




THE GREEN TOUR

TOURIST MOTIVATIONS FOR VISITING URBAN PARKS
EXPLORING THE VONDELPARK IN AMSTERDAM

ARTEMIS LIANOURIDIS



WAGENINGEN UNIVERSITEIT
WAGENINGEN **UR**



© 2010 Artemis Lianouridis

No reproduction, copy or transmission of this publication in any form or by any means, electronic or mechanical, including photocopying, recording, or any information storage and retrieval system now known or to be invented may be made without written permission of the author.

THE GREEN TOUR

TOURIST MOTIVATIONS FOR VISITING URBAN PARKS *EXPLORING THE VONDELPARK IN AMSTERDAM*



ARTEMIS LIANOURIDIS

REGISTRATION NUMBER: 830121-515-080

SAL-80436

THESIS REPORT MASTER SOCIO-SPATIAL ANALYSIS

SUPERVISOR: DR. H. DE HAAN

WAGENINGEN UNIVERSITY AND RESEARCH CENTRE

DEPARTMENT: ENVIRONMENTAL SCIENCES

CHAIR GROUP: SOCIO-SPATIAL ANALYSIS

WAGENINGEN, AUGUST 2010

ACKNOWLEDGEMENTS

This Master thesis would not have its current shape without the support of several people. Those people to whom I owe a great deal of thanks I would like to address my appreciation:

First and foremost, I would like to express my sincere gratitude to my supervisor Dr. Henk de Haan. Dr. Henk de Haan has offered invaluable guidance throughout the process of writing this thesis. He has provided me with useful literature, sound advice and constructive ideas, and has enabled me to develop a deeper understanding of the subject.

Also, I am heartily thankful to the numerous anonymous respondents, who have been willing to participate in the research and have provided the fundamental knowledge so crucial for completing the thesis.

I am indebted to 'Orangebikes' rentals and guided tours, 'Skate Dokter' rent-a-skate, and 'Koopvondelpark' for their valuable information about the tourism activities in the Vondelpark.

I wish to thank Georgios Comnenus and Francis Vos for their inspirational involvement in the study and for participation in the first round of test interviews.

Last but not least, I would like to thank my parents. They have supported and stimulated me unconditionally throughout my years at Wageningen University and they believed in me. To them I dedicate this thesis.

ABSTRACT

This report describes an exploratory study that is concerned with identifying those motivations which direct international tourists towards visiting the Vondelpark in Amsterdam. The study seeks to identify the underlying motivations of international tourists for visiting the Vondelpark in Amsterdam by adopting push-and-pull motivation theories. In the first phase of the study, a theoretical framework has been constructed, which combines theories from sociological, psychological and geographical backgrounds. The second phase of the study concerned a review of nine empirical studies that have applied the concept of push and pull motives in an attempt to classify tourist motivations. The analysis of the motivation typologies from these empirical studies served to generate a tourist motivation classification model applicable to the Vondelpark study. The third phase of the research involved the empirical study at the Vondelpark. This phase consisted of 48 in-depth interviews conducted with tourists visiting the Vondelpark. The performed analyses revealed 37 categories and 24 subcategories of motivating factors that have influenced the choice to visit the Vondelpark. The tourist motivation typology from the Vondelpark study was found to have a high level of resemblance with the classification model of phase 2. Furthermore, the data from the empirical study served to support the theories that form the basic standpoint of the research.

CONTENTS

ACKNOWLEDGEMENTS	4
ABSTRACT	5
LIST OF FIGURES	7
LIST OF TABLES	8
1 INTRODUCTION TO THE RESEARCH	9
1.1. PROBLEM DESCRIPTION	9
1.2. RESEARCH OBJECTIVE AND QUESTIONS	10
1.3. THE RESEARCH PROCESS: METHODS, MEANS AND MATERIALS	12
1.4. SCOPE AND LIMITATIONS	12
1.5. STRUCTURE OF THE REPORT	13
2 THEORETICAL FRAMEWORK PART 1: UNDERSTANDING TOURIST MOTIVATIONS	14
2.1. INTRODUCTION	14
2.2. DEVELOPMENT IN TOURIST MOTIVATION RESEARCH	14
2.3. TOURIST MOTIVATION THEORY	16
2.3.1. <i>Introduction</i>	16
2.3.2. <i>Understanding tourist motivation: the theory of non-ordinary behavior</i>	17
2.3.3. <i>Understanding tourist motivation in a spatial context</i>	18
2.3.4. <i>The cognitive process of tourist motivation</i>	23
3 THEORETICAL FRAMEWORK PART 2: UNDERSTANDING TOURIST MOTIVATIONS IN THE CONTEXT OF URBAN PARKS	32
3.1. INTRODUCTION	32
3.2. INTRODUCTION TO URBAN TOURISM	32
3.3. INTRODUCTION TO URBAN PARKS: CONTEXT AND HISTORY	34
3.4. CONNECTING TOURIST MOTIVATION THEORY TO URBAN PARKS	36
4 CREATING A TOURIST MOTIVATION TYPOLOGY FOR URBAN PARKS	38
5 THE RESEARCH CONTEXT: AMSTERDAM AND THE VONDELPARK	51
6 METHODOLOGY	55
6.1. INTRODUCTION	55
6.2. THE DATA COLLECTION	56
6.3. THE DATA PROCESSING AND ANALYSIS	59
7 RESULTS	62
7.1. INTRODUCTION	62
7.2. MOTIVATIONS FOR VISITING THE VONDELPARK	62
7.2.1. <i>The tourist motivation typology of the Vondelpark</i>	62
7.2.2. <i>Extrinsic / Pull motives</i>	64
7.2.3. <i>Intrinsic / Push motives</i>	86
7.3. RELATING THE RESEARCH OUTCOMES TO THE TOURIST MOTIVATION CLASSIFICATION MODEL	97
8 CONCLUSION	100
REFERENCES	106
APPENDICES	110

LIST OF FIGURES

FIG. 1.1: GENERAL OVERVIEW OF THE RESEARCH DESIGN.....	10
FIG. 2.1: GENERAL OVERVIEW OF THE THEORETICAL FRAMEWORK OF THE RESEARCH.....	17
FIG. 2.2: THE PROCESS OF DESTINATION DECISION-MAKING: ILLUSTRATING THE ROLE OF MOTIVATIONS IN DETERMINING THE CHOICE OF DESTINATIONS.....	20
FIG. 2.3: SPACE AND IMAGE IN BEHAVIORAL GEOGRAPHY.....	22
FIG. 2.4: THE INFLUENCE OF THE LIVED AND IMAGINED SPACE ON TRAVEL MOTIVATION.....	22
FIG. 2.5: THE BASIC PROCESS OF INTRINSIC MOTIVATION.....	24
FIG. 2.6: MARS-MODEL OF INDIVIDUAL BEHAVIOR.....	25
FIG. 2.7: MAJOR INFLUENCES ON INDIVIDUAL BEHAVIOR.....	25
FIG. 2.8: THE HEDONIC MOTIVATIONAL MODEL.....	29
FIG. 2.9: DESTINATION DECISION-MAKING PROCESS.....	30
FIG. 3.1: GENERAL OVERVIEW OF THE APPLICATION OF THE TOURIST MOTIVATIONS FRAMEWORK TO THE SPATIAL CONTEXT OF THE RESEARCH	32
FIG. 3.2: PUSH AND PULL MOTIVES IN THE SPATIAL CONTEXT OF THE RESEARCH.....	36
FIG. 4.1: RELATIONSHIP BETWEEN INTRINSIC AND EXTRINSIC MOTIVATION.....	40
FIG. 5.1: THE POPULAR TOURIST ATTRACTORS OF AMSTERDAM.....	52
FIG. 5.2: OVERVIEW OF THE VONDELPARK.....	54
FIG. 6.1: THE DIFFERENT DATA COLLECTION SITES AT THE ENTRANCES OF THE VONDELPARK.....	56
FIG. 7.1: ADMIRING AND BEING INSPIRED BY THE NATURAL BEAUTY OF THE VONDELPARK.....	75
FIG. 7.2: ENJOYING THE WEATHER.....	76
FIG. 7.3: ON A SUNNY DAY PLENTY OF PEOPLE VISIT THE VONDELPARK.....	78
FIG. 7.4: ATTENDING A MUSICAL SHOW AT THE OPEN AIR THEATRE.....	79
FIG. 7.5: HAVING SOME REFRESHING DRINKS AT THE 'BLAUWE THEEHUIS' RESTAURANT.....	83
FIG. 7.6: A TOURIST READING IN THE VONDELPARK.....	85
FIG. 7.7: ENTERTAINMENT ACTIVITIES. LEFT: MAKING MUSIC. RIGHT: PLAYING ACROBATIC GAMES.....	85
FIG. 7.8: THE PEACEFULNESS OF THE VONDELPARK ENHANCES THE FEELING OF INTENSE RELAXATION.....	88

LIST OF TABLES

TABLE 4.1: ANALYSIS OF A SELECTION OF EMPIRICAL RESEARCHES THAT HAVE ADOPTED THE CONCEPT OF ‘PUSH AND PULL’ IN THEIR CLASSIFICATION OF TOURIST MOTIVATION.....	42
TABLE 4.2: SELECTING, REORGANIZING AND AGGREGATING THE MOTIVES.....	47
TABLE 4.3: FURTHER REORGANIZATION; SUBDIVISION OF THE MOTIVES INTO DIFFERENT SUBCATEGORIES AND LEVELS; ADDING MISSING MOTIVES.....	49
TABLE 7.1: THE TOURIST MOTIVATION TYPOLOGY OF THE VONDELPARK.....	63

1 INTRODUCTION TO THE RESEARCH

1.1. PROBLEM DESCRIPTION

There is a lack of specific scientific knowledge on the *underlying motivations that drive urban tourists to visit city parks*, despite the relative importance and influence of this user-group within these parks. Many larger public parks within capital cities are major tourist attractions, which gives relevance to investigating the topic of tourism in these parks. Despite this fact, the studies of great urban parks have focused predominantly on the group of residential users. Understanding tourism in urban parks starts with understanding the reasons why tourists visit urban parks. While motivation is only one of many variables (e.g. perceptions, cultural conditioning, and learning) that may contribute to explaining tourist behavior, it is nevertheless a critical variable because it is the driving force behind all behavior (for general references, see Fodness, 1994; Pearce, 1996). By understanding the underlying motivations of tourists (*why*), many other aspects of tourist behavior (*what, how*) can be explained and understood. Thus, examining tourist motivations for visiting urban parks is essential for understanding the underlying processes that determine tourist behavior within these parks. Understanding tourist motivation in urban parks may contribute to a better comprehension of the different facets of tourist motivation in general, thereby contributing to the expansion of the existing literature on tourist motivation. This is particularly relevant, as the socio-psychological field of tourism motivation is still a relatively new and undeveloped field of study that needs further attention, especially with respect to the urban green environment (see also section 2.2).

In touristic metropolises, most central public recreational parks function as major tourist attractions. Although tourists are known to be one of the (if not the most) significant user-groups of these parks, their significance and influence seems to have been excluded not only by scientific researchers, but also by the tourism industry. There is no clear evidence of empirical research executed by industry-stakeholders that focuses specifically on tourist motivations for visiting urban parks. As a result, both conceptual and empirical background is lacking.

This exploratory study serves to fill in the extant knowledge gap of urban park tourist motivations by 1) developing a theoretical framework, 2) developing a practical framework, and 3) generating on-site data at the Vondelpark to be able to support the theoretical and practical frameworks. The study seeks to identify the underlying motivations of international tourists for visiting the Vondelpark in Amsterdam by adopting push-and-pull motivation theories. The *theoretical framework*, which forms

the first part of the research, combines theories on tourist motivations with theories related to urban parks. In the second phase, the *practical framework*, a selection of related empirical studies providing tourist motivation taxonomies is reviewed and analyzed in order to generate a (hypothetical) tourist motivations classification model that is applicable to urban parks. This classification model serves to support *the Vondelpark study* (phase 3). The motivation typologies from the model will be compared to the typologies derived from the on-site data-collection in the Vondelpark. From the obtained data from the Vondelpark, conclusions will be drawn about the motivations that tourists have for visiting the Vondelpark.

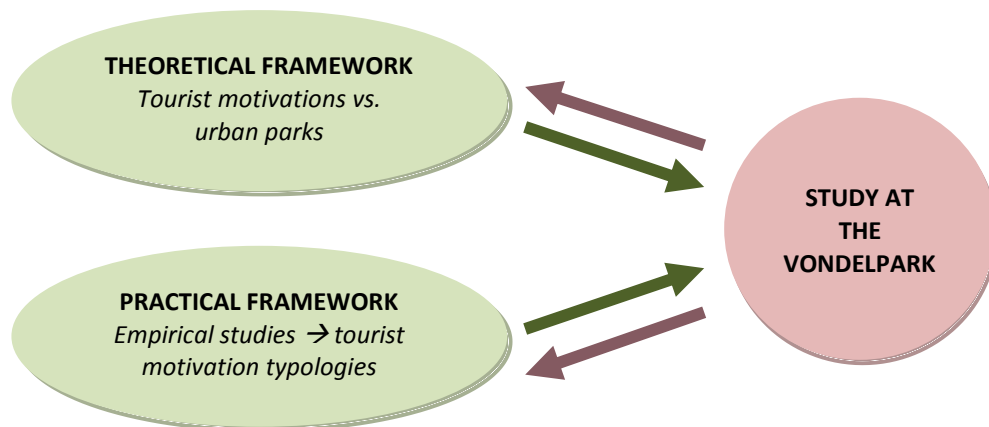


Fig. 1.1: General overview of the research design

As well as contributing to the existing literature, the obtained knowledge in this report may offer a useful benchmark for further research in the area. The research is especially valuable for stakeholders who are interested in improving specific urban parks, connecting to the existing user needs and desires for the park, but also for gaining a deeper insight into the general aspects of tourist motivation that are apparent within these parks. This may lead to higher overall tourist satisfaction levels of urban parks in particular, and of the urban setting as a whole.

1.2. RESEARCH OBJECTIVE AND QUESTIONS

This exploratory study has a strong theoretical focus as well as a practical component. The scientific research goal is **to gain an understanding of the underlying motivations that tourists have for visiting urban parks.**

The main research question has been stated as follows:

❖ *What are the key motivations of urban tourists for visiting the Vondelpark?*

As discussed in section 1.1, the research process includes three phases that contribute to providing an answer to the main research question. The first phase, the theoretical

framework covering a detailed *literature study*, serves to provide an answer to the following three sub questions as listed underneath:

- 1. *What is (tourist) motivation and how can it be measured?***
- 2. *Why do tourists visit urban settings?***
- 3. *What is the function of public parks in urban settings?***

The knowledge derived from the literature study helps to inform the overall practical and methodological frameworks to be used in the research.

The second phase of the research, the practical framework, concerns an *examination of a selection of empirical studies* that have adopted the concept of ‘push-and-pull’ motives to generate tourist motivation typologies. The analysis of these studies and the retrieved motivation typologies is used to construct a tourist motivation classification model for urban parks that will be applied to the own empirical research of the Vondelpark.

The third and final phase of the study involves the *empirical research at the Vondelpark*. For this research qualitative in-depth interviewing has been undertaken with tourists visiting the Vondelpark in order to gain an understanding of the motivations of their visit to the park. The sub questions for empirical research include:

- 1. *What are the tourist motivations of the cause (= extrinsic) for visiting the Vondelpark?***
- 2. *What are the tourist motivations of the park features (= extrinsic) for visiting the Vondelpark?***
- 3. *What are the tourist motivations of the activity (= extrinsic) for visiting the Vondelpark?***
- 4. *What are the tourist motivations of the effect (= intrinsic) for visiting the Vondelpark?***
- 5. *How is the tourist motivation typology retrieved from the practical framework (phase 2) related to the tourist motivation typology of the Vondelpark (phase 3)?***

(For an explanation of the four above mentioned types of motivations, see chapter 4)

The answers to questions 1 - 4 are combined to construct the tourist motivation typology of the Vondelpark. Accordingly, the tourist motivation typology of the Vondelpark is compared to the tourist motivation typology from the practical framework (phase 2), thereby providing an answer to question 5.

1.3. THE RESEARCH PROCESS: METHODS, MEANS AND MATERIALS

This study will:

1. Review the existing literature on tourist motivations, urban tourism, and urban parks;
2. Examine a selection of empirical studies that have adopted the concept of 'push-and- pull motives' to create tourist motivation typologies;
3. With the help of the knowledge gained from the literature review and the empirical studies, create a typology of tourist motivations and link this typology to the functioning of urban parks;
4. Collect relevant literature information on (tourism in) Amsterdam and the Vondelpark;
5. Create interview lists;
6. Carry out in-depth face to face interviews with tourists at the Vondelpark;
7. Analysis of the data through labeling;
8. Relate the analyzed data to the literature and the motivations typology of phase 2;
9. Draw conclusions on why tourists use the Vondelpark;
10. Offer recommendations for further research.

Necessary research means and materials to be able to complete the above mentioned actions:

- Data resources relevant for the literature research: books, scientific journals and articles, internet information, specific (governmental / organizational) information on Amsterdam and the Vondelpark, detailed information from experts who are involved in the Vondelpark.
- Means: computer with internet access and required programs, printed interview lists, writing material, voice-recorder, small gift of thanks for the research participants.

1.4. SCOPE AND LIMITATIONS

An important limitation concerns the level of generalizability of the research. While this study intends to draw conclusions on tourist motivations for visiting the Vondelpark, these conclusions may not be applicable to all urban parks. The extent and focus of this thesis does not allow conducting a prolonged research that would enable a generalization of the results. Instead, the study focuses on qualitative insights and an understanding of the individual motivations of real people in context.

The limitations of in-depth interviewing at the location of the Vondelpark and the analysis of unstructured information should be mentioned, which involves: the time-intensiveness of the method; the language barrier between interviewer and interviewees

(and consequently, the chance of misinterpretations); exclusion of people that are not willing or capable of participating in the research; the irrelevance, incorrectness or incompleteness of the given answers.

The study does not intend to measure or derive any type of causal relationships from the data. The derived motivation categories may be discussed in context with each other, but no conclusion will be drawn on relations between these data. Furthermore, it should be stressed that the identified motivations relevant to the tourist's visit to the Vondelpark are translated into a tourist motivation typology, but are *not* used to identify types of tourists.

As research and established theory are lacking, theories from other related topic areas have been used to support the theoretical framework. Furthermore, since empirical research is also lacking, a selection of other relevant empirical studies has been reviewed for the purpose of the practical framework.

1.5. SRUCTURE OF THE THESIS REPORT

This report combines knowledge from three main topic areas: tourist motivations, urban tourism, and urban parks. Chapters 2 and 3 provide theoretical background information concerning these three main topic areas. The first part of the theoretical framework is discussed in chapter 2, which focuses on *tourist motivation* research. The second part of the theoretical framework, which is presented in chapter 3, relates to the spatial context of *urban tourism* and *urban parks*. Chapter 4 discusses the practical framework, focusing on an examination of *empirical studies* on tourist motivation from which a tourist motivation typology is derived. Chapters 5 to 7 cover the Vondelpark study. In chapter 5, the *research context* of Amsterdam and the Vondelpark is discussed. Subsequently, chapter 6 describes the *methodology* of the empirical study at the Vondelpark. In chapter 7, the *results* of the study in the Vondelpark are presented, discussed, and linked to the theoretical framework and to the motivation typology from chapter 4. Finally, chapter 8 offers *conclusions and a discussion* to the study.

2 THEORETICAL FRAMEWORK PART 1: UNDERSTANDING TOURIST MOTIVATIONS

2.1. INTRODUCTION

Understanding the underlying motivations of tourists for visiting urban parks starts with a global comprehension of *why* people vacation. Throughout the years, several paradigms and theories have dominated the tourism literature which may provide interesting starting points for examining tourist motivations. The aim of this chapter is to provide a framework of relevant tourist motivation theories which can be applied to the spatial context of urban parks, as discussed in chapter 3. Section 2.2 provides an overview of the development in tourist motivation research. Subsequently, section 2.3 discusses several tourist motivation theories which form the theoretical groundwork of the research.

