A SUCCESSFUL WORLD SAMPLE IN TOURISM, RECREATION AND URBAN PLANNING: AMSTERDAM

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ABSTRACT

The purpose of this study is to (1) address the importance of tourism and recreation in urban planning, and (2) examine the Amsterdam destination, a successful sample of tourism, recreation and urban planning in the world. For this purpose, observation technique is used from qualitative research methods. Within this scope, Amsterdam destination has been evaluated within the scope of accommodation services, food and beverage services, transportation services, recreation facilities, visitor attraction areas, intermediary services and government services. As a result of the evaluations, various proposals have been developed by managers who are responsible for the management and marketing of destinations.

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INTRODUCTION

In cities, it is more mobile than in rural areas, the birth rate is lower than in rural areas, accessibility is easier and education level and quality of life are advanced (Hazar, 2014, p. 70). Urbanization can be viewed through the population increase and crowding, but urbanization depends on living standards and industrialization. Migrations also have an effect (İşlık, 2005, p. 58). Urban planning is the planning studies to determine the urban and residential areas, the areas of public use, housing, infrastructure, sports, work and education, rest, facilities, dynamic and spatial location (Hazar, 2014, p. 68). Many developments in the urban plan are also started in the 20th century. One of them is technology. Technology has evolved over time. With the development of technology, new urban ideas emerged in urban planning (Yenice, 2005, p. 89). Cities not only create an environment for the economic life and working conditions of the individual, but also play a regulatory and directing role to address the recreational needs of the individual. In order for urban people to live like urban residents, recreational facilities need to be included in city planning with qualitative and quantitative majority. Modern cities have become cities that adopt this approach and have passed on (Karaküçük & Gürbüz, 2007, p. 99).

Successful cities from tourism and recreational attractions are settlements where transportation, social services, infrastructure, social integration, creating new places, providing all kinds of facilities, providing recreational areas and providing collecting services (Başaran, 2008, p. 10). Recreation is important not only to meet the needs of an individual, but also to society at the same time. Because individuals are seen as a part of society and recreational activities are related to society. For this reason, it is important to plan a well-designed recreational area recreation in terms of large masses of society (Zorba, 2007). For this reason, in this research, the Amsterdam destination of the Netherlands, which is a successful city example in the world in terms of tourism, recreation and urban planning, was examined. Qualitative research methods in the study were made use of the observation method. Observation collects data on the basis of cause-and-effect relationship with the researcher in relation to the events or behaviors that the researcher needs to investigate (Ural & Kılıç, 2013: 64; Kozak, 2014: 30). Data were collected from photographs from the Amsterdam destination between 30 / 08-07 / 09/2017 for observation purposes. In the first part of the study, the concept of urban planning, the importance of recreation in urban planning, the Amsterdam destination which is an important world example in tourism, recreation and urban planning has been examined. Finally, in the last part of the research, various suggestions have been made to the destination marketing managers. It can be argued that the research will contribute to both the destination managers, destination marketers and the literature.

URBAN PLANNING CONCEPT

Although the city has been conceptually interpreted in different forms over the years, emerges as the general name of urban settlement areas. It is possible to define livelihoods of the community living within its borders as non-identical areas that differ from rural areas, such as cultural regions, management, social interaction, population density, where livestock and non-agricultural occurrences are realized (Başaran, 2008: 5). The city is a residential area where birth rates are lower than rural areas, where there is a high degree of socialization, widespread participation, increased interaction, and an advanced and widespread education (Hazar, 2014, p. 70). According to the city description of Davis (1973, p. 1), the city is defined as “a crowd of people gathered close to each other for residence and production” (Thorns, 2004, p. 13). Three occurrences gain importance in the formation of cities. The first one is the natural structure of the city, the second is the physical formation, and the third is the social structure. These three phenomena constitute the city system in the form of communication among themselves (Akköse, 2007 as cited in Oktay et al., 2015, p. 124).

