destination that has recently taken drastic measures to address mass tourism's harmful effects.

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