2.2. DEVELOPMENT IN TOURIST MOTIVATION RESEARCH

‘Initially, the study of tourism – that is, tourism research – was predicted to the counting numbers and the determination of economic benefits. This occurred because tourism, a service industry, was viewed as an economic development tool both at a national and international level.’ (Jennings, G., 2001, p. 15) ‘For many years, boosterism and the economic tradition (Getz, 1987) were the predominant planning approaches adopted for tourism development. Both are founded on economic paradigms. As a consequence, research focused on tourism as an economic activity, in particular the economic advantages and disadvantages of tourism. (Crompton and Richardson, 1986; Helder, 1988 In. Jennings, G., 2001, p. 15) Due to the highly quantitative nature of the field, a very limited concept of ‘the tourist’ was adopted, viewing them in collective rather than individual terms and failing to regard the perspectives of the tourists themselves. Since the 1980’s, however, contributions from the social sciences gradually started to be made. This generated a shift from the positivist tradition towards a more interpretative and critical perspective in tourism sciences; in other words: tourism studies are now facing a ‘critical turn’ (for general references, see: Ateljevic, I. et al., 2007, *‘The Critical Turn in Tourism Studies’*). As a consequence, interest has turned from the supply side (the tourism industry) to the demand side of tourism (the tourists), hence encouraging a better understanding of the nature of the tourist, the tourist experience, and more importantly, *tourist motivations*. Despite this development, the predominant view of tourism as an economic activity together with the tremendous growth of tourism over the past decades has caused the study of tourism to postdate the phenomenon of tourism itself. Considering the complexity and multi-dimensionality of the tourism phenomenon

it may be no surprise to find that ‘the disciplinary nature of tourism commenced as a fragmented and multidisciplinary approach rather than an integrated and interdisciplinary one or a synthesized holistic field of study’ (Jennings, G., 2001, p. 16). In reality, tourism cannot be described as an academic discipline in the traditional sense of the word; rather, it is a subject area that draws on a variety of disciplines that collectively contribute to the overall picture of the subject. ‘Its beginnings are founded in other disciplines such as economics, geography, sociology, social psychology, social anthropology, marketing and history. These and other disciplines enabled an understanding of tourism to be achieved in the absence of a specific ‘tourism’ discipline’. (Jennings, G., 2001, p. 16) The multidisciplinary character of the field prevented the establishment of an interconnected and comprehensive set of knowledge, thus preventing a broader understanding of the tourism phenomenon. ‘Tourism research has yet to move substantially beyond the descriptive and applied nature of much of its research’ (Jennings, G., 2001, p. 17). Or as Aramberri (2001) put it: ‘If one cannot build some theoretical thread or, more accurately, threads [sic] below the *maelstrom* of case studies and econometric approaches that usually count more Greek letters than the *Anabasis*, the profession will get no respect’ (Aramberri, J., 2001, p. 739).

The development in tourism research has directly affected the study of tourist motivations. The study of tourist motivations, or in other words, the study of *why* people vacation or travel for leisure purpose, has been considered one of the most basic and indispensable issues in tourism studies. Unfortunately, the existent methodological and positivist approach within tourism research, which is more concerned with *erklären* as opposed to *verstehen*, and as a result creating a lack of intellectual qualitative depth, has left little profound insight into the area of motivations. ‘Indeed, the whole area of motivation and demand has been one of the least researched areas of tourism to date (Pearce 1988). Crompton (1979) notes that it is possible to describe the who, when, where, and how of tourism, together with the social and economic characteristics of tourists, but not to answer the question "why", the most interesting question of all tourist behavior.’ (Fodness, D., 2001, p. 555) ‘Research into why individuals travel has been hampered by the lack of a universally agreed-upon conceptualization of the tourist motivation construct’ (Fodness, D., 2001, p. 556). Although, in this respect, the study of tourism might seem to be a wasteland, there have been few theoretical contributions that provide a framework to explain the nature, evolution and underlying processes of tourism and can thus help to increase our comprehension of tourist motivations. In the following chapter several important tourist motivation theories will be discussed within the context of the research.

2.3. TOURIST MOTIVATION THEORY

2.3.1. INTRODUCTION

The encountered paradigm shift towards critical thinking has accelerated the research on tourist motivations. Being the most important, but at the same time, most complex component of tourism demand, the study of tourist motivations nevertheless remains fairly fragmented. No universally accepted theory of tourist motivation has been developed to date. In the light of this research then, insights from various disciplines will be aggregated to form the theoretical groundwork of the research. The structure of the theoretical framework is depicted in figure 2.1, which distinguishes three levels of theories concerning tourist motivation that are relevant for this research.

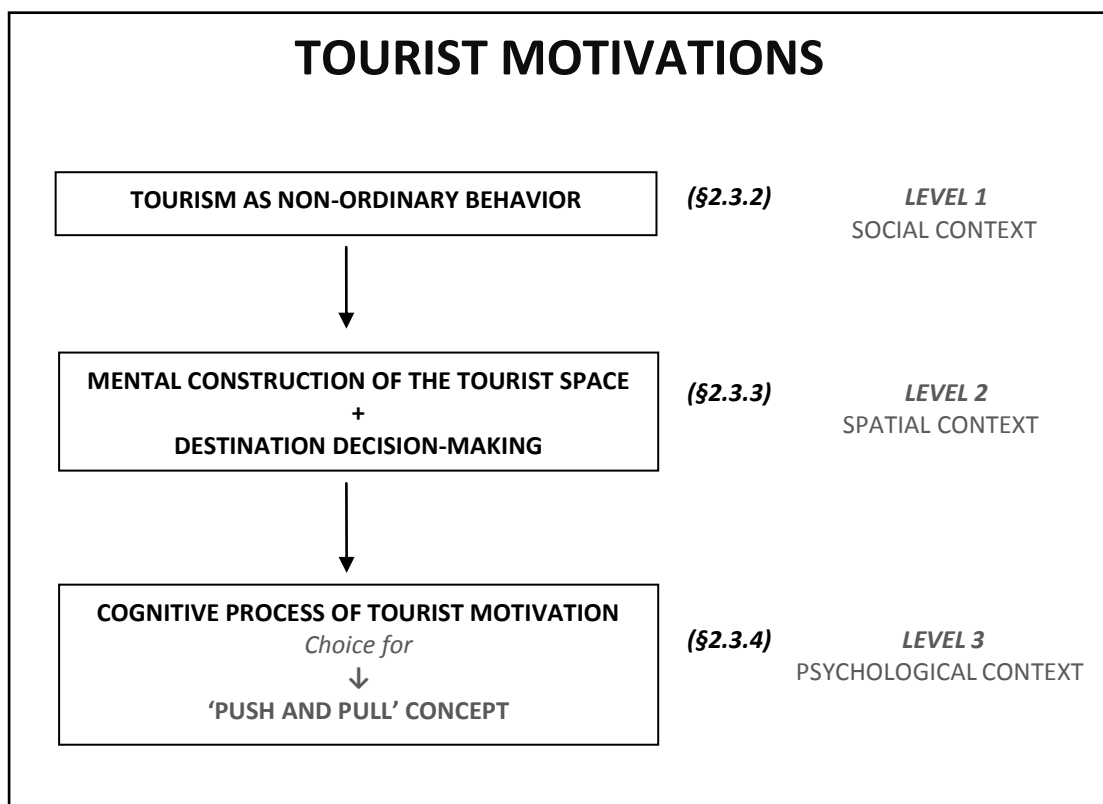


Fig. 2.1: General overview of the theoretical framework of the research

In section 2.3.2 the theory of tourism as non-ordinary behavior is discussed, which offers a social-anthropological explanation to the driving forces of tourism (in order to answer the question: *why do people engage in pleasure travel?*). Section 2.3.3 deals with the spatial-psychological context of tourist motivations and addresses theories of spatial cognition and destination-decision-making (in order to answer the question: *why do people engage in pleasure travel to specific destinations?*). Section 2.3.4, finally, zooms further into the psychological processes of tourist motivation, which is outlined with the help of classical motivation theories together with various mentalist approaches that help to understand and classify these motivations (*thus answering the question:*

what is tourist motivation - how is it constructed cognitively?). From section 2.3.4, the structuralist approach, which draws upon the so-called ‘push and pull’ concept, is highlighted and will be used for the study of the Vondelpark (see chapter 3 and 4).

2.3.2. UNDERSTANDING TOURIST MOTIVATION: THE THEORY OF NON-ORDINARY BEHAVIOR

From the small number of theories that have provided substantive contributions to the general, theoretical study of tourism, the social-anthropological theory of ‘tourism as non-ordinary behavior’ is commonly seen as one of the most fertile. This theory offers a perfect starting point for the exploration of *why people engage in pleasure travel*. According to the theory, tourism is seen as a necessary structured break from the ordinary life which is inherent to all human societies. ‘It is that form, which characterizes many modern industrial societies, which involves travel and falls into that set of non-ordinary behaviors which also include play, ritual, ceremony, communion, altered states of consciousness, meditation, worship, pilgrimage and so on (cf. Graburn 1977b). Like all these states, tourism involves for the participants a separation from normal “instrumental” life and the business of making a living, and offers entry into another moral state in which mental, expressive and cultural needs come to the force. Some might say that it is one of those human behaviors which feeds “the right side of the brain”. It is no wonder then that tourism is often identified with “re-creation” – the renewal of life, the recharging of run-down elements, so necessary for the maintenance of mental and bodily health which characterize a balanced lifestyle – *mens sana in corpore sano* [sic].’ (Williams, S., 2004, p. 92) Tourism has to do with change, escape and getting away from *it all*, ‘it all’ implicating the everyday environment, ordinary people (society and culture), the regular activities such as work, responsibilities and everything else that has to do with *rules*. Escaping the rules will thus lead to increased personal freedom, which is one of the highest human values.

As part of the theory of non-ordinary behavior, the theory of tourism as a ritual provides further insight into the underlying reasons for tourism. According to this theory, tourism is conceived as a ‘modern ritual’, which is limited in duration as contrasted to the longer periods of ordinary life. ‘It has a beginning, a period of separation characterized by “travel away from home”, “experience of a change” and “a return to home (ordinary)”.’ (Williams, S., 2004, p. 92) In this sense the structure of tourism is similar to the structure of all ritual behavior. Modern tourism exhibits two categories of ritual tourist behavior: ‘(1) the modal type of tourism: the annual trip or vacation, the weekend, and the breaks which are repetitive, timed predictable breaks which allow people to be ‘free of duty’ and mark the progress of cyclical time and (2) forms of tourism (or tourist experiences) which mark the passage of the person from one social status to the next within the categories provided by their society, e.g. adolescent initiations, marriage, accession to office, funerals, etc.’ (Williams, S., 2004, p. 93). Hence, the tourist experience represents a gift: the person gets rewarded for accomplishing or passing onto a new level of life.

Ning Wang (2000) observes that ‘tourism is a kind of social action which distances the paramount reality’. The term *distance* is central to the meaning of tourism. According to Simmel (1990) distance in tourism may be perceived from three different levels: First of all, the ‘distance in time’ implies that people feel an urge to escape present time. This may be through a search for authenticity, history, primitiveness etc. The second level, ‘distance in culture or ways of life’, implies the search for the abnormal, the ethnic and the exotic. The ‘distance in space’, finally, which is particularly relevant for this research, explains the appeal of new and different environments elsewhere. ‘Psychologically speaking, whereas something which is too distant from one's concern may be beyond people's interest, something which is too close at hand, ordinary and normal may lose its appeal.’ (Wang, N., 2000, p.7). Distance – whether spiritually, spatially or socially – is directly related to the subject of non-ordinarity. Tourism is a ritual activity which creates a certain distance from the everyday world and experiences, and enables one to transcend into another world. The routine or ritual character of tourism, on the other hand, conflicts with the concept of freedom, which is the basic principle of tourism. Tourism, which is initially proclaimed to be an escape from the ordinary routine life, in turn often becomes another routinized activity, dislodged from any spontaneity or free choice. The tourist experience then becomes inherently incorporated into the ordinary life.

The theory of non-ordinary behavior forms the basic standpoint for the research. The distance-approach connects to the subject of spatiality and destination decision-making, which is discussed in the following section.

2.3.3. UNDERSTANDING TOURIST MOTIVATION IN A SPATIAL CONTEXT

This chapter commences with the assumption that tourist motivations differ across space; in other words: they differ according to the type of environment, destination or setting that the tourist visits (for general references see: Kozak, 2002; Williams, 2004; Dunne, 2006; Pearce, 1982; Fridgen, 1984). Considering this assumption a starting point, several interesting questions arise: *how do we understand the relationship between tourist motivations and tourism space? Why do people travel to certain destinations for leisure?*

In section 2.3.3.1 relevant theories concerning the destination decision-making process are discussed and linked to the tourism space and the role of tourist motivation. The key statement made within section 2.3.3.2 is that tourist space is a mental construct, and that tourist motivations for visiting specific destinations are influenced directly by these mental constructs of space.

❖ THE TOURIST SPACE AND DESTINATION DECISION-MAKING

Tourism and the environment are inseparable. The tourist is indisputably connected to the tourist destination setting. This relationship involves a person-environment

relationship. Traveling is an act of exploring the environment. Moving through a setting destined for some leisure purpose or merely wandering through the city or countryside involves interaction with the environment. 'Tourism attractions and popular destinations are designed and built around environmental amenities – be they climate, landscape, or physical terrain. The study of tourism is not complete without an understanding of how the physical and social environment influence the tourist. A complex interrelationship between the social situation, the physical environment, and human behavior makes up the core of travel, vacation planning, and tourism.' (Fridgen, J.D., 1984, p. 20)

Tourism is a social behavior which unfolds in a series of environmental settings. 'In some cases, the environment merely provides the backdrop or the stage for tourism behavior, in other cases the environment serves as the focal point -- the reason for travel.' (Fridgen, J.D., 1984, p. 34) The process of integrating environmental variables and social processes has been initiated by Pearce (1982) in his review of tourism motivation and the needs of travelers. His research suggests that varying types of environments satisfy different types of needs for travelers. More recent tourism research has shown 'an emerging integration in the study of environmental variables – especially as they relate to travel and recreation motivation' (Fridgen, J.D., 1984, p. 22). A relevant framework that provides a meaningful link between environmental and social processes, and tourist behavior and motivation, is the framework of the recreation experience developed by Clawson and Knetsch (1966). Clawson and Knetsch offer a five phase experiential conceptualization of recreation which includes *anticipation*--thinking about and planning the trip; *travel to the site*--going to the destination; *on-site behavior*--behavior on site or in the destination region; *return travel*--travel back home; *recollection*--recall, reflection, and memory of the trip. Although the phases relate to recreation in general, they can also be applied to tourism behavior. The typical follow-up of these five stages points out the ritual character of the tourism activity. The first phase, anticipation, represents the state, mental processes and actions of the tourist prior to the actual start of the travel. The *motivational reasoning* that underlies the tourist's destination decision-making forms the central activator of this phase. Tourism travel involves the movement through sets of environments (from the home environment through a range of other environments to the destination environment(s) and back via the same or another route). Each step in this action process is pre-planned and motivated. 'Russell and Ward (1982) point out that people not only act in their present setting, they also plan for subsequent settings. People prepare to arrive in another setting to carry out preplanned behaviors.' (Fridgen, J.D., 1984, p. 24) Each type of setting represents a behavior setting, which is bounded in time and space and supports specific sets of fixed behavior patterns. Cities, for instance, include many different behavior settings due to their multi-functionality: from shopping malls to restaurants to public parks. Each behavior setting is timely bounded: restaurants may become bars after dinner time and parks, which serve recreational purposes at day time, may be used by the homeless to sleep at night. Tourism involves the movement from one behavior setting into the other. Relating to the theory of non-ordinary behavior (see section 2.3.1), this implies transcending from an ordinary behavior setting, such as the living environment or

workplace, into one or more settings which are distanced from the everyday life (non-ordinary), be it an amusement park or the holiday beach. According to Iso-Ahola (1980, 1982), who focuses on the social-psychological aspects of trip taking, two motivational forces simultaneously influence tourist behavior and determine travel decision-making. The first, avoidance, involves the escape of routine and stressful environments: the escape from ordinariness. The second force, approach, is the seeking of recreational opportunities for certain intrinsic rewards: the search for the non-ordinary. Iso-Ahola's approach-avoidance dimension shows great similarity with the 'push and pull' concept, first initiated by Crompton in 1979. This concept, which distinguishes between 'push' and 'pull' motives that determine travel behavior, forms the groundwork for much of today's research on tourist motivations (see section 2.3.3.).

Now let's zoom further into the first phase of Clawson and Knetsch's model: *anticipation*. This phase involves a tourist's motivational reasoning and destination decision-making. Olivia Jenkins provides a simplified model that shows how the different cognitive components contribute to the process of destination decision-making. This model is depicted in figure 2.2. According to the model, image, motivation and values interact to determine the destination preferences which influence destination decision-making. Intervening factors in decision-making include cost constraints, family commitments and timing and seasonality considerations.

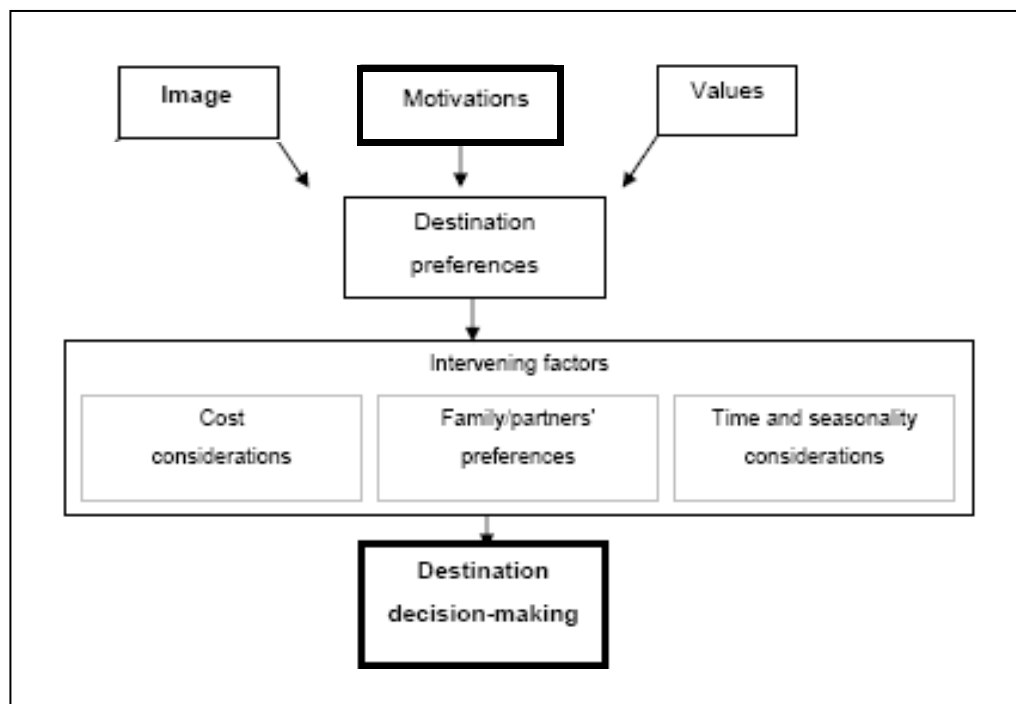


Fig. 2.2: The process of destination decision-making: illustrating the role of motivations in determining the choice of destinations (Source: modified from Jenkins, O.H., 2000, p. 59).

Although this model is indeed strongly simplified, it also lacks to outline the specific relationships between the various elements that determine destination-decision-making. In reality, the mental images, values and preferences have a direct influence upon (and

rather do they precede!) the motivations or as Graham Dann stated: “... a good deal of the fantasy element in a holiday takes place before the holiday itself; a certain picture is built up of a world that marks an escape from present reality, an environment for acting out psychic needs and the playing of certain roles which cannot be fulfilled at home, and it is this that forms part and parcel of tourist motivation.” (Dann, G., 1977, p 22). Dann’s words describe tourism as non-ordinary behavior, where spatial preferences are related to the level of (non-) ordinariness of settings.

In the following section the process of spatial image-making is discussed in greater detail.

❖ SPACES AS CONSTRUCTS

“An important tenet of interpretivism is that ‘the complex social-spatial world can be understood only from the point of view of those who operate within it’

(Goodson and Phillimore 2004:36 In Tribe, J., 2006, p. 369)

Spaces are conceived as mental constructs, or as Gale and Golledge (1982) stated: ‘people form their own constructions of space’ (Preston-Whyte, R., 2001, p. 581). While these spatial constructions are unique to each individual, there appears to be sufficient congruence between the individual constructs for the effective partitioning of spaces. Each space has its own characteristic features and is endowed with unique sets of signs and symbols, which are recognized and contribute to the overall spatial image-making. The place-specific characteristics together with the activities that characterize its use help to define and to distinguish between spaces. The existence of boundaries between the different spaces are socially and culturally constructed. Tourists use their common understanding of the spatial attributes to distinguish between different types of spaces. Modern tourist behavior is strongly sign-driven and media-driven. Tourist experience includes the consumption of these signs, symbols and cultural experiences, some of which may be purely artificial (e.g. Disneyland). The combination of signs and symbolic images, which are a product of ideas and social, cultural and political norms, give each bounded space its specific identity. The recognition of the subset of signs and symbols of each setting constructs in the minds of people not only an image of what the setting means to them, but also of what groups of people belong and what type of behavior are expected within it (the so-called ‘behavior-setting’).

According to Olivia Jenkins (2000) spaces can be conceptualized as consisting out of three types of environments: the objective environment (the real world), the operational environment (which is that portion of the world that impinges on any given human) and the perceptual environment (which is that part of the world that the person is aware of). The image refers to a person’s mental representation of the objective environment (see figure 2.3). This mental representation or image is the result of the processes of perception and cognition.