Urbanization is a phenomenon that is embedded in the cultural values that are changing with the process of social change (Es & Ateş, 2010, p. 212). Urbanization means, in a limited sense, an increase in the number of cities and the community that sustains their lives in cities (Hazar, 2014: 70). Urbanization also changes the order of the population of the city as the physical region develops. Urbanization emerges from the social and economic differentiation of the community. Economic development, industrialization and growth bring about the process of social change as well as being a social communication field (Kaypak, 2014, p. 351). The quality of city life is perceived, welfare, health, safety, peace and so on. When constructor components are created; such as the built
environment, the natural environment, economic and social functions (Onsekiiz & Emür, 2007, p. 367). Cities are the settlement areas that emerged as a necessity for people to live together in society. In addition to the daily needs of people who share these settlements, there are many needs in these areas such as education, health, housing, business, social activities. The need for people to live together led to the rapid growth of immigrant cities (Güven, 2016, p. 22).

Along with the development of technology in the 20th century, new ideas emerged in transport, urban planning and urban development (Yenice, 2005, p. 9). Despite the many advantages of living in urban areas, cities are unhealthy places for millions of people. Current trends stem from the lack of adequate recreational areas and the inability of the planned urbanization to be guided correctly. One of the keys to effectively responding to this adverse situation is to recognize physical, social and all environmental factors that will increase health and well-being. Development management can play a vital role in creating environments that increase people's health and prosperity (Ranson, 2014, p. 6). At the same time, urban planning has missions for health (Corburn, 2004, p. 541). Urban planning is a work based on the principles of civilization, taking into account the basic needs of mankind. Urban planning, designed to enable civil society to meet all the needs of society, requires thinking together of the physical and emotional needs of people (Jäger, 2004, p. 29). In this context, it is necessary to plan the regions where people can meet their basic nutrition and clothing needs, as well as the plan and areas in which they can meet the recreational, recreational areas, adequate recreational areas, rest and worship needs. Communication is very important for people and for this reason the necessary communication areas are the first place in the duties of the local government (Cereci, 2010, p. 6).

The ability to establish a healthy, meaningful and balanced relationship with people, the environment and others in the multifaceted, complex and mobile nature of social activities is due to the aesthetic planning of cities (Güremen, 2010, p. 255). For local and foreign tourists who visit touristic cities today, urban tourism provides information from a city's natural, historical and cultural structures; to benefit from the security, technical equipment and infrastructure services in the services and structures that are offered, hotels, motels, holiday villages and so on, the facility; (such as restaurants, bars, amusement parks and supermarkets), parks, streets, pedestrian walkways and promenades in the open areas of the city and to participate in all activities that attract the city life (such as festivals, competitions, sporting events) have become very important (Emekli, 2011, p. 30). City tourism is concerned with the re-development and reconstruction of the city (Thorns, 2004, p.140). Expenditures for food and beverage, accommodation, shopping and a variety of activities during the time that visitors stay in the city also contribute to the urban economy (İceliioğlu, 2014, p. 38).

**IMPORTANCE OF RECREATION IN THE URBAN PLAN**

Changes in people's living standards as well as the level of income of the people lead to an increase in leisure time by regulating the working conditions of the individual with the effect of a technological progress and a technological development that is still ongoing. As mentioned, with the increase in leisure time, even the employees reveal the need for leisure time in a good and planned way (Hazar, 2014, p. 68). With such a perspective, with the urbanization to an extreme extent, people are now accelerating the development of the recreation industry in need of recreation areas to avoid urban noise, traffic pollution, environmental stress, specific responsibilities and distress (Broadhurst, 2001, p. 102). The recreation industry includes many industries. These are; recreation-related training institutions, hiking trails, recreational and social purpose enterprises. The difference or change in the environmental negativities that occur in the cities we live in causes the recreational needs of today's people to increase significantly (Aslan, 2013 as cited in Hazar, 2014, p. 68). Because urbanization of natural recreation areas can not be protected and rapid construction can not be prevented, people in cities are physically and physically collapsing (Balei ve Koçak, 2014, p. 57).