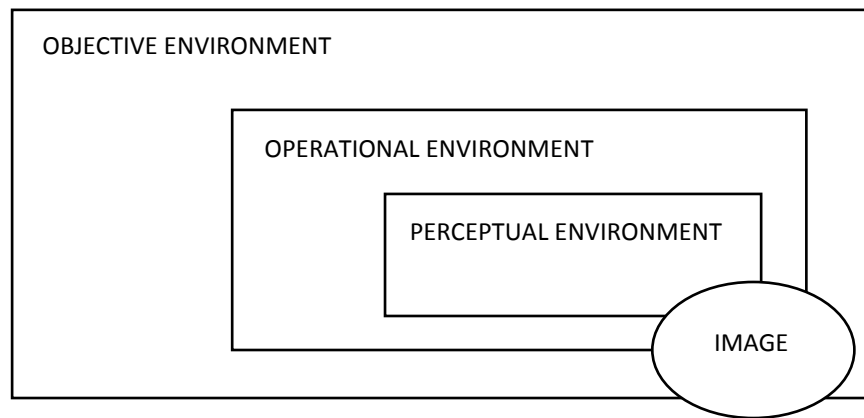


Fig. 2.3: Space and image in behavioral geography (Source: Jenkins, O.H., 2000, p. 21)

Humans acquire knowledge from the objective environment directly via their sensory systems that operate as they move about the world. People however may also acquire spatial knowledge indirectly via symbolic media such as images, videos, maps or language. Indirect perception is particularly relevant for the tourist destination decision-making and travel motivation. As travel decisions are made, people compare their perception of the mundane social and environmental situations at home (the so-called *lived space*) with the perceived image of the vacation destination (the *imagined space*). The mental representation of the lived space is acquired mainly through direct perception, whereas the representation of the imagined space is attained through indirect perception. These representations of the lived space and the imagined space together with people's environmental preferences and values influence the motivation and actual decision-making that initiates travel to a specific destination (see figure 2.4). The preferences may include social and environmental factors. 'People may seek out settings that offer solitude or those that provide ample social stimulation' (Fridgen, J.D., 1984, p. 25).

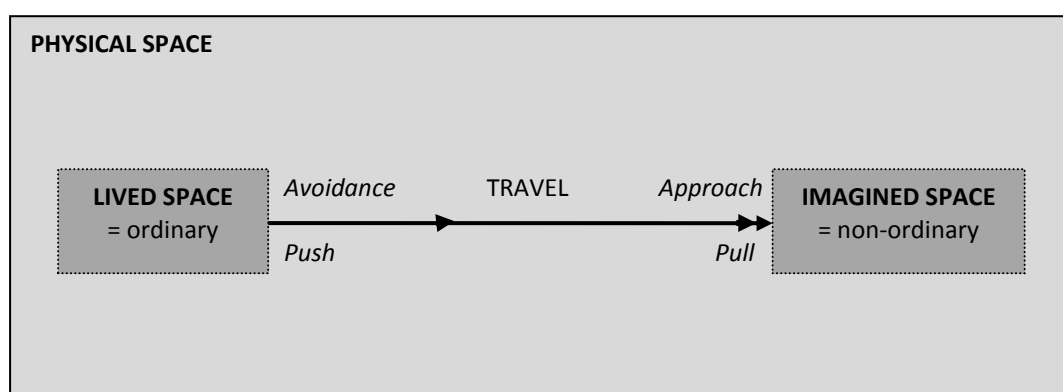


Fig. 2.4: Influence of lived and imagined space on travel motivation (Source: author)

A tourist may have an image of a travel destination that goes beyond a travel brochure, even if the tourist has never actually seen the destination before. Only a few characteristics are needed in order for a tourist to form an impression of a destination. These tourist destination images are important because they play a significant role in

influencing the tourist motivation and destination decision-making. An individual's motivation to visit a specific tourist site is influenced by two important factors: the personal *desires* and the perceived *image* of the extent to which the site is able to fulfil these desires: the expectation. The personal desires form the push factors that drive a person to leave a certain environment. The possibilities that other settings provide to fulfil the desires form the pull factors (see the concept of push and pull in the following section 2.3.4). The final travel motivation together with the actual travel involves the push from the ordinary lived space and the pull towards the non-ordinary imagined space.

2.3.4. THE COGNITIVE PROCESS OF TOURIST MOTIVATION

In the previous section the processes of spatial cognition and destination decision-making have been explored with respect to tourist motivations. To be able to link these theories to the context of the research (tourist motivations concerning the visit to urban parks), the internal cognitive process of tourist motivation needs to be outlined, thus providing an answer to the question: *what is tourist motivation -- how is it constructed?* Tourism studies have adopted classical motivation theories from the psychology in explaining tourist motivation. This section briefly discusses these theories to provide elementary insights into the psychology of tourism motivation. In line with these theories, three basic perspectives in tourism research are explored together with the significant role of the concept of 'push and pull motives'.

The general subject matter of motivation has to do with how behavior gets started, is energized, is directed, is sustained and is stopped. Put another way, motivation has to do with 'the *why* of behavior as contrasted to the *what* and *how* of behavior.' (McClelland, D.C., 1987, p. 4) We could observe what a tourist is doing, for example playing soccer in a park. Or we could observe how he is doing it, that is, what skills he is using to play soccer. Or we can try to determine why the tourist is doing what he is doing. Essentially, when we ask a tourist why he is visiting the park, we are asking him about his motivation. However easy this example may appear, the truth is that motivation, like many other areas in psychology, is an extremely complex and multidimensional subject area. Despite this complexity and the resulting disagreement between researchers about what motivation means and how it is constructed, there have nevertheless been some general agreements on its meaning and functioning. Motivation is generally viewed as a driving force that initiates and directs behavior. It is a kind of internal energy which drives a person to do something in order to achieve something (see for instance: Richard, R., 2007). According to the drive-reduction theory, individuals constantly strive to achieve a state of psychological and physiological stability, a homeostasis. 'Such homeostasis is disrupted when people become aware of a need deficiency.' (Shaw, G. and Williams, A.M., 2004, p. 140) This need deficiency causes an uncomfortable level of tension within individuals, which forms the triggering force towards motivation. Motivation prompts an individual to take action to release tension and restore balance.

The basic process of motivation, which is depicted in figure 2.5, consists out of four main inputs: needs or desires; motivation; action and behavior; and satisfaction. The needs and desires are the motivational forces that evoke action and behavior which in turn are aimed at satisfying the needs and desires, hence restoring a state of equilibrium. Once fulfillment is reached, behavior is adjusted. The basic model demonstrates that ‘in order to understand human motivation, we must first find out what tourists’ needs are – and how they can be fulfilled’ (Hudson, 1999 In Lubbe, B.A., 2005. p. 31). This notion has led to the popularity of the needs-based classification of motivations (e.g. the needs for: novelty, self-expression, sensual enjoyment, stimulation, relaxation and the sense of belonging), first introduced by Maslow in 1954. Maslow’s Hierarchy of Needs, which classifies needs into a series of levels of necessity, has served as a basis for many studies on tourist motivation.

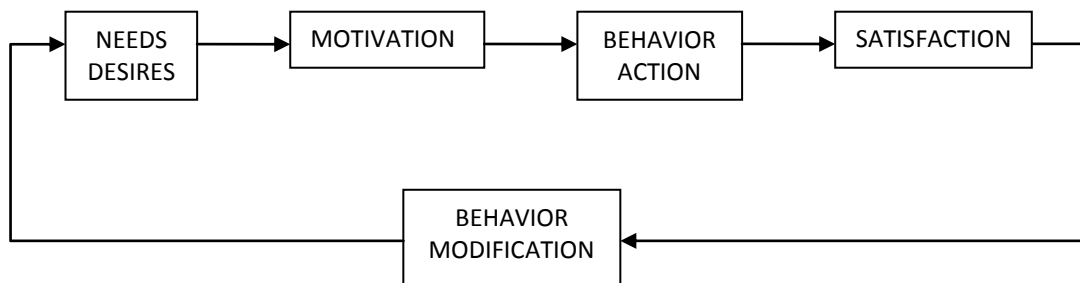


Fig. 2.5: The basic process of intrinsic motivation (*Partly adopted and adjusted from: government of India, Ministry of Defense, 2010*).

A basic critique made to the drive-reduction theory is that it is overly simplified. First of all, the process of motivation involves multiple sets of needs, which are either conscious or unconscious. Furthermore, motivation is multi-motive, in other words: ‘people explain their behavior in space, social context and time with a multiplicity of causes and accounts’ (Pearce, D.G. and Butler, R.W., 1993, p. 120). For example, a visitor to Sydney questioned on her reasons for visiting the famous Botanical gardens, might observe: I went to the gardens to entertain the children, relax and learn something about indigenous flora and fauna. Furthermore, the basic model of motivation incorrectly suggests that individual behavior and performance is directly and exclusively influenced by motivation. In reality motivation interacts with multiple sets of intervening factors in determining behavior. This is demonstrated through the strongly simplified (and nevertheless incomplete) MARS-model of individual behavior (see figure 2.6).

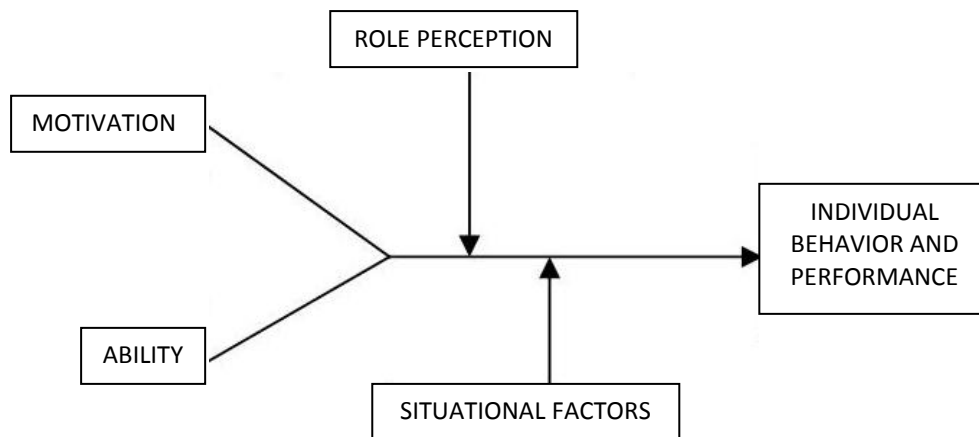


Fig. 2.6: MARS-model of Individual Behavior (Source: McShane, S. and Von Glinow, M., 2009)

Hudson (1999) provides a more complete version of the MARS-model, which applies more specifically to tourist behavior (see figure 2.7).

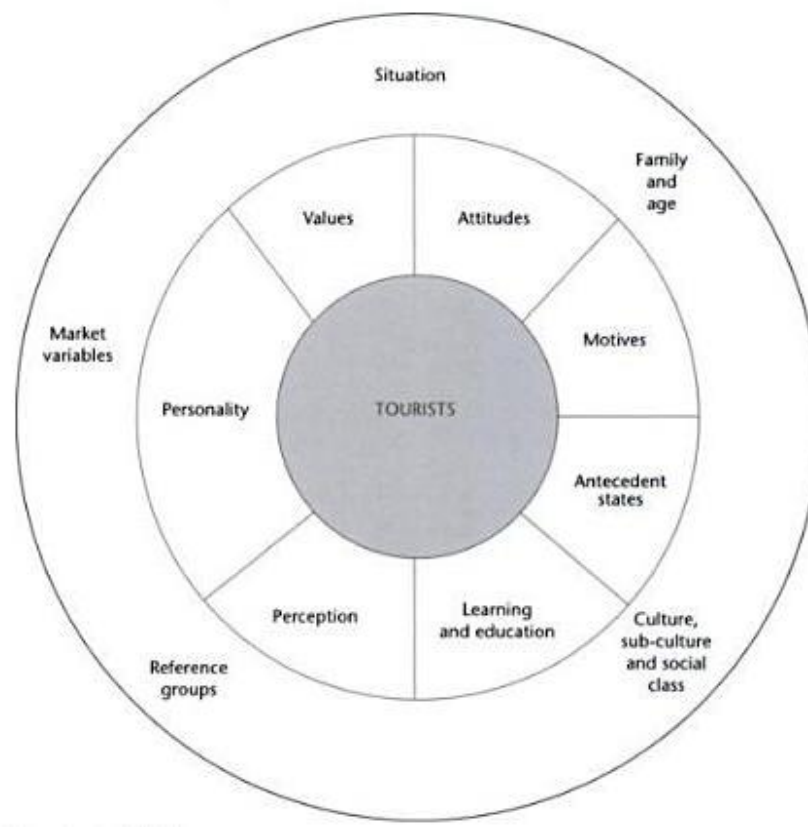


Fig. 2.7: Major influences on individual behavior (Adapted from Hudson 1999 In Lubbe, B.A., 2005, p. 40)

Motivation is a hybrid concept which is often confused with other related terms. The needs, desires or expectancy are different in that they trigger the motivation of the

tourist. Also, the term tourist motivation should not be equated with tourism demand, which is an outcome of motivation. Tourist motivation is the driving force or impulse that acts as an incitement to the actions of the tourist. Motivation is the "motivation *in doing*" (general), whereas a motive is the "motive *for doing*" (specific), the reasons for performing a specific action. Several basic classifications of motivation have been adopted in tourism research. The first is the differentiation between *intrinsic* and *extrinsic* motivation. Intrinsic or internal motivation refers to motivation that comes from inside an individual. It is determined by personal values and self-satisfying goals for the individual's own rewards, 'rewards inherent to a task or activity itself' (Birkinshaw, J., 2010, p. 38) - the enjoyment of visiting a museum or the love of skiing in the Alps. Extrinsic motivation comes from outside of the performer and is more socially controlled through external rewards. It is when behavior is performed in order to 'obtain material or social reinforcers' (Bateman, T.S. and Crant, J.M., 2005, p. 34). Examples are money, prizes, grades, coercion and risk of punishment. The concepts of intrinsic and extrinsic motivation are strongly related to the concepts of 'push and pull', where 'push' refers to socio-psychological motivations that evolve exclusively from within the individual and 'pull' refers to motivations aroused by external factors in the social and spatial environment.

The translation of the basic motivation theory to *tourist* motivation is straightforward and is demonstrated through the following simplified example. A certain tourist visiting a particular city may have a *desire* to learn more about the history of this city. The tourist's *intrinsic / push motivation* in this case is to gain more knowledge about the history of the city. Whether the motivation will in fact be transformed into action depends not only on the motivation, but also on various other personal and situational factors, such as ability, means, opportunity etc. The tourist assumes that the city museum (*extrinsic / pull motivation*) is a good *opportunity* to be able to fulfill this personal desire and so he decides to visit the museum (= *action*). After a few hours of wandering through the museum the tourist gains a sufficient amount of knowledge about the local history (= *result*) and so he is *satisfied* (= *restoration of equilibrium*). He then decides to leave the museum (= *behavior adjustment*). After the visit to the museum, the tourist might become motivated to learn more about a specific type of architecture, after which a new motivational process commences, etc.

The above described basic motivation theory provides some principal insights into the cognitive process of motivation. These principal psychological insights have also directly been adopted in *tourism* motivation theories. Research on tourist motivations has emerged from various approaches. According to Shaw and Williams (2004), these approaches can be categorized under three broad perspectives: reductionalist, functionalist and structuralist.

'*Reductionist* approaches have viewed tourist motivation as a tension between the search for the new or novel experience and the requirement for some degree of familiarity (Cohen 1972 In Shaw, G. and Williams, A.M., 2004, p. 140). New research

findings however have proven the reductionist approach to be rather incomplete, as novelty appears to be only one of many features that help to explain tourist motivation (see for instance Dunne, 2006). Apart from novelty, other motives such as self-actualization, prestige or social interaction have also proven to play major roles in the motivation construct. The research findings of chapter 4 confirm this belief.

Another general approach to tourist motivation is that of *functionalism*, as proposed by Fodness (1994). 'This argues that the reason individuals hold certain attitudes is that these serve important psychological needs. In terms of the functional perspective, these inner needs may create tension of a psychological or physical nature' (Shaw, G. and Williams, A.M., 2004, p. 144), which are released by actions that may involve holiday-taking. The functionalist approach corresponds directly with the drive-reduction theory and Maslow's hierarchy of needs, discussed on page 18.

'By far the largest group of studies falls within the *structuralist* perspective, which has focused on identifying a series of underlying structures relating to both 'push and pull' factors. The emphasis has been on the former, which determine why people decide to take a holiday (Dann 1977). Similarly, Gnoth (1997) views motives as lasting dispositions, internal drives or push factors which cause the tourist to search for objects, events and situations. In these approaches, motives are linked to needs, with Maslow's influential work stressing a hierarchy of needs, from so-called 'deficit' needs through to 'being' needs. Ryan argues in the context of Maslow's work that 'holidays possess the potential for cathartic experience' (2002: 30).' (Shaw, G. and Williams, A.M., 2004, p. 141) In this context Beard and Ragheb (1983) have identified four motivational components:

- 'An *intellectual component* assesses the extent to which individuals are motivated, by involvement in learning, etc., in terms of a holiday. This may be a specific educational/cultural trip or merely the visiting of cultural sites while on holiday;
- A *social component* concerns the extent to which individuals engage in activities for social reasons, i.e. friendship and esteem. The latter may be related to the notions of ego-enhancement through, for example, being seen as a seasoned, well-experienced traveler;
- A *competence-mastery component* concerns the extent to which individuals engage in an activity / holiday for achievement (see Ryan 2005).
- A *stimulus-avoidance component* concerns the drive to escape from over-stimulating situations or to seek rest and solitude.' (Shaw, G. and Williams, A.M., 2004, p. 142)

While the above provided taxonomy remains fairly general, it has proven to fit the frameworks of various other studies that have attempted to provide detailed motivation scales (see also chapter 4).

The three above discussed approaches in tourism motivation research are strongly interrelated. For the purpose of this research, the structuralist approach of push and pull factors will be adopted, which has proven to be especially useful for understanding the reasons why tourists move between and towards different types of spatial environments. The 'push and pull' concept was first introduced by Crompton in 1979. Crompton's work covers much early ground on tourist motivation research and has frequently recurred and been re-conceptualized by other researchers. In his study, Crompton sought to identify those motives of pleasure vacationers which influence the selection of a destination and to develop a conceptual framework (a "cultural-socio-psychological disequilibrium continuum") capable of encompassing such motives. For this purpose 39 unstructured interviews were undertaken. From the study seven motives were classified as socio-psychological or push motives and two as cultural or pull motives. The socio-psychological or push motives are the intrinsic motives of the individual that explain the desire to travel, whereas the pull motives are the external motives useful for explaining the actual choice of destination.

Goossens (1998) has developed Crompton's idea further in an attempt to explore the relationship between the push and pull factors of pleasure motivation. 'He argues that the concept of emotion is the psychological factor that connects the two sides of motivation. In this context, 'tourists are pushed by their (emotional) needs and pulled by the (emotional) benefits' of activities and destinations (Goossens 1998, p. 302). Therefore, emotional needs are important in leisure-seeking and choice behavior. According to Hirschman and Holbrook (1982), such experiential processes as emotions, desires, imaginings and daydreams play a significant role in hedonic consumption. This term refers to consumers' multi-sensory images, fantasies, and emotional arousal in the use of products (Hirschman and Holbrook 1982).' (Shaw, G. and Williams, A.M., 2004, p. 142) The model conceptualized by Goossens is more complete than Crompton's model in that it fully recognizes the role of marketing stimuli. In this model (see figure 2.8) the motivation process is viewed in three main stages. 'The first is involvement, which is defined as an unobservable state of arousal or interest. This is evoked by certain stimuli from either, or both, of the push-pull factors, and leads to information processing (for a general discussion, see Decrop 2000). In turn, this leads to hedonistic responses, which occur both in the phase of information-gathering and during consumption. Motivation is therefore strongly intertwined with hedonic consumption. Emotion, moods and experiential aspects of tourism consumption appear to play important roles in motivation and the tourist experience, which is increasingly recognized by destination marketing through the concept of 'mood marketing' (Morgan et al. 2002 In Shaw, G. and Williams, A.M., 2004, p. 142)

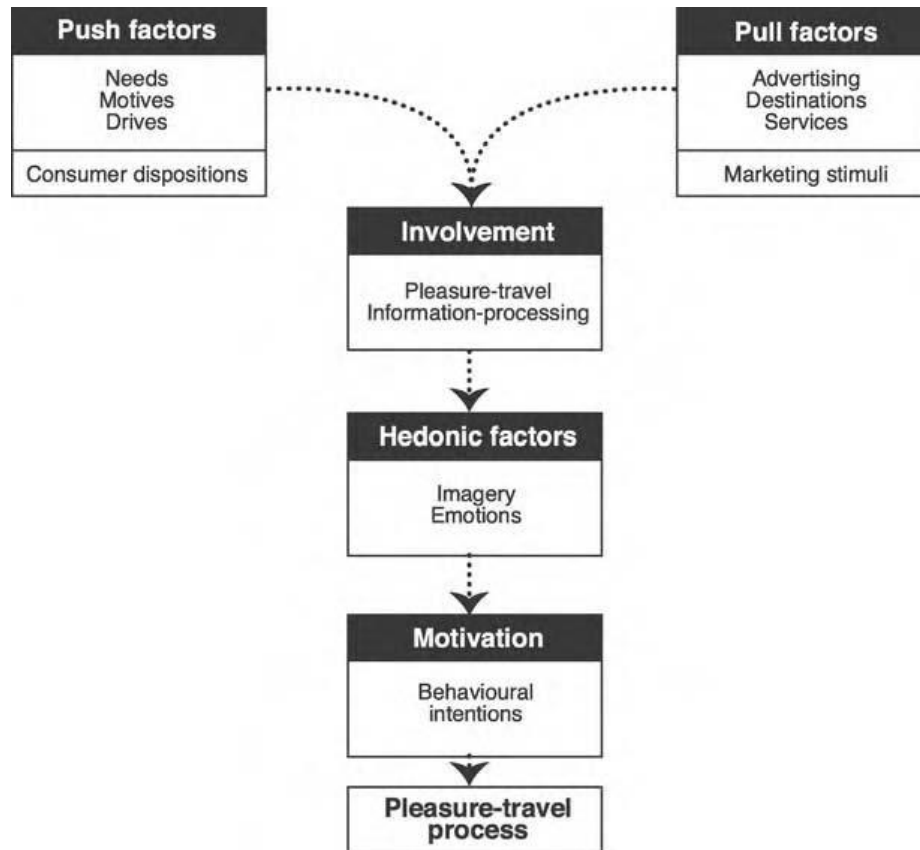


Fig. 2.8: The hedonic motivational model (*source: Shaw, G. and Williams, A.M., 2004, p. 140; modified from Goossens 1998*)

Although Goossens' motivational model pays much attention to the importance of marketing, advertising and the hedonic consumption in determining tourist motivation, the model can also be applied to the concept of spatial cognition. The images and emotions, whether constructed by mass media or by other stimuli such as story telling or previous experiences, are a result of the processes of spatial image-making. The push and pull factors displayed in this model relate to push from a specific destination (which lacks to fulfill certain intrinsic needs) and pull towards another destination. In other words: push motives relate to the desire to leave the everyday life environment and go on a vacation, whereas pull motives are considered useful for explaining the choice of vacation. 'The pull factors are motives aroused by the destination rather than emerging exclusively from within the traveler himself' (Williams, S., 2004, p.85). Pull factors are influenced directly by the process of spatial image-making (see section 2.3.2). An examination of push factors in this sense is basically impossible without prior consideration of the pull factors, as the push factors are logically and often temporally antecedent to the pull factors.

Chon (1999) also provides a model which is based upon push and pull factors (see figure 2.9). In this model the different phases of the travel cycle (anticipation, travel to the site, on-site behavior, return travel, recollection: see also page 11) have been integrated into the destination decision-making process.

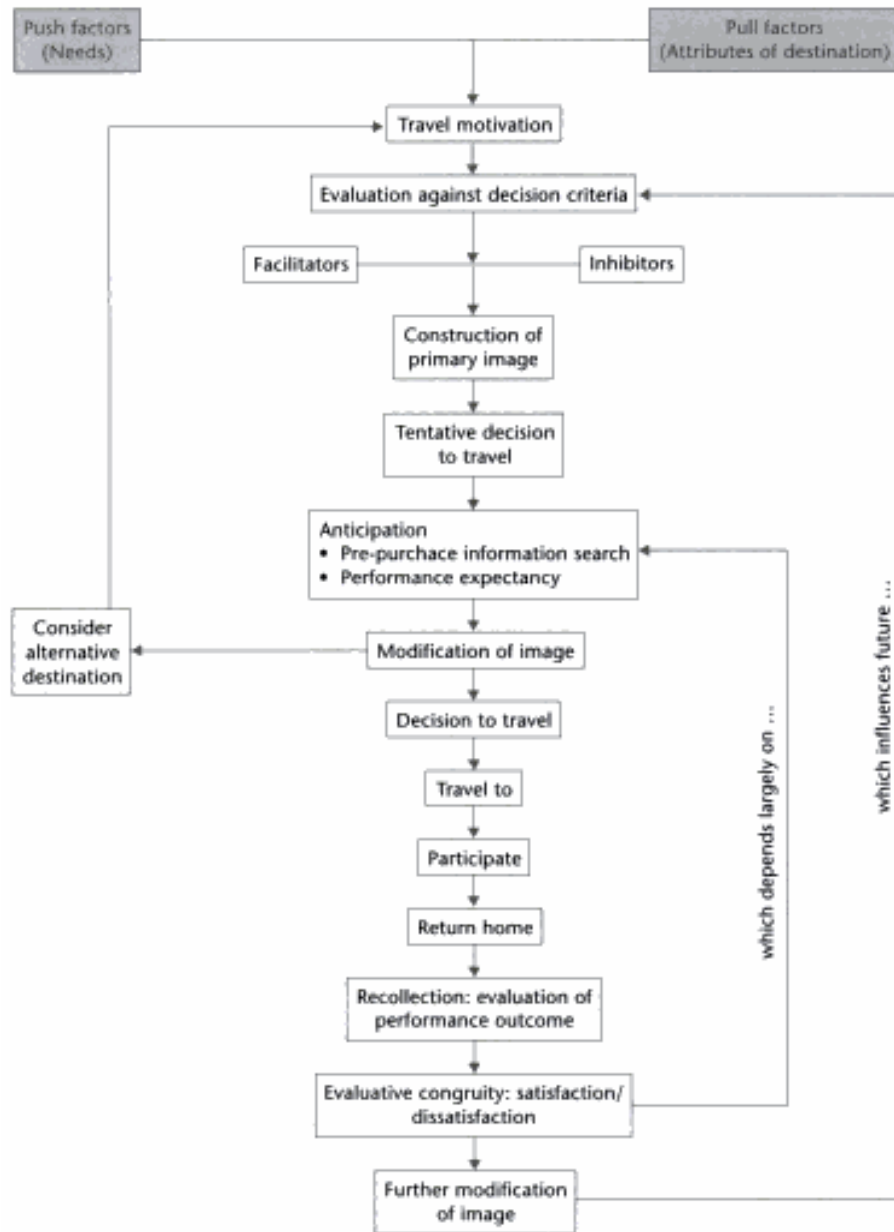


Fig. 2.9: The destination decision-making process (*Chon, 1999 In. Lubbe, B.A., 2005, p. 36*)

Not only the great majority of discussions, but also most empirical studies on tourist motivations have tended to revolve around the concepts of ‘push and pull’. The push and pull concept has been explained in similar ways by different authors: for example, Iso-Ahola’s approach-avoidance model, discussed in section 2.3.2, describes two similar motivational forces which simultaneously influence tourist behavior: *approach*, which relates to push, and *avoidance*, which represents the pull. The concepts of push and pull are also strongly related to the concepts of intrinsic and extrinsic motivation and to the concepts of internal and external needs. There appears to be much definitional fuzziness surrounding tourist motivation concepts. Many concepts are strongly interrelated or represent the same phenomena. Most of the described concepts also connect to the theory of non-ordinary behavior, where push is conceived as an

escape from a perceived mundane environment and the pull can be conceptualized as the attraction towards the non-ordinary and novel. The following chapters build directly upon Crompton's push and pull concept and in chapter 4 an analysis is made of a selection of empirical studies that have incorporated this concept into their classification of tourist motivations.

3 THEORETICAL FRAMEWORK PART 2: UNDERSTANDING TOURIST MOTIVATIONS IN THE CONTEXT OF URBAN PARKS

3.1. INTRODUCTION

This chapter aims at connecting the tourist motivation theories from the previous chapter to the spatial context of the research: recreational parks in the urban environment (see figure 10). First, a general introduction is given to the phenomenon of urban tourism and to the role of urban parks, which are discussed consecutively in section 3.2 and 3.3. The final section 3.4 views the different motivational and spatial theories in a joint perspective, in order to uncover the motivational reasoning processes relevant for urban parks.

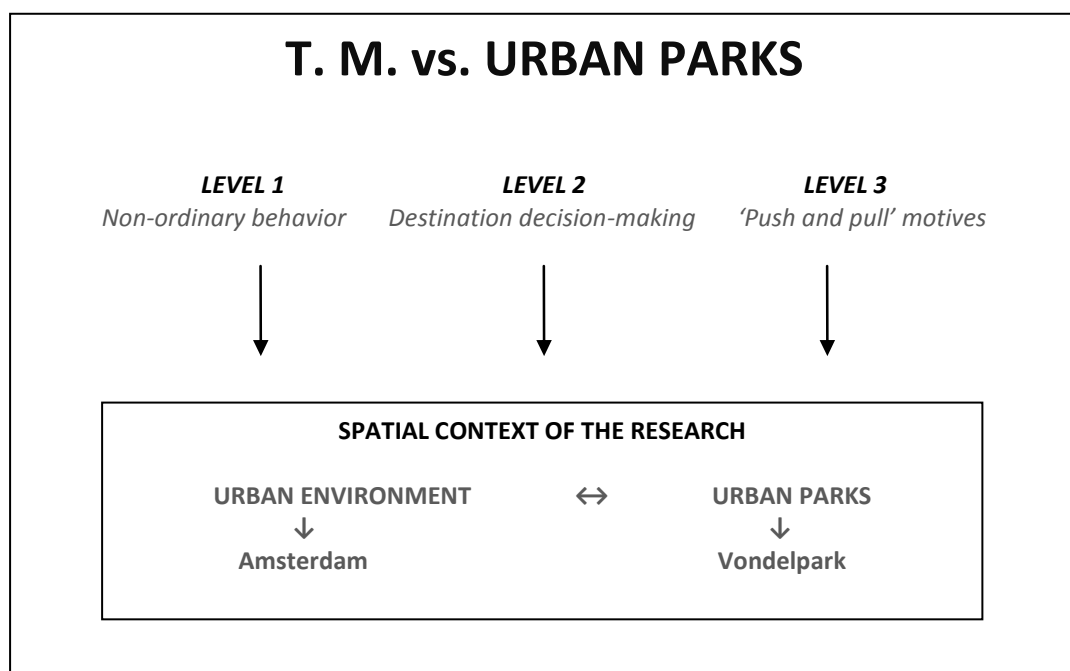


Fig. 3.1: General overview of the application of the tourist motivation framework (see also figure 1) to the spatial context of the research (T.M. = tourist motivation).

3.2. INTRODUCTION TO URBAN TOURISM

'Urban environments worldwide have for many years been amongst the most significant of all tourist destinations. As Karski explains:

Urban tourism has, in one form or other, been with us since Mesopotamia and Sumeria were spawning the phenomenon of urbanization. People with the means and inclination to do so have been drawn to towns and cities just to visit and experience a multiplicity of things to see and do... These (towns and cities) were the melting pots of national culture, art, music, literature and of course magnificent architecture and urban design. It was the concentration, variety, and quality of these activities and attributes... that created their attraction and put certain towns and cities on the tourism map... (Karski 1990, p. 15).

Today tourism consumes substantial amounts of space within urban destinations: tourist-historic urban cores, special museums of many kinds, urban waterfronts, theme parks and specialized precincts all contribute to this consumption (Gospodini 2001).’ (Edwards, D. et al, 2008, p. 1032). Since the increasing expansion since the sixties, the urban tourism industry has developed into one of the largest industries of the world today. Considering the major global significance of urban tourism, it may however be quite surprising that the study of tourism in cities has been much neglected compared to the attention paid to coastal or rural tourism (for general references, see: Ryan, 2005; Page, 1995). Until recently it had in fact barely attracted any attention from researchers at all. A significant cause of this lack of attention given to urban tourism is its increased heterogeneity, complexity and invisibility compared to other types of tourism. A second reason is that ‘academics studying tourism have neglected the large city as a type of destination, while perceiving it mainly as the origin of tourist flows. This neglect may be because most attention was given to holiday tourism and its end point in seaside resorts.’ (Law, C.M., 2002, p. 6). Another reason for the apparent reluctance of recreational researchers to examine urban areas is ‘the complexity of disaggregating the tourist/recreational and non-tourist/recreational function of cities’ (Stansfield, C.A., 1964. In: Ryan, C., 2005, p. 113). ‘Those interested in the study of tourism have tended to neglect the urban context in which much of it is set, while those interested in urban studies have been equally neglectful of the importance of the tourist function in cities’ (Ashworth, 1989 In Page, S. and Connell, J., 2006, p. 409).

With the growth of cities and the increased pressure posed by tourists, and consequently, the increasing significance of urban tourism, the subject has started to be accepted as an area of study. ‘As industrial manufacturing deserts dense urban areas, *entertainment plays an expanded role in many city economies*. The attraction and accommodation of visitors has now become a central concern for public and private city elites.’ (Lloyd, R., 2007). This has generated an increasing interest in industry-based tourism research. Substantial amounts of research reports have been produced by the industry and consultants, which unfortunately are still not easily available for the outsider. The growing concern from the industry, however, has also attracted the attention from the academic world. Both the growing interest from academics and the improved collaboration between the industry and academics has resulted in ‘an explosion in the

scientific literature on urban tourism’ (Law, C.M., 2002, p. 1) in the last ten to fifteen years.

As both the general study of urban tourism *and* the study of tourist motivations (see chapter 2, section 2.2) have proven to be rather problematic, it may not be surprising to learn that the combined study of *motivation for urban tourism* has faced at least as many difficulties. That is, towns and cities are multifunctional and tourists may visit for a great variety of reasons. The principal purpose may not even be tourism. At the same time, urban facilities and attractions may be used by many other groups of individuals, such as residents or non-residents working in the city. The urban environment is an extremely complex environment which exists out of many different behavior settings, and involves many different types of people and interactions. Hence, a tourist is likely to transcend several behavior settings and engage in various interactions while moving through the city. Although the meanings of spaces within any individual city may differ, the roles may also vary between cities. ‘Some cities are attractions in their own right, some are ‘gateway’ cities, and some provide a focus for regional tourism’ (Sharpley, R., 2006, p. 141). All of these varieties point to the problematic nature of the study of *urban tourism motivation*. The motivations for visiting the urban environment are indeed as complex and heterogeneous as the urban environment itself. This explains why the study of urban tourism motivation requires further development, especially as it lacks to provide universal theoretical background, and is still mainly based in quantitative applied research.

3.3. INTRODUCTION TO URBAN PARKS: CONTEXT AND HISTORY

While the scientific knowledge about tourism in cities, particular areas or attractions within cities is still fairly incomplete, *the study of urban parks has been fully ignored when it comes to tourism*. The type of centrally located, larger parks within capital cities have generally developed into major tourist attractions, which gives relevance to investigating the topic of tourism in urban parks.

Cities are conceived as “human” environments: they are created by people, lived and used by people and consist out of people. The urban parks within these cities form no exception to the rule: parks are artificial spaces constructed for the purpose of human activity. Although the entire urban space (including parks) is developed artificially, urban parks consist out of natural living elements as opposed to the remainder of urban space, which appears rather ‘dead and dull’. The natural character determines the recreational value of parks. The recreational value is also reflected in the horticultural design, a range of recreational facilities such as play and sports areas, resting and eating facilities, entertainment services etc. These characteristics, together with the public accessibility, have turned the great parks of large cities into major tourist attractions. Traditionally however, urban parks were not designed for tourism purposes. The first

urban parks developed out of the open spaces in the pre-industrial settlements which had originally been used for crops, orchards and livestock. The migration of people from the countryside to the cities that began in the Industrial Revolution created poverty and slums within the cities, resulting in a dirty, overcrowded and unhealthy urban environment. The urban parks movement grew during this period as ‘a response to the intolerable living conditions of these Victorian industrial cities’. (Hough, M. 1989, p. 12). At first urban parks were developed as private residential squares exclusively for the upper-class residents of the city. During the Romantic Movement these private parks became publicly accessible. In addition many new public parks started to be developed. ‘They were created with the conviction that nature should be brought to the city to improve the health of all residents, by providing space for exercise and relaxation. It was felt that the opportunity to contemplate nature would improve moral standards. A new preoccupation with the aesthetics of natural landscape led to the notion that parks would improve the appearance of cities.’ (Hough, M. 1989, p. 15). The open accessibility of these parks invited new user-groups, including tourists visiting the city. After the romantic period, which focused on aesthetic design and passive recreation, the first part of the twentieth century developed an emphasis on active recreation and sports. From 1940 to 1995, there was a major decline in urban parks. ‘By the start of the 1990’s, parks were associated with neglect, vandalism and crime.’ (Tzoulas, K. and James, P., 2004). ‘The last ten years have seen a revival in the recognition of the importance of urban parks for enhancing the quality of life of urbanities.’ (Tzoulas, K. and James, P., 2004). ‘Recent decades have seen a gradual development from industrial society’s *necessary public life* to the *optional public life* of a leisure and consumer society. Where city life was once a necessity and taken for granted, today it is to a high degree optional. For that very reason, this period has also seen a transition from a time when the quality of city space did not play much of a role in its use, to a new situation in which quality is a crucial parameter. In the past, people had to use the streets and squares of the city regardless of their condition. Today this is in the majority of the cases an option.’ (Thompson, C.W. and Travlou, P., 2007, p. 3).

As the quality of the public city life increased, optional activities such as leisure and tourism started to play a dominant role within cities. Consequently, the urban tourism industry increased significantly during this period. Public green spaces started to play a crucial role in increasing the attractiveness of the city. Many parks that had been neglected throughout the years, were renovated and redesigned to help improve the quality and appearance of urban public space (this is also the case for the Vondelpark, which will be discussed in chapter 5). As a result, parks also started to be used and appreciated by city tourists. At present time many urban parks have developed into popular tourist attractions and play an significant role in the overall urban tourist experience. Despite this fact, user-based research in urban parks still focuses on the initial residential users and does not seem to acknowledge the significant user-group of tourists. The knowledge gap concerning tourism in urban parks needs to be filled up.

3.4. CONNECTING TOURIST MOTIVATION THEORY TO URBAN PARKS

In this section the theoretical insights from the previous sections are interconnected and related to the motivational reasoning of tourists for visiting urban recreational parks. A tourist's motivation and decision to visit any random urban park involves the movement through different spatial settings. The process that precedes the actual visit of the park involves two basic spatial movements: first the movement from the ordinary lived environment into the imagined setting of the city and second, the movement within the city towards a city park. This process is depicted in figure 3.2. The first phase involves a combination of push motives that drive a person to leave the home environment and a combination of pull motives that attract the tourist towards the city.

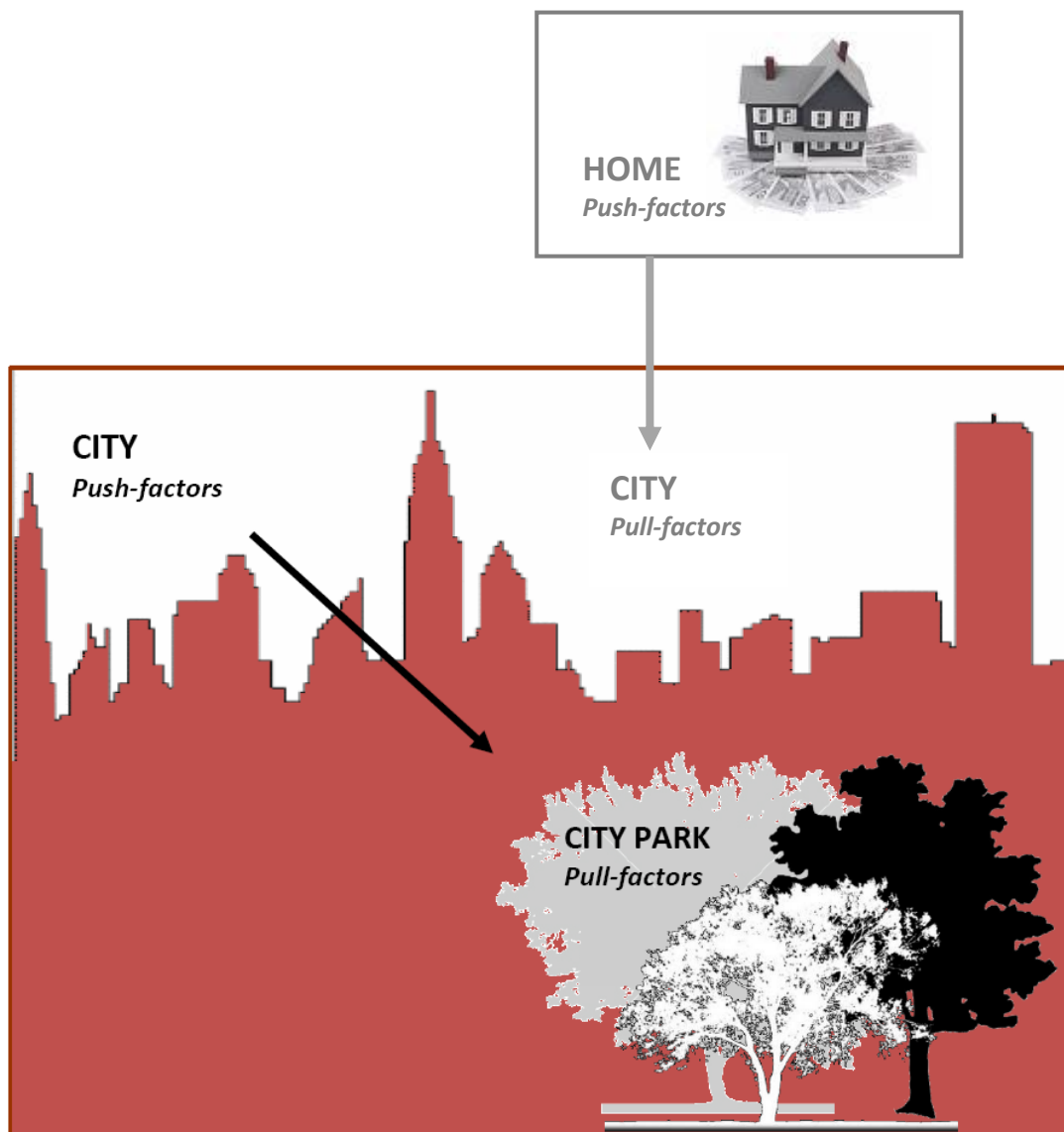


Fig. 3.2: Push and pull motives in the spatial context of the research (*Source: author*)

Both the settings of the home environment and the city influence the motivation and choice to visit the city park. The lived space of the ordinary home environment is an important factor that causes to trigger the main push motives that are involved with travel towards the imagined space of the city. Once the tourist reaches the city, he or she may trespass several settings and visit a few or more tourist attractions. Each decision to action involves new sets of motivational reasoning. In most decisions more than one motive will be operative. Motives operate in tandem or combination, for they are multi-dimensional (as has also been concluded by the study of Crompton, 1979). The motives may vary in space, time and depending on the person. Each movement from one space in the city to another involves multiple sets of push and pull motives. This is also the case for the movement within the city towards the city park.