A sustainable approach to recreation areas is to protect people's health, increase employee productivity and use resources more efficiently and reduce the impact of environmental adversities (Gibson et. al., 2008, p. 29). However, with the time-consuming decrease in the rural recreation areas near the towns, the community living in cities makes it compulsory for people to turn towards recreational tourism areas in line with their recreational needs (http://rekreatifhaber.com). In cities that are economically developed and whose living qualities have reached the upper levels, there are leisure and recreation occurrences. In order for the city's economy to develop and the community to continue its life in a more pleasant, happy, sociable, cheerful and healthy way, it is
necessary to increase the leisure and recreation facilities and also to make it easier for individuals to benefit from the facilities (Şimşek, 2012, p. 32). Recreational activities have a positive impact on human life and health, with an important structure in urban planning, and environmental compatibility and order should be maintained with sports, recreational and recreational organizations in order to maintain and sustain this increase (Balç & Koçak, 2014: 56). Today, eco-buildings, eco-buildings, eco-architecture and eco-buildings are now everywhere in the world. With the passing of these ecological practices, urbanization will partly be a source of environmental problems (Karaküçük & Akgül, 2016, p. 220).

Unplanned and excessive urbanization; excessive traffic congestion, noise, environmental pollution, etc. situations make living conditions difficult. The city becomes a nightmare for the inhabitants. In addition, there is the problem of physical, mental, physical and psychological wear of people who are under increasing population, intensive working and living conditions (Alam et al., 2006, p. 123). Because of the unplanned urbanization, it reflects on the people in the city in a negative way and the existence of recreation areas is extremely important to get rid of these discomforts (Hazar, 2014, p. 68).

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Since the demand for nature and recreation in the life process of human beings is of different qualities and dimensions, it is necessary to present both the creation of the areas that can meet this demand in the urban areas and the presentation in a wide range (Akgül, 2016, p. 299). Torkildsen (1993) classified as urban recreation areas for sports purposes / outdoor areas (playgrounds, stadiums, marinas, etc.), sports / indoor areas (swimming pools, gymnasiums, (youth centers, libraries, etc.), tourism (beaches, lakesides, etc.), out of town (city forests, national parks, camping areas etc.), cultural purposes (museums, cinemas, theaters, opera houses etc.) and for recreational purposes (shopping malls, ports and marinas, restaurants and bars, etc.) for historical heritage purposes (ruins, conservation areas, congress and exhibition halls etc.) (Yılmaz, 2017: 106). There are many recreational facilities in leisure and recreation industry. These facilities are shown in detail in Table 1 (Şimşek, 2012, p. 33).