4 CREATING A TOURIST MOTIVATION TYPOLOGY FOR URBAN PARKS

While barely twenty years ago Lundberg indicated that “there is little *empirical* research that reveals the reasons why people travel and vacation” (Lundburg, 1990 in Fodness, 1994, p. 556), nowadays this statement seems to have become somewhat dated. In the past twenty years, however, the extension of empirical research on tourist motivations has brought several renewed insights. This chapter takes the structuralist approach of *push and pull motives* from the previous chapter as a starting point and examines a selection of nine different empirical studies that have used this concept for classifying tourist motivations. The selected empirical studies can be classified into two groups of investigations: 1) investigations of the types of motivations that are relevant for tourism travel in general, and 2) investigations of the types of tourist motivations relevant for visiting a specific tourist destination. The majority of the selected studies have a strong qualitative focus, although a few studies have also included quantitative data generation and data analysis methods. The studies vary from early research (beginning with Crompton in 1979) to more recently conducted research. They have been reviewed and analyzed in order to serve the following purposes. Firstly, the methodologies used within these studies will appear useful for creating a methodology for this research in the Vondelpark. Secondly, the classifications of push and pull motives that result from these studies offer a foundation for generating a tourist motivation classification model that can be applied to the Vondelpark research. The constructed classification model is connected to the spatial context of urban parks and serves to generate a measurable list of tourist motivations for visiting urban parks. The accuracy of this model is subsequently tested through the empirical study of the Vondelpark. The classification model forms the basis for the topic list, which is discussed in chapter 6, and for the analysis of the conducted interviews, discussed in chapter 7.

Table 4.1 (page 42) illustrates the outcome of the examined empirical studies, which are summarized under the following 3 headings: the study, used methods, and research outcomes. As mentioned before, the initial selection involved including studies that have applied the concept of push and pull motives, developed by Crompton in 1979 (or the strongly related “seek and approach” theory from Iso-Ahola (1982). Crompton’s study is also added to the table as it forms the basis for this research (see nr. 1 of table 4.1). A second selection criterion is a high level of generalizability: the studies relate either to main travel motivations, or to motivations for visiting a specific country or a major city. More case-specific studies have been excluded. The outcomes of the studies reveal different sets of push and pull motives for pleasure travel (see column ‘results’ from table 4.1). An evaluation of the research outcomes (and the extracted push and pull motives) from the nine different studies reveals a remarkable high level of resemblance between these outcomes.

In the next step, each of the specific push and pull motives was compared between the studies. A first selection was made by considering the relevance of the motives for the research context of the city (push) and the city park (pull). Accordingly, the motives were reorganized according to their level of specificity. The final step involved adding missing motives. Consequently, a list of tourist push and pull motives for visiting urban parks has been created.

Aggregating the sets of motives from table 4.1 into one basic motivations model for urban parks brings along several difficulties. First of all, although much of the research findings list similar motives (e.g. escape, relaxation, education), some of these motives are presented under different headings (e.g. “novelty” is considered a push factor in one study and a pull factor in another) or they represent different levels (e.g. “escape” is a main motive in one study and a sub-motive of pleasure seeking / fantasy in another). Secondly, many motives represent different types of motives that are not comparable and ought to be classified into different groups (e.g. one cannot simply aggregate all the pull motives from the different research: for example, the motivation “ease of access” belongs to another category than the motivation “novelty”). A third significant problem is that the motives are strongly interrelated and often show overlap (e.g. relaxation might lead to exploration of self or even be part of it, and vice versa; the motive for playing soccer in the park might be relaxation, socialization, fun/entertainment etc.). A final problem is that not all motivations are related to the spatiality of urban parks.

Although the above mentioned problems create a good deal of difficulty for the reorganization and aggregation of the push and pull motives, the step of reorganization nevertheless needs to be undertaken in order to obtain a list of motivations that can be used for urban parks. To overcome these difficulties, then, a model for classifying the motivations is proposed, which is related to urban parks. In the previous chapter, we concluded that push motivations are intrinsic, originating from inside of the individual, whereas pull motivations are extrinsic, evolving from factors outside of the individual. For urban parks, the motivations can be subdivided into the following key types of motivation:

- Intrinsic / push motivations (= **motivation of the effect**): e.g. *relaxation, entertainment, escape from a perceived mundane environment, exploration and evaluation of self, prestige, regression, enhancement of kinship relationships, facilitation of social interaction, novelty and education.*
- Extrinsic / pull motivations:
 - **Motivation of the cause**: e.g. the park is *close* to the hotel, *recommendation* of a friend;
 - **Motivation of the park features**: e.g. to visit *playgrounds*;
 - **Motivation of the activity**: e.g. to *watch* children playing (in playgrounds).

The intrinsic motivation generally precedes the extrinsic motivation. The following scheme illustrates the relationship between the different types of motivations.

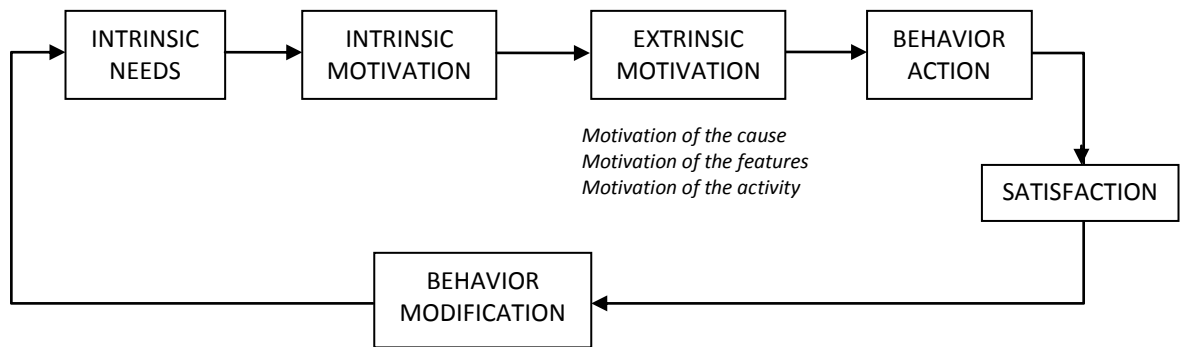


Fig. 4.1: Relationship between intrinsic and extrinsic motivation (*Source: author. Modified from fig. 2.5).*

In order to illustrate the relationship between these motivations more clearly, two examples will be given:

Example 1: a tourist feels the need to relax (intrinsic motivation) after a hectic day of wandering around the busy shopping district of Amsterdam. On her map she notices that a park is located nearby (extrinsic motivation of the cause). She decides to visit the park and find a spot in the grass alongside the water (extrinsic motivation of the park features) to be able to sit and rest and enjoy the nature (extrinsic motivation of the activity).

Example 2: a few friends decide to hire some bikes and explore the city without any prior planning of the route. While biking, they happen to cross a park (extrinsic motivation of the cause). Out of curiosity (intrinsic motivation) they decide to explore the park by bike (extrinsic motivation of the activity) along the provided biking paths (extrinsic motivation of the park features).

The above described examples also illustrate the high level of interconnectedness between each of the four types of motivations. Biking in the park (extrinsic motivation of the activity) may not be possible without the provided biking paths (extrinsic motivation of the park features). A person may not have decided to sit and have a rest (motivation of the activity) without the intrinsic urge to relax (intrinsic motivation) and may at the same time not have been able to relax if the park was not located nearby (extrinsic motivation of the cause) etc. Although the four types of motivations cannot be perceived separately, the division into these four types of motivation serves to get a grip on the complexity of motivation.

The complete process of selection and reorganization of the motives from table 4.1 has been undertaken in the following five steps:

- Step 1:** Selection of the motivations that can be related to the spatiality of urban parks;
- Step 2:** Aggregation of similar / related motivations;
- Step 3:** Reorganization of the motivations with the help of the proposed model

into the following four groups: motivations of the effect; motivations of the cause; motivations of the park features; motivations of the activity;

Step 4: Subdivision of the motivations of each of the four groups into different levels;

Step 5: Adding missing motivations to the model.

Table 4.2 illustrates the outcome of step 1 and step 2. Comparing the different motivation categories from the research demonstrates the high level of similarity between these categories. Similar or identical motivation categories have been aggregated under the same heading. For the push factors, the motivation categories could be classified under six different groups: escape, relaxation, prestige, socialization, entertainment, and novelty and education. For the pull factors, the motivation categories showed less resemblance between the different studies than the push factors, although occasionally some clear forms of similarity could still be detected. This finding, on the other hand, can be easily explained. Push factors are more constant, while pull factors are strongly dependent upon the travel destination. Since the nine empirical studies each relate to different travel destinations, their pull factors are also likely to show less resemblance.

Table 4.3 illustrates the categorization of the four different motivations groups after undertaking steps 3, 4 and 5. This model is adapted to the spatial context of urban parks and can be applied to the Vondelpark study. The model is applied to the Vondelpark study in the sense that the division into the four key types of motivations (of the cause, of the effect, of the park features, of the activity) from table 4.3 also forms the basic outline of the topic list (see chapter 6).

TABLE 4.1: ANALYSIS OF A SELECTION OF EMPIRICAL RESEARCHES THAT HAVE ADOPTED THE CONCEPT OF 'PUSH (SEEK) AND PULL (APPROACH)' IN THEIR CLASSIFICATION OF TOURIST MOTIVATIONS

Nr.	Author	Study	Method	Results
1	Crompton (1979)	Study to identify those motives of pleasure vacationers which influence the selection of a destination and to develop a conceptual framework (a "cultural-socio-psychological disequilibrium continuum") capable of encompassing such motives.	Use of qualitative data collection and analysis. 39 unstructured person-to-person interviews were undertaken of approximately two hours in duration each. Although the interviews also explored other socio-psychological variables, motives were a primary focus and typically recurred at a number of points throughout the interviews. The interviews were tape recorded, subsequently transcribed, classified and their content analysed to isolate all data which pertained to motives. The content analysis yielded patterns of responses which provided the basis for the conceptual framework. The respondents consisted of a sample of adults from Texas or Massachusetts who were conveniently available. Also a few basic characteristics were derived from the respondents, such as gender, marital status, age, whether they had children, occupation (which says something about class). Because of the research design, data collection technique, and the limited sample size, this study was not concerned with identifying the distributions of these motives in a population.	<p>Conceptual framework:</p> <p>The conceptualization of the role and relationships of respondents' underlying states of disequilibrium, which emerged from patterns in the data, showed four main components.</p> <ol style="list-style-type: none"> 1. A state of disequilibrium 2. A break from routine, which was conceptualized as an initial overt manifestation of disequilibrium. 3. Three behavioural alternatives: stay at home, go on a pleasure vacation, or travel for other purposes such as visiting friends and relatives or going on a business trip, each of which may provide a break from routine. 4. The particular motives which help determine the nature and destination of the pleasure vacation if that alternative is selected. These are aligned along a continuum as being primarily either socio-psychological or cultural. <p>The breaks from routine could generally be classified into two categories, which appeared to resolve different types of disequilibrium:</p> <ol style="list-style-type: none"> 1. Short-term disequilibrium demands immediate attention. In this situation, a break from routine was perceived to be a necessary and sufficient condition to restore homeostasis. 2. Long-term states of disequilibrium was perceived by respondents as being ever present but postponable. A break from routine was perceived as necessary to facilitate the resolution of long-term disequilibrium states, but the break alone was not sufficiently inclusive to resolve the state of tension. <p>The term "break from routine" did not necessarily mean a change to doing different kinds of things or a change in life style, but rather a continuation of doing the same kinds of things but in a different physical, or social context. A break from routine often involved emphasizing particularly desired elements of the life style → The mundane elements in the routine were discarded, but the preferred discretionary elements of the normal life style were retained.</p> <p>Empirical research outcomes:</p> <p>The data suggested that respondents' motives usefully could be conceptualized as being located along a cultural--socio-psychological disequilibrium continuum. Seven motives were classified as socio-psychological or push motives and two as cultural or pull motives.</p> <p>Push motives:</p> <ul style="list-style-type: none"> - Escape from a perceived mundane environment - Exploration and evaluation of self - Relaxation - Prestige - Regression - Enhancement of kinship relationships - Facilitation of social interaction. <p>Pull motives:</p> <ul style="list-style-type: none"> - Novelty - Education
2	Dunne et al. (2006)	Study to uncover and examine the underlying motives inherent in the decision to take a city break to Dublin.	Use of qualitative data collection and analysis. 40 in-depth interviews with visitors to Dublin who were identified as being on a city break holiday. To qualify for an interview, participants had to be out of state leisure visitors who were visiting Dublin city, with no overnight stay at any other destination during the trip. Interviews were carried out at 3 locations around the city, at different times of the year, and at different times of the week. Interviews were tape-recorded. They were later transcribed with subsequent analysis	<p>The main push motives involved were, 'escape', 'socializing', and 'self-esteem (get going)'. City breaks were generally viewed as active or 'doing' holidays. Travelling parties rarely consisted of children, with many trips being specifically utilised as a break from parenting duties.</p> <p>For city breaks, pull factors were extremely important in terms of the travel decision. In particular, factors such as, ease of access and, the availability of cheap flights, were not only influential in determining the destination, but also acted, in some cases, as the main</p>

		<p>consisting of a qualitative approach involving data reduction, data display, and conclusion drawing / verification. From this, a number of themes relating to people's motives for taking a city break to Dublin emerged.</p> <p>In order to get a detailed picture of the city break travel decision, respondents were asked to explain fully how the idea for taking a trip to Dublin first came into their mind. From this, the main motives for the trip were teased out and probed. In addition the same respondents were asked to think back to their last main holiday and explain the motives involved in that decision. This resulted in two lists of push and pull motives: main holiday motives and city break motives. The 2 types of motives were compared to allow city break motives to be viewed in the context of other trips. The motives were listed in order of prevalence in the research findings, that is, how often the motives were cited as a reason for taking the trip.</p> <p>The categories were formed by applying a traditional cut and paste technique, with the exact labels being assigned to each category according to their relevance and concurrence with previous motivational studies.</p>	<p>stimulus to take the trip.</p> <p>These findings highlight the multi-motivational nature of holiday decision-making. They show that people are commonly driven by, not just one, but, a number of reasons to visit a destination. Importantly, the findings also confirm that travel motives vary according to the nature of the trip involved. This is a crucial point for destination marketing managers in particular.</p> <p>Main holiday motives (in order of importance):</p> <p><u>Push motives:</u></p> <ul style="list-style-type: none">- Relax- Social- Escape- Fun / excitement- Prestige- Education <p><u>Pull motives:</u></p> <ul style="list-style-type: none">- Sun, sand, sea- Positive / fun image- Quality of facilities- Cost of trip- Previous visit- VFR <p>City break motives (in order of importance):</p> <p><u>Push motives:</u></p> <ul style="list-style-type: none">- Escape- Socialise (internal)- Self esteem (gift giving)- Fun / excitement- Socialise (external)- Relax <p><u>Pull motives:</u></p> <ul style="list-style-type: none">- Convenience / Ease of Access- Cost of travel- Fun destination image- Pre-arranged event- Friendly image- Previous visit- Tourist sites- Security / familiarity	
3	Tears (1994)	<p>Study that examined peoples' motives for purchasing hotel leisure breaks in the UK. From his research he derived a six-part classification of primary motives.</p>	<p>Unknown.</p>	<p>Primary motives:</p> <ol style="list-style-type: none">1. To coincide with attending a pre-arranged event2. In response to the need for a break from family/domestic commitments3. In response to a desire to relax/recover in different comfortable surroundings4. In response to a desire to visit a particular town/region/hotel/somewhere new.5. To compensate for a missed summer (main) holiday opportunity.6. For the specific benefits derived from taking short breaks on regular/seasonal basis.
4	Kozak, M. (2002)	<p>The objectives of this research were to determine if motivational differences existed between tourists from the same country visiting two different geographical destinations and across those from two different countries visiting the same destination.</p>	<p>A questionnaire, in three sections, was designed to measure British and German tourists' motivations for travelling to Mallorca and Turkey as summer vacation destinations. The first part involved basic demographic and background data on the respondents and their vacations in these two countries. This section comprised nine questions in total.</p> <p>The second component of the questionnaire was based on self-reported motivation items and comprised open-ended questions in order to investigate the major factors that respondents considered important in selecting the destinations under investigation in this study.</p>	<p>Results of the third part of the research:</p> <p>Push Motives:</p> <p>Culture</p> <ul style="list-style-type: none">- To visit historical/cultural sites- To increase knowledge of new places