Table 1. Leisure and Recreational Sectors

<table>
<thead>
<tr>
<th>Accommodation Services</th>
<th>Food &amp; Beverage Services</th>
<th>Transportation services</th>
<th>Recreational Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hotel, Boutique Hotel, Pension</td>
<td>• Restaurant</td>
<td>• Land Road (car, bus)</td>
<td>• National Parks</td>
</tr>
<tr>
<td>• Passing Time</td>
<td>• Fast Food (Fast Food)</td>
<td>• Air Way (airplane)</td>
<td>• Entertainment Centers</td>
</tr>
<tr>
<td>• Guest and Visitor House</td>
<td></td>
<td>• Sea Line (ship)</td>
<td>• Life Center, Sports Complex</td>
</tr>
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<td>• Camp Practices with Half Board Strategy</td>
<td></td>
<td>• Railway (train)</td>
<td>• Cinema and theaters</td>
</tr>
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<td></td>
<td></td>
<td>• Rent a Car Companies</td>
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</tr>
<tr>
<td>Agent Services</td>
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<tr>
<td>• Travel Agents</td>
<td>• Theme Parks</td>
<td>• National Tourism Centers</td>
<td>• Service Stops</td>
</tr>
<tr>
<td>• Tour Operators</td>
<td>• Luxury Homes</td>
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<td>• Hypermarkets</td>
</tr>
<tr>
<td>• Enterprises providing foreign exchange needs</td>
<td>• Historical places</td>
<td>• Local Tourism Branches</td>
<td>• Stores that meet the basic needs of the society</td>
</tr>
<tr>
<td>• Advertising and Promotion Companies</td>
<td>• Gardens and Parks</td>
<td></td>
<td>• Studio, Photographer</td>
</tr>
<tr>
<td></td>
<td>• Shopping malls</td>
<td></td>
<td>• Fulfillment of Goods and Services and Equipment Sales</td>
</tr>
</tbody>
</table>
Amsterdam, a fisherman town in the 12th century, was discovered by two Frisian fishermen who, by legend, botched the banks of the Amstel River. The name of the town, called Amstelredam, eventually turned into Amsterdam. It is considered to be the traditional day of establishment (October 27, 1275), when the right of free passage from the bridges connecting the people of Amsterdam to the city of Holland (http://www.merhabaamsterdam.com/tarihce.php). Although Rotterdam seized most of the trade with the Netherlands and Germany, the opening of the North Holland Canal in 1825 brought Amsterdam back to an important port. In the First World War, the city's trade life was back again, but it developed rapidly after the war (http://www.nkfu.com/). Nowadays, these channels which are a successful world example in tourism, recreation and urban planning are evaluated below in terms of leisure time and recreational sectors. Amsterdam has been evaluated within the scope of accommodation services, food and beverage services, transport services, recreational facilities, visitor attraction areas, brokerage services and government services.

**Accommodation Services**

It is a business that provides services to people during their travels. The main function is to provide ancillary services for other social needs that provide accommodation management, catering, recreation, sports and other overnight stays (http://rekreation.org). Recreational services are included in accommodation business as well as accommodation. Recreational entertainments are set up at recreation stations of such enterprises (Hazar, 2014, p. 70). The range of different accommodation is as follows:

- Farm houses and village houses,
- River and stream boats,
- Private buses to sleep (Şimşek, 2012, p. 34).
- Hotel; accommodation, eating and drinking, as well as recreational facilities that provide services to customers,
- Motel; residential areas, as well as at least 10 rooms near or around motorways that meet the driver's accommodation, eating and drinking and parking requirements (http://rekresyon.org).
- Holiday Village; It is a recreational facility built at a convenient location in nature, with excellent quality and high touristic potential (Zotic et.al., 2011, p. 132).
- Camping; natural light areas are areas around or near the motorway route. Often it meets the needs of the customers for accommodation, eating and drinking and recreation on their own (http://rekresyon.org).

The service staff of the accommodation product is important in the hospitality sector. While services are usually provided by trained staff, service types that do not provide professional services in some accommodation may be more attractive to tourists. For this reason, the bed and breakfast model is preferred by some tourists (Middleton & Clarke, 2001, p. 25). Tourists visiting Amsterdam visit hotels, motels, apart hotels, etc. accommodation facilities as well as accommodation in the canal houses during the planning of the city. Airbnb, booking etc. can be rented from such sites.
Food & Beverage Services