			<p>The third part involved a list of 14 potential 'push' motives for taking an overseas vacation to a particular destination. A seven-point Likert type scale was used with the scale being presented thus: not important at all (1), very unimportant (2), slightly unimportant (3), neither important nor unimportant (4), slightly important (5), very important (6) and extremely important (7). The analysis of findings was based upon 'pull' and 'push' motivations of 1872 British and German tourists visiting Mallorca and Turkey in the summer of 1988. A series of cross-tabulations were conducted to test for differences between sub-samples of respondents and self-reported motivations. Content analysis was employed to process qualitative data. Factor analysis and a series of independent tests were used to evaluate quantitative data.</p>	<p>- To meet local people <i>Pleasure-seeking/Fantasy</i></p> <ul style="list-style-type: none"> - To mix with fellow tourists - To seek adventure - To have fun - To get away from home <p><i>Relaxation</i></p> <ul style="list-style-type: none"> - To be emotionally and physically refreshed - To spend time with people cared about deeply - To relax <p><i>Physical</i></p> <ul style="list-style-type: none"> - To enjoy good weather - To get close to nature - To engage in sports - To be active <p>Findings demonstrated that some tourist motives differed between nationalities and place visited.</p>
5	Dann (1977)	Study to identify the underlying tourist motivations for visiting Barbados.	<p>Quantitative data collection and analysis. A survey was undertaken with a total of 317 tourists in Barbados.</p> <p>After a pre-test and pilot inquiry with 95 interviewees, a further 422 interviews were conducted of winter tourists in Barbados during the peak season months of January and February, 1976. Visitors were stratified by country of residence, age, sex and socio-economic status, with immigration statistics acting as the basis for proportional representation of the above variables.</p>	<p>The study concluded that there are two fundamental characteristics underlying needs that motivate travel, which were both seen as push factors.</p> <p><u>Push motives:</u></p> <ul style="list-style-type: none"> • <i>Arousal</i> A social need to escape the monotony of everyday life: the desire to transcend the feeling of isolation inherent in everyday life and to simply "get away from it all." • <i>Ego-enhancement</i> A need for recognition from others and self-esteem, which is obtained through the status conferred by travel. <p>It is further argued that the presence of the two factors is conducive to the creation of a fantasy world, one to which he plans a periodic escape. Dann discusses a number of fantasies that tourism marketers use to tempt travellers: the colour fantasy whereby tourists who live in dull, grey cities hold a secret longing for bright colours; blue skies, red sunsets; the sex fantasy personified in Tahitian women or Caribbean beachboys; and the economic fantasy where even the poor can be 'king for a day'. Dann's research showed that the principal reason for tourists coming to Barbados was 'to relax and get away from it all'. He refers to the pre-trip fantasies and expectations and their importance in the tourist experience.</p> <p>While Dann's argument about fantasies seems very relevant to holiday-makers in Barbados, it seems that there may be more to tourist motivations than just escape and ego-enhancement. What about self-actualisation? Education? Curiosity? Challenge? Adventure? Perhaps those tourists attracted to Barbados saw in that destination particular destination attributes that could satisfy their needs for warmth, colour, sunshine, and prestige, but clearly travellers to other destinations may have different needs.</p>
6	Lohr and Perdue (1982)	This study examined the feasibility of segmenting a non-resident tourist market on the basis of vacation benefits, which are grouped in the form of travel motivations.	<p>Six distinct benefit-based market segments were found using factor and cluster analysis procedures. The resulting segments were compared on the basis of specific dependent variables examined under the following framework: travel party leader characteristics, travel party composition, trip planning and trip characteristics, and post-trip evaluation. Finally, marketing strategy implications were addressed. The following evaluation criteria were used in target market selection: profitability, accessibility, and reachability. Benefit-based market segmentation studies were found to be a viable means of determining vacation market segments. The importance of the development of objective and quantifiable means of evaluating market segments is stressed.</p>	<p>Lohr and Perdue have grouped travel motivations under the following six headings:</p> <ol style="list-style-type: none"> 1. Excitement and escape 2. Pure adrenaline and excitement 3. Family and friends 4. Naturalists 5. Escape, freedom, peace 6. A group which enjoyed all benefits
7	Sussenger, D.	The study operationalises and empirically tests 150-	<p>The motivation dimensions are monitored using scenario-based data for sporting</p>	<p><u>Push motives:</u></p>

et al (2006)	<p>Alcala's theory for similar tourism and recreation experiences.</p> <p>The study had three purposes:</p> <ul style="list-style-type: none"> - Investigation 1: Confirmatory Factor Analysis of Ito-Alcala's Motivational Theory - Investigation 2: Tourism and Recreation Motivations - Investigation 3: Tourism Experiences and Motivations 	<p>events, beaches, amusement parks, and natural parks.</p> <p>The first investigation used confirmatory factor analysis to explore the efficacy of six competing motivational structures. Three of these competing models achieved superior and similar fit statistics, with one model incorporating the most parsimonious structure. This model gave equal and direct salience to each of the four motivations.</p> <p>The second investigation examined the differences in motivation levels for tourism and recreation experiences. Tourism experiences exhibited higher levels of motivation, particularly for the personal seeking and personal escape dimensions.</p> <p>The third investigation found no relationship between the number of recent domestic and international vacations and tourism motivations among the subjects.</p>	<p><i>Personal escape</i></p> <ul style="list-style-type: none"> - To get away from my normal environment - To have a change in pace from my everyday life - To overcome a bad mood <p><i>Interpersonal escape</i></p> <ul style="list-style-type: none"> - To avoid people who annoy me - To get away from a stressful social environment - To avoid interactions with others <p>Pull motives:</p> <p><i>Personal seeking</i></p> <ul style="list-style-type: none"> - To tell others about my experiences - To feel good about myself - To experience new things by myself <p><i>Interpersonal seeking</i></p> <ul style="list-style-type: none"> - To be with people of similar interests - To bring friends/family closer - To meet new people
8 Decrop, A. (2006)	Unknown.	Unknown.	<p>Travel motives:</p> <ul style="list-style-type: none"> - Escape in space - Escape in time <p>Other motives:</p> <ol style="list-style-type: none"> 1. Discovering new things and visiting the destination in order to acquire knowledge. 2. Resting and relaxing in order to take breath and eliminate stress. 3. Looking for people in order to share social experiences (be it with the locals, other vacationers or travel partners). 4. Doing exciting activities and having fun in order to take a big bite out of life and forget everything just for a few days. 5. Looking for personal values (e.g. prestige, richness, knowledge) 6. Going to true places in order to experience an authentic environment that has not been corrupted by vacationers.
9 Correia, C. et al. (2007)	<p>The study examines the Portuguese tourist demand motivations in exotic places.</p> <p>This study offers an integrated approach to understanding tourist motivation and attempt to extend the empirical evidence on the relationships between the push and pull motivations in order to determine to what extent these motivating factors will contribute to the overall perception of the destination.</p>	<p>Use of a detailed survey, conducted in August and September 2004, on a sample of 1097 Portuguese tourists, who were flying to exotic places (such as, Brazil, Morocco, Egypt, Mexico, Sao Tome and Principe). The flight was on Air Luxor, SA which has a significant market share in Portugal. As proposed by Miao and Olson (1994), a seven point Likert-type scale was used in order to assess the push and pull motives, as well as perceptions.</p>	<p>The performed analysis find six main motivators' factors influencing the formation of the perceptions and the choice of a tourist destination.</p> <p>Push motives:</p> <p><i>Knowledge</i></p> <ul style="list-style-type: none"> Do different things Stimulate emotions and sensations Be an adventurer Have fun Increase knowledge Know different cultures and lifestyles Enriching myself intellectually Know new places <p><i>Leisure</i></p> <ul style="list-style-type: none"> Relieving stress Escape from the routine Relaxing physically Developing close friendships Going places my friends have not been Talking with my friends about the trip <p>Pull motives:</p> <p><i>Facilities</i></p> <ul style="list-style-type: none"> Weather Lodging

<ul style="list-style-type: none"> Beaches Hospitality Gastronomy Security Relaxing atmosphere Accommodations <i>Core attractions</i> Standard of living Different ethnics Distance Shopping facilities Sports equipment Social environment Night-life Transport <i>Landscape features</i> Landscape Natural environment Cultural attractions 			
--	--	--	--

TABLE 4.2: SELECTING, REORGANIZING AND AGGREGATING THE MOTIVES (STEP 1 AND 2)

PUSH FACTORS						PULL FACTORS	
ESCAPE	RELAXATION	PRESTIGE	SOCIALIZATION	ENTERTAINMENT	NOVELTY		
Escape from a perceived mundane environment	Relaxation	Prestige	Enhancement of kinship relationships	Fun	Novelty	The natural environment	
Escape	Relax	Self esteem (gift giving)	Facilitation of social interaction	Fun / excitement	Education	Positive / fun image	
Escape	Resting and relaxing in order to take breath and eliminate stress	Ego-enhancement	Social	Pure adrenaline and excitement	Knowledge	Fun destination image	
<i>Personal escape</i> To get away from my normal environment	Relieving stress	Prestige	Socialise (internal)	Excitement and escape	Do different things	Friendly image	
To have a change in pace from my everyday life	Relax	A need for recognition from others and self-esteem, which is obtained through the status conferred by travel	Socialise (external)	Doing exciting activities and having fun in order to take a big bite out of life and forget everything just for a few days	Stimulate emotions and sensations	Quality of facilities	
To overcome a bad mood	Relaxing physically		Socialization	Be an adventurer	Increase knowledge	Cost of trip	
<i>Interpersonal escape</i> To avoid people who annoy me	Relax	To tell others about my experiences	Developing close friendships	Have fun	Know different cultures and lifestyles	Cost of travel	
To get away from a stressful social environment	In response to a desire to relax / recover in different / comfortable surroundings	Going places my friends have not been	Talking with my friends about the trip	It offers excitement	Enriching myself intellectually	Previous visit	Visit friends and relatives
To avoid interactions with others	To relieve daily stress	To feel good about myself	Looking for people in order to share social experiences (be it with the locals, other vacationers or travel partners)	I seek adventure	Exploration and evaluation of self	Convenience / ease of access	
<i>Anomie</i> A social need to escape the monotony of everyday life: the desire to transcend the feeling of isolation inherent in everyday life and to simply "get away from it all"			<i>Interpersonal seeking</i> To be with people of similar interests		Know new places	Previous visit	Pre-arranged event
<i>Escape</i> - Escape in space - Escape in time			To bring friends / family closer		Find interesting people	To coincide with attending a pre-arranged event	
Escape, freedom, peace			To meet new people		Discovering new things and visiting the destination in order to acquire knowledge	Tourist sites	
In response to a desire to			To be with people who enjoy the same things I do		In response to a desire to visit a particular town/ region/ hotel somewhere new	Security / familiarity	
			To see the event with a group together		To experience new things by myself	<i>Facilities</i> Weather Accessibilities Lodging Hospitality Gastronomy Security Relaxing atmosphere	
			To see the event with my friends		To enjoy new experiences	<i>Cove attractions</i> Standard of living Different ethnics Distance Shopping facilities	

<p>relax/recover in different / comfortable surroundings</p> <p>Going to true places in order to experience an authentic environment that has not been corrupted by vacationers</p> <p>In response to the need for a break from family / domestic commitments / routine problems / employment-related pressures</p> <p>Take a big bite out of life and forget everything just for a few days</p> <p>Excitement and escape</p> <p>Escape</p> <p>To escape from routine life</p> <p>For a change of pace from everyday life</p> <p>Regression</p> <p>To relieve boredom</p>			<p>To be with people who are enjoying themselves</p> <p>To spend time with my family together</p> <p>Family togetherness</p> <p>To increase family kinship</p> <p>Family and friends</p> <p>Friends and relatives</p>		<p>I am curious</p> <p>To see new and different things</p> <p>To help my family learn more about foreign cultures</p> <p>Culture exploration</p> <p>To enjoy art and folk performances</p> <p>To experience local customs and cultures</p> <p>To enjoy culture in its cultural/historical setting</p> <p>To enjoy arts and crafts</p> <p>To increase my cultural knowledge</p> <p>To know about the cultural events</p>	<p>Sports equipment</p> <p>Social environment</p> <p>Night-life</p> <p>Transports</p> <p><i>Landscape features</i></p> <p>Landscape</p> <p>Natural environment</p> <p>Cultural attractions</p> <p>Event Attraction</p> <p>To enjoy special events</p> <p>To enjoy the festival mood</p> <p>To enjoy a unique atmosphere</p> <p>I heard about the site / event and it sounded like fun</p> <p>Novelty</p>
---	--	--	---	--	---	--

TABLE 4.3: FURTHER REORGANIZATION; SUBDIVISION OF THE MOTIVES INTO DIFFERENT SUBCATEGORIES AND LEVELS; ADDING MISSING MOTIVES (STEP 3, 4 AND 5).

INTRINSIC / PUSH MOTIVES			EXTRINSIC / PULL MOTIVES		
MOTIVATION OF THE EFFECT		MOTIVATION OF THE CAUSE		MOTIVATION OF THE PARK FEATURES	
LEVEL 1	LEVEL 2			LEVEL 1	LEVEL 2
Socialization	<ul style="list-style-type: none"> Internal socialization = Enhancement of kinship relationships External socialization = meeting and sharing social experiences with new people 	Accessibility / Convenience Financial motives Recommendations from family / friends / other people City marketing, advertising, brochures, books, maps, internet, other media, etc.	Landscape features Facilities	<ul style="list-style-type: none"> Natural elements: green / water Cultural elements: arts / sculptures / historical aspects 	Sitting / lying down / resting Walking / biking / touring Sightseeing Watching people Social interaction
Escape / regression from a perceived mundane environment (the city or the home environment)	<ul style="list-style-type: none"> Escape in space → artificial environment: -view -noise -pollution etc. → normal environment = anomie (most people live in cities: they form the living environment + parks form a different type of environment from the rest of the city) Escape from people = interpersonal escape (to avoid annoying people and get away from a stressful social environment: high density of people in cities) Escape in time Escape in behavior = parks are another type of behavior setting — break from the routine everyday life 	Familiarity due to previous visit Accidental visit Passageway to another destination Security / safety	Core attractions / special events in the park People Weather Atmosphere	<ul style="list-style-type: none"> (Different for each park) 	Sunbathing / enjoying the weather Enjoying nature Enjoying arts / culture / events Playing activities / entertainment Sports activities Eating / drinking Reading Learning (about the park) Other activities
Relaxation	<ul style="list-style-type: none"> Relaxing physically Relaxing mentally - To enjoy the green 				

	<ul style="list-style-type: none"> - To enjoy peace & tranquility - To enjoy good weather - To enjoy fresh air
Entertainment	<ul style="list-style-type: none"> • Stimulate emotions and sensations of fun • Pure adrenaline, adventure and excitement
Novelty & education	<ul style="list-style-type: none"> • Knowledge of the spatial environment • Knowledge of people, culture and behaviour • Exploration and evaluation of self
Prestige / Ego-enhancement	<ul style="list-style-type: none"> • To have stories to tell • Going to places others have not been • To feel good about oneself • To feel that one deserves it

5 THE RESEARCH CONTEXT: AMSTERDAM AND THE VONDELPARK

The motivations classification model in table 4.3 from the previous chapter only gives an indication of the motivations that may play a role for tourists visiting urban parks. In order to get real insights into urban park tourist motivations and to examine the soundness of the provided model of table 4.3, data needs to be generated from the field. For this purpose, the location of the Vondelpark in Amsterdam has been chosen. This park can be classified into the group of popular central parks within capital cities, as discussed in chapter 3, section 3.3. The Vondelpark is considered the most popular park of Amsterdam and the Netherlands for both inhabitants and tourists, which also has to do with its location directly at the heart of the touristic centre of the city.

Amsterdam has a long history as a travel destination. In the past decennia, Amsterdam has developed into one of the leading tourist destinations of the world. Research executed in 2008 by the 'Euromonitor' in cooperation with several other international and national organizations including the 'World Tourism Organization' demonstrates that Amsterdam belongs to the top 18 most touristic cities of the world based on the number of incoming tourists, and to the top 13 most touristic cities of the world based on the number of incoming passengers of foreign flights. In Europe, Amsterdam is considered to be the number five most popular tourist destination (for references, see Jong, L. de, 2009). Due to its small size, Amsterdam's tourist zone is also one of the most concentrated urban tourist zones of the world. So then what makes this Amsterdam so immensely popular? Much has to do with the city's image as the 'sex, drugs en rock-'n-roll' capital of the world. This libertarian character, which is reflected in the numerous coffee shops, the red light district, a well-developed gay scene etc., has brought the city global fame. On the other hand, and nearly contrasting to the former, Amsterdam is also renowned as 'the city of culture', reflecting its history, art, famous museums, architecture, the numerous picturesque water canals and so on. This combination of elements creates a highly diverse spatial environment and offers a unique mix of attractions in a unique atmosphere. Amsterdam is a vibrant, multicultural city with lots to offer and plenty for everyone to see and do, which explains its popularity among tourists.



Fig. 5.1: *The popular tourist attractors of Amsterdam. Pictured from above left to below right: city overview which shows the many famous water canals; free spirit Amsterdam with the coffee shops and the red light district; the typical, picturesque Amsterdam architecture; Amsterdam culture city with plenty of museums and art to explore.*

Just as most capital cities, Amsterdam has one central park, the so-called Vondelpark, which is located within the CBD area of the city and is the most frequently visited park of the city. All the required features to success are present within this park: the location in or near the touristic heart of the city, the large serving area, large scale and enclosed character, and including many different elements and attractions for each type of user. As a result, the Vondelpark has developed into one of the great tourist attractions of Amsterdam. Also known as ‘the green heart of Amsterdam’, this park is the biggest, busiest and one of the oldest parks of the city. Each year more than 10 million visitors visit the Vondelpark. The park is surrounded by other popular tourist hotspots such as the ‘Leidseplein’, the ‘Rijksmuseum’, the ‘Stedelijk museum’, the ‘Van Gogh Museum’, and plenty of shops, restaurants, hotels and other tourist facilities. But the Vondelpark itself also has a lot to offer: the park has a rich history and contains a wide range of entertainment facilities such as playgrounds, cafés and restaurants, an open air theater, tennis court, skating and biking rentals, rose garden, artworks etc. The park forms the perfect environment to escape the crowdedness and high dynamics of the city. Also, the green and open character strongly distinguishes the Vondelpark from all the other tourist attractions / areas in the city. For many tourists, the Vondelpark is the only green spot that they will see while visiting Amsterdam. Therefore this park plays an important role in determining the visitor’s overall image and satisfaction of Amsterdam. The



THE VONDELPARK

Legenda

- Wandelpaden
- Asfaltpaden
- Bosschage
- Grasland
- Sierbeplanting
- Water
- Bebouwing

- WC Toiletten
- Invalidentoilet
- Horeca
- Ingang voor fietsers toegankelijk

Voorzieningen

- 1 Jeugdherberg Stayokay, C.B. Posthumus Meyjes 1895
- 2 Speeltuinen (5 stuks)
- 3 Paviljoen, W. Hamer jr. 1878 met Filmmuseum en café Vertigo
- 4 Café 't Blauwe Theehuis, H.A.J. en J. Baanders 1936
- 5 Muziekkoepel, L.P. Zocher 1878
- 6 Openluchttheater
- 7 Café Het Groot Melkhuis, L.P. Zocher 1874
- 8 Tennisbanen tennisclub Festina 1904
- 9 Waterspeeltuin 1969
- 10 Rosarium, E. Mos 1936
- 11 Café De Vondeltuinen
- 12 Stadsdeelkantoor Amsterdam Oud Zuid

Routes

- 2,2 km
- 1,3 km
- 1 km

Monumentale en bijzondere bomen

- 4435 Moerascypres (*Taxodium distichum*) 1950
- 4463 Gewone es (*Fraxinus excelsior*) 1900
- 3985 Paardekastanje (*Aesculus hippocastanum*) 1925
- 2284 Suikeredoorn (*Acer saccharinum*) 1900
- 3473 Zomereik (*Quercus robur*) 1920
- 0475 Amberboom (*Liquidambar styraciflua*) 1930
- 3214 Schietwilg (*Salix alba*) 1900
- 1371 Els (*Alnus x spaethii*) 1950
- 4782 Zomereik (*Quercus robur*) 1920
- 1227 Zwarte populier (*Populus nigra*) 1900
- 1180 Gewone esdoorn (*Acer pseudoplatanus*) 1930
- 1169 Plataan (*Platanus acerifolia*) 1930
- 0007 Beverboom (*Magnolia soulangeana*) 1965
- 1053 Japanse notenboom (*Ginkgo biloba*) 1975
- 0983 Groenblijvende eik (*Quercus x turneri* 'Pseudoturneri') 1970
- 0984 Boomhazelaar (*Corylus colurna*) 1950
- 0868 Hollandse linde (*Tilia europaea*) 1940
- 0864 Haagbeuk (*Carpinus betulus*) 1940

Kunst

- A De Stedemaagd en monumentaal toegangshek, A. Linnemant en F. Schierholz
- B Verandering van richting, M. Manson
- C Diverse beelden (H. Krop) aan/onder Vondelbrug, P.L. Kramer, B. Merkelbach en P. Elling
- D Vrouw met schaal op hoofd (4), L. Braat
- E Vrouwen met kruiken (2), anoniem
- F Joost van den Vondel, L. Royer; voetstuk door P.J.H. Cuypers
- G Mama Baranka, anti racisme monument, N. Carrilho
- H Naaktfiguur, F. Sieger
- I Figure décapée, C. Nesjar; naar een ontwerp van P. Picasso
- J Kosmos, W. van Hoon
- K Teun de Jager, J. Bronner
- L Jubileumbank (geplaatst bij 75-jarig bestaan Vondelpark)
- M Cascade, S.N. Haber
- N Gedenkteken gefusilleerde verzetsstrijders, F. Jantzen



Fig. 5.2: Overview of the Vondelpark (Source: adjusted from Parq, 2009).

6 METHODOLOGY

6.1. INTRODUCTION

This chapter discusses the methodology of the empirical study undertaken in the Vondelpark in Amsterdam. As discussed in chapter 2, section 2.1, the field of tourism motivation is predominantly based in the qualitative interpretative sciences. This has also been demonstrated through the analysis of the selection of empirical studies from chapter 4, of which the majority has adopted qualitative data generation and analysis techniques (see table 4.1, page 42). Indeed there may be no revelation to this fact, as motivation is an extremely complex psychological aspect and quantitative approaches may not suffice for understanding the deeper underlying processes of motivation. ‘Qualitative research seeks out the ‘why’, not the ‘how’ of its topic through the analysis of unstructured information’ (QSR International, 2010). This makes qualitative approaches particularly useful for investigating motivation, which literally deals with the ‘why’. Qualitative research provides the opportunity to enter into a person’s inner world, and is particularly effective when detailed, rich accounts of these inner worlds need to be obtained. Detailed data gathering is required for this study as it involves an exploratory study and comparable data resources are absent (the specific topic of tourist motivation in urban parks has not yet been addressed). The lack of comparable data resources make quantitative methods such as pre-structured surveys relatively unreliable, as these methods rely on standardization forces and may possibly exclude what is most appropriate to many respondents. Since this study is concerned with deriving data on tourist motivations in the Vondelpark and accordingly comparing these data with the motivations classification model of table 4.3 (see page 49) and relating to the theoretical framework, qualitative research methodology needs to be applied. The study does not intend to generalize, nor does it intend to measure or derive any type of causal relationships from the data. Instead, the study focuses on understanding the individual motivations of real people in context. As Stephen Littlejohn (2008) mentioned: ‘persons can perceive reality outside them and represent that reality with language’. Language indeed forms a helpful means for capturing those complex inner processes such as motivation that are extremely difficult to grasp. In this sense, the use of observation as a data gathering tool does not qualify for capturing motivations either. For the purpose of this research then, in-depth interviewing has been chosen. In-depth interviewing provides several advantages. First of all, it enables a ‘focusing’ of the research effort to take place. It provides a more open and relaxed atmosphere for collecting information and allows the freedom to probe the topic of urban park motives and decision-making to such an extent that real insights can be obtained, which most likely will not emerge through a simple survey lay-out. This study seeks to provide insights from ‘thick descriptions,’ in the visitors’ own words, about their motives.

‘These thick descriptions, as outlined by Geertz (1973), consist out of detailed information about the process being examined from the viewpoints of the participants in the process’ (Dunne, G. et al, 2006, p. 9).

In-depth interviewing also offers several disadvantages. First of all, it is a time-intensive activity as compared to other data gathering tools such as surveys, not only regarding the interviewing itself, but also the transcription and analysis of the detailed data. Furthermore, people may not always mention the truth about their real motivation to visit the park (in particular when this motivation is personal and sensitive). Also, people may believe to perfectly know the reasons for their visit to the park, while in fact there may be other underlying motivations which they might be unaware of or incapable to express. As for this limitation, it however also depends strongly on the interviewing skills of the researcher. Probing is a strong tool that can be used to uncover the respondent’s unconscious motivations.

A final and significant disadvantage of in-depth interviewing is the chance of misinterpretation both during and after the interview. Although this is an inevitable downside of any type of communication, here again the interviewer plays an important role in preventing the chance of misinterpretation. This can be achieved by asking clear and open questions, using probing techniques and summarizing in-between.

This study has both a structured and an unstructured character. First of all, it involves the above described unstructured character of the in-depth interviewing during the data collection phase, and second, using labeling to structure the unstructured data during the data analysis phase. Although the in-depth interviewing itself has an informal and conversational character, this does not mean that it is completely unstructured: a topic list has been used to guide the interview. This ensures that the same general areas of information are collected from each interviewee, and at the same time leaves enough freedom to the interviewee’s priorities. Subsequently, the relevant data has been extracted from the interviews, reorganized and analyzed, while creating a link with the theoretical framework.

6.2. THE DATA COLLECTION

48 in-depth interviews have been carried out at the location of the Vondelpark in the month May and June with tourists who reside outside of the Netherlands (directly) prior to their visit at the park. Interviewing directly at the Vondelpark provides the advantage that the motivations are ‘active’, in other words: they are still fresh and clear to the respondent’s mind. Hence, little or no interference occurs with other intervening factors which may influence (the thoughts about) these initial motivations. As motivations constantly change in time, the motivations before visiting the Vondelpark are likely to differ from the motivations during or after the visit. For instance, a visitor to the Vondelpark, who’s prior intention is to explore the rose garden of the park, may change plans and decide to have a drink at the park’s restaurant instead as soon as it starts raining. Since the aim of this research is to explore the motivations *for* visiting the

Vondelpark, in other words, the motivations that direct a visitor towards the decision to visit the Vondelpark, the interviews have been conducted directly *prior* to the respondents' actual visit at the park, near the selected entrances of the park. The different data collection spots of the Vondelpark are shown in figure 6.1. Interviews were conducted at those entrances that offer access to both strollers and cyclists. The smaller entrances, which disallow access to cyclists, were excluded, since the group of cycling tourists forms a major user-group of the Vondelpark whose motivations may provide interesting insights.

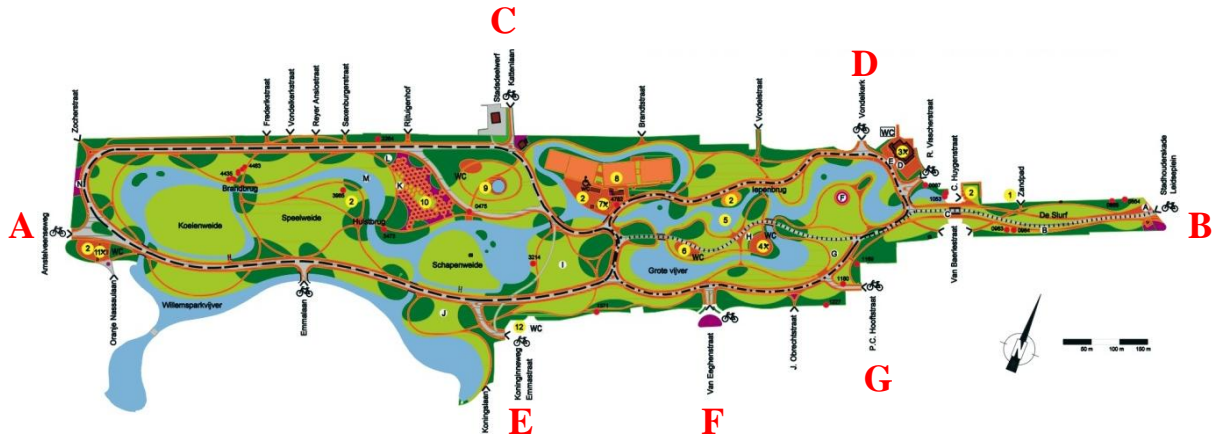


Fig. 6.1: The different data collection sites at the entrances of the Vondelpark (from A to G)

The data has not only been collected at different locations in the park, but also at different moments in time (changing dates and times, both during the week and in weekends) and during different weather conditions, to increase the variation of the answers and guarantee a trustworthy outcome of the research. The data collection was conducted during the summer period for the following reasons:

- During the summer period the amount of tourists in Amsterdam is by far the highest as compared to the other seasons;
- During the summer period parks are used more frequently for recreational activities due to the agreeable weather conditions and the extended hours of daylight;
- In the summer period the green is 'alive': the flora and fauna is growing and flowering abundantly.

The research target group comprises international tourists from all age categories who are staying in Amsterdam for a maximum duration of 3 months. The target group includes both first and multiple time users, and both individuals and groups of tourists. Hence, this study reflects upon both individual and group motivations. Many tourists travel in groups and make shared decisions to visit the Vondelpark. Moreover, tourists may not always visit the Vondelpark exclusively for personal reasons (e.g. taking their

children to the playground), although even in these cases some form of personal benefit will always be achieved (otherwise the act is not motivated).

The study focuses on both intentional and accidental use of the park. A great percentage of the Amsterdam visiting tourists may accidentally bump onto the park while touring through the city. The motivations of these accidental users to actually *enter* the park may provide useful information for answering the four main questions as stated underneath. Although the visit of accidental users is not planned, it is at all times motivated (just as in any decision).

The interviews were aimed at providing an answer to the following main questions (as derived from chapter 4):

1. What are the tourist motivations of cause for visiting the Vondelpark?
2. What are the tourist motivations of park features for visiting the Vondelpark?
3. What are the tourist motivations of activity for visiting the Vondelpark?
4. What are the tourist motivations of effect for visiting the Vondelpark?

In order to obtain all the required areas of information from each interview, a topic list has been constructed for focusing, which also includes the larger context of destination decision-making in Amsterdam, the personal characteristics of the interviewee and the general conditions of the interview (see annex 1, page 107). As mentioned in chapter 4, the outline of the topic list is directly based upon the division into the four key types of motivations (of the cause, of the effect, of the park features, of the activity) from table 4.3. These have been directly translated into four open-ended questions in order to reveal which groups of motivations are relevant per type, e.g.: ‘what are you planning to do in the park?’ may be asked to reveal the motivation of the activity. The interviews have been tape-recorded and accordingly transcribed. Two rounds of test interviews have been undertaken with a random selection of individuals to test the topic list and the order and depth of the questions, to discover if any essential components were missing, if probing techniques were used sufficiently, if the questions were stated neutrally and if answers were not influenced by the interviewer (= me). Surprisingly, the duration of the test interviews was much shorter than expected: the interviews took approximately 5 to 15 minutes each. In-depth probing was only needed rarely as the answers were clear and sufficient for answering each of the four types of motivations (push motivations of the effect, pull motivations of the cause, pull motivations of the park features and pull motivations of the activity). Since the responses from the first round of test interviews (which included three test interviews), were still rather average, a second round of test interviews was undertaken to further exercise the in-depth questioning and probing. After the test interviews, the actual in-depth interviews were carried out during 9 different days, which were spread over a period of 5 weeks. The data collection continued until no new types of motivations could be derived from the interview responses.

The data collection process accounted several limitations that should be mentioned. First of all, not all of the approached individuals were willing to participate in the research. Also, it was not always possible to halt cyclists who were racing through the park, particularly when this concerned groups of cyclists. Groups of cyclists who were on a guided tour were also difficult to approach since they were dependent on the planned scheme of the guide. Another difficulty occurred in the cases that the privacy of (groups) of individuals needed to be disturbed to be able to approach these people. Two clear examples are given by the gay tourists who came to the park for the gay cruising zone and a couple who were being intimate. Once approached, these groups nevertheless were willing to express their motivations for visiting the park. Another limitation of the research involved interviewing tourists who were under influence of drugs (marihuana). It occurred that one group of tourists was not capable of expressing their motivations due to the effects of drugs, and had to be excluded from the research. Two other groups under influence were included, although the drugs may have affected their responses to some extent. A final limitation was the language barrier between interviewer and interviewee. As a result, 2 groups of people were not able to join the research since they were not able to communicate in the same languages as the interviewer. To a smaller extent, some minor communication problems did occur between the interviewer and some of the research participants, although eventually the participants' perceptions and opinions were able to be clarified and transferred to the interviewer.

6.3. THE DATA PROCESSING AND ANALYSIS

Phase 1: transcribing and restructuring the data

The first step of the data analysis involves transcribing each of the interviews from the tape-recorders and notes, and breaking up or disassembling the information into structured, manageable pieces. First, the answers from the tape-recorders and notes were transcribed into text. Although the transcriptions of the interview comments reflect the literal words as stated by the respondent(s), these comments have already been partially broken up and restructured during the process of transcription. In addition, useless information has been erased. For each of the interviews, the respondents' answers have been structured into the following model (see also annex 2, page 109). The interviews have been numbered accordingly.

Interview ...

Date and time: ... Entrance: ... Weather: ...

Number of people: ...

Connection: ...

Duration of stay: ...

Mode of transportation to the park: ...

Mode of transportation in the park: ...

Walking distance from accommodation to Vondelpark: ...

Person 1: *age =..., gender =..., nationality =..., country of residence =..., ...th time visitor Amsterdam, ...th time visitor Vondelpark, occupation status =...*

Person 2: *age =..., gender =..., nationality =..., country of residence =..., ...th time visitor Amsterdam, ...th time visitor Vondelpark, occupation status =...*

Motivations to visit Amsterdam:

...

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

...

- *Motivation of the activities:*

...

- *Motivation of the park features:*

...

The first part of the model includes the general conditions of the interview and several personal characteristics of the respondent(s) and their visit. Including these characteristics is particularly relevant since they may be (directly) related to the respondents' motivations for visiting the Vondelpark. In order to understand the motivations for visiting the Vondelpark, it is also important to understand the larger context, hence understanding the motivations for visiting the city of Amsterdam (see also figure 3.2, page 37). That is to say, the two groups of motivations are strongly interrelated and should be studied mutually. Generally, the motivation to visit Amsterdam does not only precede and outshine, but will also influence the motivation to visit the Vondelpark. For that very reason the respondents' motivations for visiting Amsterdam have been included into the model.

The last part of the model involves the motivations to visit the Vondelpark, which are subdivided into the four types of motivations as discussed before (see chapter 4). For ease of action, the intrinsic motivations and the motivations of cause have been aggregated under one single heading as it appeared that they are strongly connected. Disconnecting these two types of motivations masks the respondents' account of the motivations to visit the park.

Interviews with tourist groups consisting out of more than 4 persons were classified under 'group characteristics'. Opinions of individuals within one group were stated as "person 1 thinks that..., person 2 believes that... etc.". Group opinions were stated as "they think that...".

Phase 2: labeling the data

The second step of the data analysis involves the complete extraction and labeling of each of the different sorts of motivations out of the text from the models. From the data, more than 475 citations (words or phrases) were extracted which each represented a

specific motivation. Accordingly, each of the citations was labeled. Table 4.3 from chapter 4 (see page 49) with the “motivations typology layout” was used as a helpful background instrument to assist in this time-consuming procedure of labeling the data. It should however be stressed that this table only served as an illustration of how the data *could* be labeled, and certainly not as a standard of how it *should* be labeled.

The labeling process concerned clustering similar citations (words or phrases) of respondents under the same headings. The three citations below for instance could be located under the heading ‘relaxation’:

“Peaceful... It just seemed like a really relaxed place and relaxed to bike.” (4)

“We just like to chill out in the park.” (18)

“But today we just wanted somewhere to relax...” (40)

The numbers in brackets refer to the number of the interview that can be found in annex 2. Sometimes remarks could be inserted under more than one heading. For example, the remark: *“I find the green very calming, very peaceful whenever you can come into a space like this, because it is removed from the city and all the cars and everything.”* can be classified into the categories of ‘relaxation’ and ‘escape’. The comment *“We are also meeting up with another friend here... and enjoying each other’s company and the other people in the park”* can be classified in the category ‘people’ from the ‘motivation of park features’ group and also in the category ‘socialization’ from the ‘motivation of the effect’ group. Phrases were frequently broken up into sets of words, which could be clustered under different headings.

Phase 3: reorganization of the categories and formation of subcategories

The third step involved a complete reorganization of the different motivation categories into the 4 groups of motivations (push motivations of the effect; pull motivations of the cause; pull motivations of the park features; pull motivations of the activity). Moreover, these categories were further subdivided into subcategories. The final outcome of phase 3 with the complete overview of the results of the classification can be found in annex 3 (page 149).

Phase 4: relating the motivation typology of the Vondelpark (annex 3) to the theoretical framework and to the motivation typology of table 4.3 (theoretical study)

In the final phase of the analysis, the derived motivation typology from annex 3 is further analyzed. Each of the categories and subcategories have been examined and discussed separately, while forming a link with the theories from chapter 2 and 3. In the final step, the complete motivation typology of the Vondelpark has been compared to the motivation typology of table 4.3 from chapter 4 in order to demonstrate the level of similarity between these two models.

7 RESULTS

7.1. INTRODUCTION

This chapter presents and explores the results of the data analysis as described in section 6.3. The outcomes of the analysis of the transcribed and reorganized data from annex 2, which are presented in annex 3 (page 149), serve as the basis for this chapter. In this chapter, the results will also be linked to the theoretical framework, with an emphasis on the theories of non-ordinary behavior, destination decision-making, and the cognitive process of motivation. Furthermore, the derived tourist motivation typology of the Vondelpark study will be compared to the motivation classification model of table 4.3 (page 49), thereby drawing conclusions on the applicability of this model to urban parks. Section 7.2 discusses the extracted tourist motivation categories and subcategories from the Vondelpark study. First, an overview is given in subsection 7.2.1 of the motivation categories and subcategories that were extracted from the data analysis, as aggregated into one table (with the same set-up as table 4.3). Subsequently, each of these categories and subcategories are discussed separately in subsection 7.2.2 (which focuses on the extrinsic motivations) and subsection 7.2.3 (which focuses on the intrinsic motivations). In section 7.3 finally, the derived tourist motivation typology of the Vondelpark is compared to the tourist motivation classification model from table 4.3.

7.2. MOTIVATIONS FOR VISITING THE VONDELPARK

7.2.1. THE TOURIST MOTIVATION TYPOLOGY OF THE VONDELPARK

The labeling of the phrases or words from each of the 48 conducted interviews revealed 37 categories and 24 subcategories of motivations as presented in annex 3. The final outcomes of the research with the different categories and sub-categories of the tourist motivations for visiting the Vondelpark have been summarized below in table 7.1 (with the same set-up as table 4.3). In the following subsection, each category and subcategory will be discussed separately and linked to the theories from chapters 2 and 3. The categories and subcategories are discussed per motivational group that they belong to, these are: ‘extrinsic motivation of the cause’, ‘extrinsic motivation of the park features’, ‘extrinsic motivation of the activity’ and ‘intrinsic motivation of the effect’.

TABLE 7.1: THE TOURIST MOTIVATION TYPOLOGY OF THE VONDELPARK

INTRINSIC / PUSH MOTIVES			EXTRINSIC / PULL MOTIVES	
MOTIVATION OF THE EFFECT			MOTIVATION OF THE PARK FEATURES	
LEVEL 1	LEVEL 2	LEVEL 1	LEVEL 2	MOTIVATION OF THE ACTIVITY
Relaxation	<ul style="list-style-type: none"> Intrinsic relaxation Direct recovery 	Comparison with other parks	Size of the park	Sitting/ lying down/ resting
Escape / regression	<ul style="list-style-type: none"> Freedom and space Safety and comfort Business and noise People Dirt and Pollution Variety Aesthetics Privacy and Intimacy Concentration and inspiration 	Information about the park Recommendations and guidance	Popularity of the park Aesthetics of the park Atmosphere of the park Weather Green / nature People Attractions / events Specific features	Walking/ biking / touring Sightseeing Sunbathing/ enjoying the weather Enjoying nature Enjoying cultural-historical features Enjoying events Eating / drinking / lavatory Using drugs (smoking marihuana) Social interaction Intimate / private / sexual behavior Watching people Reading & writing Sports and entertainment activities Learning (about the park)
Socialization / Belonging	<ul style="list-style-type: none"> Internal socialization External socialization 	Familiarity due to previous visit Accidental visit Passageway to another destination		
Novelty	<ul style="list-style-type: none"> Something new that one has to see Education 			
Entertainment		Locational motives Financial motives	<ul style="list-style-type: none"> Accommodation Other attractions 	

7.2.2. EXTRINSIC / PULL MOTIVES

❖ *MOTIVATIONS OF THE CAUSE*

The analysis of the data revealed 8 main categories and 9 subcategories of ‘motivations of the cause’ as listed underneath (see also annex 3):

- Comparison with other parks
- Information about the park: 1) Guidebooks
2) Maps
3) Internet
- Recommendations / guidance: 1) Recommendations by known people (relatives / friends)
2) Recommendations by unknown people (locals / experts / random)
3) Guidance by known people (relatives / friends)
4) Guidance by unknown people (an arranged tour)
- Familiarity due to previous visit
- Accidental visit
- Passageway to another destination
- Locational motives: 1) Accommodation
2) Other attractions
- Financial motives

Each of these categories will be discussed separately underneath.

Comparison with other parks

In chapter 2, the mental construction of space has been discussed along with the role that these mental spatial images play in the formation of motivation. From an information processing point of view, mental imagery is a strong anticipating and motivating force that directs behaviour. Each individual has a unique mental image of the concept ‘urban parks’. This image determines the way that the individual generally perceives urban parks. The mental construction of the concept ‘urban parks’ is influenced by a great variety of factors, which may include personal experiences, story-telling, or media-related information about these parks. The motivation to visit the Vondelpark is hence strongly influenced by the general perceived image of urban parks. This is also confirmed by the interview outcomes: 7 respondents expressed their motivation to visit the Vondelpark in relationship to other parks (see annex 3). Each of the respondents involved were first-time visitors of the Vondelpark and they had little prior knowledge about the Vondelpark. In these cases, the comparison with other urban parks was a way for the respondents to establish an image of the Vondelpark and to form an indication of what they might expect to find in the Vondelpark. An example was a group of Spanish tourists, one of whom mentioned (the numbers in brackets behind the citations refer to the numbers of the interviews found in annex 2).

“In Madrid, where we live, you have a famous park called Retiro, which is also in the centre of the city and seemed similar to the Vondelpark: central location, great atmosphere, a lot of people and lively, the lake, green etc. and we like this Retiro park very much, so we expected the Vondelpark to be something similar. We really like the Retiro, so we also wanted to visit the Vondelpark.” (23)

This comment expresses a positive association with urban parks due to personal experience with urban parks. The Spanish girl is familiar with another park in her hometown, which she enjoys visiting. The positive image of this park has formed an important motivation for visiting the Vondelpark.

On the other hand, negative associations with urban parks may actually trigger the motivation to visit the Vondelpark in the case that the Vondelpark does not conform to these negative associations. This type of motivation is expressed by the following respondent, who compares the availability of biking facilities in the Vondelpark (positive association) to the absence of biking facilities in the parks of her home country (negative association):

“We had the fair impression that the parks in Holland are more opened up and adjusted for biking than the parks in the UK. In the UK there are only a few parks where you can bike on certain paths, but in Holland it doesn’t seem to matter which park you are on, you can cycle on it anyway. Because I am older than my daughter, I also wanted a bit of a break and find some cool shade in between the biking, so that my daughter could carry on biking.” (19)

The motivation to visit the Vondelpark may also be caused by positive associations with other parks in Amsterdam that the respondent has visited during the trip. One of the respondents, an American woman, was pleasantly surprised by the beauty of another park in Amsterdam, and therefore she assumed that the Vondelpark would also be worth visiting:

“We were riding around the Beatrixpark and we realized that it was so beautiful that we should go and see the Vondelpark. The Beatrixpark was so pretty, all the lakes and fountains, the flowers, it was just really peaceful and beautiful, old trees, quiet.” (43)

The act of comparing between urban parks may in fact be part of the motivation to visit the Vondelpark. The following respondent had both positive and negative associations with urban parks. The respondent had no prior expectations about the Vondelpark, but was merely interested in exploring the differences between types of parks and learning more about them, thus broadening his perception of urban parks.