Food and beverage services are one of the largest national and international trade organizations. Eating and drinking services are particularly concerned with the preparation of food consumed in the food/beverage shop or at the consumer's home (Şimşek, 2012, p. 33). Operating in the area of the accommodation business or independently; restaurants, cafes, restaurants, etc. In enterprises in the eating-drinking sector, the purpose is to organize recreational activities together with food and beverage services as auxiliary service (Hazar, 2014, p. 70). There are many giant companies all over the world that create fast food or restaurant chains that often offer food and beverage services. Examples include McDonalds, Burger King, KFC. There are many different ways to benefit from food and beverage services (Şimşek, 2012, p. 33). Outsourcing for the home is rarely seen in all of the food and beverage services, and often they prefer profitable areas such as the hotel banquet and fast service (Hemmington & King, 2000, p. 256). Food and beverage services also include eating and drinking services that include the hospital. Institutional eating and drinking services, including schools, also include students and peers. Independent restaurants and restaurants are also available. Cafes and snack bars are food and beverage units in hotels or motels. Catering businesses include those who provide home-eating services (Şimşek, 2012: 34). Food and beverage services are also available in airports, ferries, railways and bus operators. Eating and drinking services and entertainment venues, both on-or off-site, are areas of attraction for tourists (Middleton & Clarke, 2001, p. 11). In Amsterdam, it is possible to find unique cheese shops and local delicacies that attract the most tourists. The incoming stranger is famous for the most famous Dutch cheese "Gouda" while many goat cheese is famous. Haring, Stamppot, Oliebollen, Poffertjes, Bitterballen, Erwtensoep (Dutch soup), Pompoensoep (a kind of fish), Stamppot (a kind of mixed vegetable with a kind of cabbage, a kind of soup), Dropjes (a kind of confection), Patat (French fries) are the most served flavors in restaurants (http://www.amsterdamda.com/).
Transportation Services

The transport sector has expanded and is at the forefront of the first needs in more than one country. Air routes are now preferred in developed countries (Şimşek, 2012, p. 35). The transportation sector consumes consumable resources: energy, human and ecological living areas, and so on. However, the solutions that reduce the exhaustion of one of them are exacerbating the exhaustion of someone else (Goldman & Gorham, 2006, p. 263). Recreational activities in recreational areas, as well as accommodation services at resting places and on the road, are included when the transportation sector travels with transportation services (Hazar, 2014: 70). Different types of transportation services (Şimşek, 2012, p. 35); (a) Airlines (scheduled and charter services), (b) Railways (luxury trains and old coal and steam railways), (c) Marinas (passenger ships and luxury yachts, cruise ships) and (d) buses, non-motorized vehicles).

While Amsterdam Schiphol Airport serves approximately 55 million passengers a year, it is among the top 25 airports in the world. Trams, subways and buses are available for 1 to 7 days, especially for tourists, GVB cards in Amsterdam (https://gezimanya.com/amsterdam). I am Amsterdam Card also offers discounted trips to many places in the city (https://gezipgordum.com/). In Amsterdam, tourist attractions within the city offer an important experience in terms of entertaining tourist trips on hop off buses. Amsterdam is a well-planned destination in urban transport. It can also be arranged on tourist attractions with city bicycles. There are bicycle paths all over the city. The bicycle is used as a basic means of transportation. There are both slow and fast trains to suit every budget to travel to other countries from Amsterdam.
Recreational Facilities

Cities offer a collection of many recreational services. These services are called internet sites used by parks, forests, picnic areas, sports centers, game centers, cultural centers, cinema activities, museums and individuals (Hazar, 2014, p. 70). Recreational services benefit both outside and within the home. In-house services; reading books, activities in the home, etc. while recreational services in the fields outside the house; sports organizations, outdoor activities and entertainments (Şimşek, 2012, p.35). Recreational businesses established by public and private sector in cities; shopping centers, musicals, harbors, marinas, restaurants, bars, concerts and exhibition halls (Gül, 2014, p. 62). Dam Square, Anna Frank House, Oude Kerk (Old Church), Royal Palace, Amsterdam Museum, Stedelijk Museum, Rembrandt House Museum, etc., except for cheese tasting houses in Amsterdam destination, Van Gogh Museum, recreational facilities are located. There are entertainment centers and clubs on many streets in Amsterdam to keep you entertained throughout the night.
Visitor Attraction Areas

Visit attraction areas; theme parks, amusement parks, fast trains, attractions, an amusement park where attractions and buildings group a central theme or theme. Examples include Disney parks, Six Flags Parks and Paramount parks(http://www.napha.org). Theme parks are caused by differences in people's desire for recreational activities and the rise of leisure time with the dropping of working hours(Dalkılıç, 2007, p. 3). Also, historical monuments, wild nature areas, entertainment organizations and leisure parks(Şimşek, 2012, p. 36). The most important visitor attraction area of Amsterdam destination is "IAMSTERDAM". With this icon comes the destination to attract selfie from all over the world. There are also a variety of fine art galleries and visitors can catch a glimpse of Vondelpark.
Shopping Services

Shopping has become an important activity that enables an assessment of idle time and an indispensable tool for psychological satisfaction, moving away from being an event held to rationally meet the natural requirements, such as the past (Stebbins, 2006, p.473). Consumers emerge as recreational shopping for amusing in leisure and changing themselves. This relationship is the integration of recreational shopping with entertainment. For example, the social motivation of entertainment is the pleasure and delightful process of purchasing something (Backström, 2011, p. 205). Kalverstraat, one of the most important shopping streets of the Amsterdam destination, attracts recreational shopping tourists from the flower bazaar and Magna Plaza among today's modern shopping malls.
Agency Services

Travel agencies, which have undertaken an intermediary function in tourism enterprises, can be defined as operators providing tour operators with transportation, accommodation, food and beverage services as well as additional services that tourists need. Additional services include providing information, arranging short trips and tours, providing transportation means, providing travel insurance (Zengin ve Şen, 2015: 59). Some travel agencies and tour operators offer a wide range of services, depending on the type of holiday and the services they offer (Şimşek, 2012, p. 37). Many discounted agencies within the Amsterdam destination serve tourists.

State Services

When it comes to government services, the services it offers are; national tourism, regional tourism and local tourism offices. Especially in touristor areas, there is often confrontation (Şimşek, 2012, p. 37). Recreational facilities in public spaces serve as national parks, conservation areas, forests, archeological and historic areas, parks, squares, sightseeing and recreation areas, as well as museums (Erol, 2014, p. 164-170). In many places of the city in Amsterdam destinations, tourism offices, consultation bureaus, serves tourists.

RESULTS AND RECOMMENDATIONS

Among the fastest-growing sectors in the 21st century are the tourism and recreation industries. In the destinations where tourism is located, income increase, employment creation and socio-cultural effects as well as superstructure investments such as transportation, accommodation, eating and drinking, communication are also taking place. The more effective reflection of these investments on urban spaces is realized with a good urban planning. It is also necessary to carry out advertising and image studies in the context of the marketing of the cities as well as the infrastructure and superstructure investments aimed at planning the city in the rapidly increasing competitive environment in the long run. By following the development trends of cities, they should be in harmony with environmental regulations, tourism policies and plans and sustainable city tourism should be developed. For this purpose, in this study, the importance of tourism and recreation in urban planning is mentioned and the Amsterdam destination is examined as a successful example in the world in tourism, recreation and urban planning.

As a result, in the context of tourism, recreation and urban planning, managers responsible for the management and marketing of destinations;

- should make sustain long-term, systematic and regular urban planning,
- should be completed immediately missing related to the upper and lower structure,
- should cooperate for a sustainable destination with all stakeholders,
- should always center sustainable development,
- should be organized areas of leisure and recreational activities together with the local administrations,
- should take precautions for rapid, overcrowding and uneven development,
- should not force the destination’s transport capacity,
- should recruitment of trained human resources is planned to serve in tourism and recreational facilities,
- should make progress for the destination in line with tourism development plans,
- should increase product diversity and service quality for tourists in destinations,
- should be realized for the branding of the destination with advertising and promotional.

Future researches can examine different cities or destinations comparatively within the context of tourism, recreation and urban planning.

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