“I’ve lived in New York for a while around Central Park and I like the idea of recreational, sort of natural places in the middle of metropolitan areas and see how they are designed, how they are different and how people utilize them. In Central park,

people do all kinds of crazy stuff and it is all condensed. In San Fransisco, however, I went to the hanging gardens, but they were almost empty.” (40)

Summarizing and relating back to the theory, positive and negative associations with urban parks are commonly shaped by previous experiences with urban parks. Whether these associations are positive or negative depends strongly on the level in which the previously experienced parks were able to satisfy the individual's needs (see also figure 2.5, page 24). In this context, the Vondelpark may be compared to the individual's image of other (previously visited) urban parks, which in turn determines the level in which the individual is motivated to visit the Vondelpark.

Information about the park

In discussing the previous category 'comparison with other parks', the theory of mental construction of space has been addressed. As discussed in chapter 2, it is not necessary that a person has actually seen or visited a destination in order to create an image of this destination. Representations of the imagined destination can be attained through indirect perception. Using previous experiences and knowledge about other parks may contribute to the formation of a mental image of the Vondelpark (as demonstrated in the category 'comparison with other parks'). Indirect perception of the Vondelpark may however also be achieved through information about the Vondelpark itself. The study of the Vondelpark has revealed three types of indirect information about the Vondelpark that have played a significant role in the motivation to visit: maps, guidebooks, and internet information. The subcategory 'maps' was mentioned by 17 (groups of) respondents; the subcategory of 'guidebooks' was mentioned by 8 (groups of) respondents; and the subcategory of 'internet information' was mentioned by 2 (groups of) respondents (see annex 3 for the complete overview).



Several examples of citations of respondents are presented below to illustrate the relevance of information about the Vondelpark in determining the motivation to visit this park.

“We decided to see some special places from the tourist maps and guidebooks.” (30)
[Subcategory maps and guidebooks]

“We were looking at the map yesterday ... All we know about the park is that it is a big green belt on the map.” (11) [Subcategory maps]

“It is the fact that the park is highlighted on the map.” (19) [Subcategory maps]

“We also saw it on the map and decided to come to the park.” (14) [Subcategory maps]

“We read about the Vondelpark in the Lonely Planet guidebook, which showed some very nice pictures about the park.” (4) [Subcategory guidebooks]

“I knew it from all the reading that I have done.” (15) [Subcategory guidebooks]

“We read about the park in a guidebook: the book told about a special park and about its history and we decided to visit the park. The book said that the people in Amsterdam like this park and so we also wanted to go to the park.” (16) [Subcategory guidebooks]

“We read on a Brazilian internet site (blog) about the Vondelpark.” (31) [Subcategory internet]

In section 2.3.3, the spatial image-making and destination decision-making processes have been explored in relationship to environmental and social preferences / values. In this context it is important to note that the information about the Vondelpark will not motivate an individual to visit the park unless this information fits the personal preferences / values. In other words, the better the individual's knowledge about the park fits the personal preferences, the more motivated this person will be to visit the park. City marketing generally seeks to respond to these individual preferences by selling idealized images of spaces, which may be displayed in guidebooks, travel brochures or other types of advertisements. These idealized images are aimed at influencing the consumers' motivations and spatial decision-making. The following remark illustrates the influence of personal preferences in determining the decision to visit the park:

“We saw some photos of the park in the guidebook and decided to go here. ...It seemed very beautiful and magnetic, especially the water.” (14)

Recommendations and guidance

The previous category of ‘information about the park’ relates to information through *objects*, for instance: books, maps, computers, brochures, etc. Indirect information about the Vondelpark may also be acquired through *people* who offer recommendations or guidance. 17 (groups of) respondents have mentioned information through personal recommendations / guidance as factors that have influenced their motivation to visit the Vondelpark (for a complete overview, see annex 3). These 17 groups could be classified under the following 4 subheadings:

- 1) Recommendations by known people (relatives / friends)
- 2) Recommendations by unknown people (locals / experts / random)
- 3) Guidance by known people (relatives / friends)
- 4) Guidance by unknown people (an arranged tour)

The first group involved recommendations to visit the Vondelpark which were derived from people that the respondents knew personally, such as relatives and friends. A few examples:

“...and our friend Megan said that it was a good park to come to.” (18)

“Friends from Canada that have been in Amsterdam before said that the Vondelpark is a place that we have to see and a beautiful park.” (22)

“My daughter recommended this park. She said that I should walk along the borders of the park close to the houses, because it was an exceptional scenery: the view of the old and beautiful houses through the trees.” (41)

“We heard about the park before we came. Friends who visited Amsterdam before said that it was beautiful and awesome.” (42)

The second subcategory involved recommendations from people that the interviewee did not know personally, such as locals, experts, or other random people that were able to provide information about the Vondelpark (e.g. from the hotel or on the streets). This is illustrated by the following citations:

“I heard people talk about it before...” (18)

“... and also a girl from the hostel had been to the park yesterday and told us about it. She said that it was insane, that it was really crowded and that it was really a nice park.” (40)

“We got told about it by a Dutch lady. We were sitting in a café near the park, just up the road, and a Dutch woman advised us to go to the Vondelpark. She said that we should go to this park and that it’s a relaxing place and nice in the sun. We had no plans, so decided to go to the park and see what happens.” (20)

“...and the people from the hotel recommended the park...” (21)

The previous two categories both involve recommendations. Tourists may also be personally guided to the park by friends or family (these may also be tourists themselves), as is illustrated underneath:

“I know the city and want to show the city to my friend... I also wanted to show my friend around the park, to show her this famous big park of Amsterdam.” (1)

“We were actually sort of guided by the whole group to the park. The other guys know the nice places in the city.” (8)

“Our friend who is here in Amsterdam for business knew about the park and said that it was a very nice thing to see. He took us to the park.” (26)

While the guidance to parks may concern people known to the tourist (such as relatives and friends), it may also involve unknown people (in the cases below, this refers to an arranged city tour):

“It’s part of the tour. The class also walked around the park and had a short tour in the park. It’s part of the Amsterdam tour.” (10)

“Because this is one of the places where the tour stops: we are on a city tour, which also takes us through the Vondelpark. We chose the ‘Historic city tour’ at the tour operator called ‘Orangebike’, because we’re interested in the history of the city. The Vondelpark was part of the package.” (32)

The influence of other people seems to play a significant role in the motivation of the respondents to visit the Vondelpark. As addressed in section 2.2.3, storytelling may indeed have a great effect in determining the perception of space and consequently, motivation.

Familiarity due to previous visit

17 (groups) of respondents have stated that the motivation to visit the Vondelpark was directly related to their familiarity with the park due to previous visit(s). This category involves spatial image-making generated by *direct* perception of space (see also section 2.3.3): the person has physically been in the destination before. Real-life experiences are key factors that play a crucial role in determining whether the person involved will decide to revisit the park. Images of previous visits to the park may create positive or negative associations with the park, and positive images may motivate an individual to revisit the park. As the respondents concerned made the decision to revisit the Vondelpark, their motivations are primarily expressed in positive associations, as is illustrated by the following citations:

“We were already here in the park earlier today. It was really nice. We are planning to go back in the park later on this evening, because we really liked it.” (24)

“We really liked it yesterday: really pretty, super chill, lots of people... so we decided to come back today.” (42)

“So we thought that the park was a good place and I knew that the park was here, because I have been here two times ago and I remembered that it was very nice.” (37)

“We already visited the Vondelpark twice before since we have been here in Amsterdam. We decided to come back to the park because we enjoyed it so much, it is really relaxing.” (39)

Two other groups of respondents mentioned that, although they had visited the Vondelpark before and were familiar with the park, their reason to revisit the park was caused by the fact that they were only familiar with certain parts of or activities in the park. The motivation for the revisit was based on the desire to experience other parts or activities from the park that they had been unable to experience in their previous visits, thereby pointing to unfamiliarity with aspects of the park. This relates to the intrinsic

motivation category of ‘novelty’, which will be discussed in section 7.2.3. The personal desires together with the perceived image of the previous visits directly influence the expectations and motivations for visiting the Vondelpark.

“We came to the Vondelpark 4 days ago, when we just walked in a little way and then walked back out. So we were already here by foot and decided to hire the bikes and come back. The first day when it got sunny when we came to the Vondelpark, we came in and sat for a while, but it is really big for walking the whole park. So that’s why we hired the bikes and came back.” (43)

“We already saw people coming and biking in the park before, so we decided that that would be a good thing to do as well.” (19)

Accidental visit

While many tourists plan their trip to the Vondelpark in advance, other tourists may simply ‘bump into’ the park by means of chance while they are touring through the city and make an on-the-spot decision to enter and explore the park. Whereas this type of accidental visit is not pre-planned, it is nevertheless motivated and has therefore been included in the study. Accidental visits refer to short-term motivation and decision-making processes. Whether the motivation concerns a short-term or long-term decision, it nevertheless needs to undergo the same series of phases of destination decision-making as described by Clawson & Knetsch and Olivia Jenkins in section 2.3.3 of the theoretical framework. The data analysis recorded 7 cases of accidental visits. The following selection of citations illustrates this category:

“I took a tram to my hostel, dropped my baggage and decided to go into the city and just walk around and see where it takes me. I just happened to walk against this park. I didn’t know about it before.” (7)

“I was just waiting for the boat tour, which is across the street, and I noticed the park and decided to have a quick look. I was just walking, I just like walking, and looking, finding things.” (13)

“We were just walking around the Leidseplein and happened to find this park.” (35)

“We haven’t really looked at the map, but we don’t like to plan. Most tourists like to plan out everything, but it takes out the element of chance, what you’ll find and that is just as vital and interesting. So we are leaving it up to chance, just see what we will see. That’s part of the fun, the unexpected.” (40)

“Because it was Saturday and I was looking all over town for a nice hostel and a few guys advised me to go to the Stayokay hotel, because it is a huge hotel. And I found the park somehow.” (48)

Passageway to another destination

6 respondents mentioned that their main motivation to visit the Vondelpark did not apply to the actual visit of the Vondelpark itself, but that the visit solely served to use the park as a passageway to another destination. A few examples:

“We are trespassing through the park on our way to the van Gogh museum. The Vondelpark is a faster way to get to the museum by foot...” (3)

“Now we are going back to the hotel to get our luggage to go to the airport to catch our flight back home. We are actually a bit in a hurry. We are walking through this park right now because it is the fastest way to get to the hotel. ... Before we also walked through the park, because it was on the way to the city.” (9)

“And we are staying somewhere on the other end of the park and we just decided to walk through the park on our way to the city.” (27)

“Now I am only going to bike through the park because it is on my way to my hostel, which is directly next to the park.” (48)

For this category the question arises whether the visitors can actually be considered ‘users’ of the park in the touristic sense of the word. The Vondelpark is not the actual destination and is used primarily as a shortcut. It may be doubted whether these visitors are actually appreciating the park as a landmark or a place that they would return to. Some of the respondents have however stated their motivation to use the park as a passageway as linked to their appreciation of the park itself (see below). For this very reason the category of ‘a passageway to another destination’ has been included in the tourist motivation classification model.

“The Vondelpark is a fast way to get to the museum by foot, but also because it is a nicer walk through the park. It is also not so dangerous as the city because there are no cars. And there are less people and less noise, not so dirty. Just relaxing.” (3)

“It is also very beautiful and relaxing to walk through. It is very peaceful, and when you walk through this park you feel healthy.” (9)

Locational motives

For a great number of interviewees, the location of the Vondelpark played a crucial role in determining their motivation to visit the park. In total, 30 comments could be classified under the category of ‘locational motives’. Locational motives relate to the motive of convenience and accessibility. As outlined in chapter 5, the location of the Vondelpark right at the foot of the touristic heart of Amsterdam is an important factor contributing significantly to the immense popularity of this park for the visiting tourists. The locational motives of the Vondelpark revealed two subcategories of motives. The

first type of motivation concerned the location of the park close to the tourist accommodation, which was mentioned by 10 (groups of) respondents:

“The hotel is very near, it is in Marriot, and we have the view from the room on the park.” (12)

“The park is not far away from the hotel, about ten minutes away from the hotel, so it was easy to get to the park.” (19)

“The park is very close and the people from the hotel recommended the park, because it is close...” (21)

“The hostel is nearby: it is directly next to the park.” (24)

“And we are staying somewhere on the other end of the park and we just decided to walk through the park on our way to the city.” (27)

A second subcategory involved the convenience of the location of the park near other attractions. This category has been supported by 20 comments. Frequently mentioned factors involved location of the museums, the ‘Leidseplein’, the historic city center, a boat tour stop in front of the main entrance of the park, and shops and restaurants. These attractions are all within walking distance from the Vondelpark. Some examples:

“And I was in the area, so I thought that I would stop by.” (6)

“It was mainly because the park was close, because we were near the Leidseplein.” (8)

“I went to the Van Gogh museum and the Rembrandt museum, ... so I decided to stop here on my way back to the city.” (15)

“And we took the canal boat ride, which stops in front of the park, so it’s also close-by.” (36)

“Today we were at the Van Gogh museum and decided to go to the park, which was nearby. ...and it is near the museums that we were going to...” (38)

“The shop is close to the park.” (41)

“We were also already in the middle of the city, so it was closer.” (18)

“We were sitting in a café near the park, just up the road.” (20)

“The ‘I am Amsterdam’ sign is on the way, so we are going to see that. ... And we were also close to the park.” (23)

Financial motives

The accessibility of the Vondelpark is not only influenced by locational motives, but also by financial motives. A fundamental characteristic of the Vondelpark and of all public urban parks is that these parks are freely accessible to all groups of people in society, whether visitors or locals, rich or poor etc. The free accessibility of the Vondelpark may be a motive for tourists to visit the park, as was affirmed by two groups of respondents. The first group involved a group of backpackers who were running out of money and used the park as a sleeping place to save money from expensive accommodation:

“We actually got quite stoned and drunk yesterday and decided to sleep in the park. The hostels here are so expensive and we are running out of money. The park is free... Next to the park is also the Stayokay hostel, where we take free showers.” (35)

The second group involved a group of children on a school excursion, of which the teacher mentioned that having lunch in the park was cheaper than in the restaurants:

“It’s also cheaper, because the park is free and they offer prepared lunches. We want to keep the trip cheap for the scholars.” (10)

❖ **MOTIVATIONS OF THE PARK FEATURES**

Pearce (1982) indicated that varying types of environments satisfy different types of needs for travelers (see also section 2.3.3 of the theoretical framework). The spatial setting of urban parks includes specific features that may contribute to satisfying the needs of tourists. The level to which these features may contribute to satisfying specific tourist needs determines the driving factor and the motivation to visit the park. Through the study of the Vondelpark, a typology of ‘motivations of the park features’ was generated. These motivations could be classified into general and more specific motivations. The general motivations of the park features included 8 main categories (see also annex 3):

- Size of the park
- Popularity of the park
- Aesthetics of the park
- Atmosphere of the park
- Weather
- Green / nature
- People
- Attractions & events

First of all, each of the eight categories of general motivations of the park features will be discussed. Subsequently, more specific motivations of the park features are examined.

Size of the park

For 7 (groups of) respondents, the size of the Vondelpark played a role in the motivation to visit the park. The Vondelpark is the biggest park of Amsterdam and this contributes to the popularity of the park.

“Because it seems like a very large park. So I was curious about this big park in the middle of the city.” (6)

“Also, because the Vondelpark is the biggest green spot in Amsterdam.” (1)

“We literally walked in: all we know about the park is that it is a big green belt on the map, so we decided to see it.” (11)

“I heard that it was a huge park.” (15)

Popularity of the park

Another characteristic of the Vondelpark which played a role was the popularity of the park. The notion that the Vondelpark is the most famous park of Amsterdam played a role for 4 (groups of) respondents as illustrated below:

“It is the most popular park of Amsterdam.” (18)

“It is quite a famous thing, the park.” (26)

“It is quite well-known.” (34)

Aesthetics of the park

An important category of the ‘motivation of the park features’ that was extracted from the data concerns the aesthetical features of the Vondelpark, which was mentioned by 19 (groups of) interviewees. The aesthetics of the park was frequently associated with the green character of the park. The green character is a key characteristic that distinguishes urban parks from the rest of the city. A few examples of citations from the aesthetics category are illustrated below:

“Friends from Canada that have been in Amsterdam before said that the Vondelpark is a beautiful park, so we decided to visit the park. We just wanted something nice to see.” (22)

“We saw some photos of the park in the guidebook. It seemed very beautiful and magnetic, especially the water.” (14)

“It seemed like a very beautiful park, so we decided to walk in.” (44)

“For the green, because it is beautiful and nice to walk around.” (1)

“We were riding around the Beatrixpark and we realized that it was so beautiful that we should go and see the Vondelpark. The Beatrixpark was so pretty, all the lakes and fountains, the flowers, it was just really peaceful and beautiful, old trees, quiet.” (43)

“The park is really beautiful to bike through...” (32)

“We knew that it was beautiful and obviously it is. ... Also, another friend told us that it is beautiful.” (29)

“We really liked it yesterday: really pretty.” (42)

“Because the park is beautiful.” (34)



Fig. 7.1: Admiring and being inspired by the natural beauty of the Vondelpark.

Atmosphere of the park

The overall atmosphere of the Vondelpark has been mentioned by 5 (groups of) respondents to affect their motivation for the visit, as displayed below:

“...and enjoy the atmosphere.” (8)

“Great atmosphere...” (23)

“We love the atmosphere of the park...” (28)

“Good vibe.” (33)

“We like the park very much, because of all people, the green, the whole atmosphere. It’s just so lively.” (35)

Weather

Weather has proven to be a strong motivator for visiting the Vondelpark. The motivation of weather is supported by 19 (groups of) respondents. Urban parks are a type of recreational outdoor space. The combination of outdoor and recreational aspects of these parks make them particularly attractive to tourists during agreeable weather conditions. Similarly, urban parks provide space and resting facilities to be able to fully enjoy the weather (this as contrasted to many other spaces in the city, which are often too compact, crowded or hectic). While most urban spaces are multifunctional, the primary function of parks is recreation. The specific recreational functions of urban parks characterize them as a setting in which certain types of behaviors may be acceptable, whereas in other parts of the city they might not be accepted. This is particularly relevant for the aspect of weather, which often involves the activity of sun tanning. On hot summer days the Vondelpark is crowded with people wearing bikini’s

and shorts, a type of clothing that would be inappropriate to wear in most other parts of the city.

“We decided that if the sun would shine, we would go to the park. Otherwise we would have gone to the Van Gogh museum. It depends on the weather how long we will stay in the park. If it stays sunny, we will stay longer.” (1)

“And we thought that maybe if the weather would be fine today, that we would go and visit the park.” (11)

“Also to enjoy the weather in the park, because it is nice today. We hadn’t expected the weather to be so nice, because the weather forecast said that it would be cloudy and no sun. Otherwise we wouldn’t have come to the park.” (12)

“And we decided to visit the park, because it is nice weather. We are waiting for the museums until it starts raining.” (16)

“...and we like to hang out in parks in the sun. On a nice sunny day like today the museum was not such a nice idea, because on a sunny day, for leisure and spend some time near the green, it is good to relax.” (31)

“It was really a sunny day, so later on we went back to the park again...” (35)

“Today I will probably not go in the park, because it is raining, but maybe I will later on.” (48)



Fig. 7.2: Enjoying the weather. The type of clothing accepted in the Vondelpark on sunny days may not be appropriate in other parts of the city.

The remarks above relate to sun seekers. On the contrary, 2 respondents articulated their motivations in terms of avoiding the sun:

"...and find some cool shade." (19)

"I just bought a book and thought that it was nice weather to stay out without getting sunburned." (41)

Love for the green / nature

The green and natural character distinguishes urban parks from the rest of the city. This unique character may drive tourists to visit parks. The green character is strongly related to intrinsic motives such as relaxation, escape, regression, etc. (see section 7.2.3). 13 (groups of) respondents have mentioned the green / nature to have determined their motivation to visit the Vondelpark:

"We came here for the green." (1)

"Anytime that I am in a city, I know that I need to find a bit of greenery. I always look for parks when I am in a city." (11)

"Because I prefer to be close to the nature."

"And I like gardens. I like any type of gardens. I am an outdoor person. I like looking at the nice architecture from here. I love plants, I like flowers, I like to see what's coming out. I have a big garden in Australia. Australia is a bit different from here, most of us have big gardens, so we are used to green around us." (13)

"I always like to go and find the nice green spaces when I visit a city. I read that it was one of the true green spaces in the city, so I decided to check it out." (15)

"We came here because we wanted to be in a park. Contact with the nature. We like the nature, because it is alive." (37)

"We are from Curitiba in Brazil, where there are a lot of parks and we like to hang out in parks in the sun. ...and spend some time near the green." (31)

People

People are an important factor in the Vondelpark (as stated 12 times) since they influence the overall touristic experience – whether this relates to merely observing people or actually connecting to people. The commonly shared activity of the Vondelpark is 'recreation', which creates a certain sense of unity between people and defines the behavior setting of the urban park. The 'people' factor connects to the intrinsic motivation of socialization, which is discussed in section 7.2.3.

"We are here to see people." (31)

"Yesterday we just passed by the park very quickly and saw a lot of people, so that was the reason to be here today." (46)

“...and enjoying the other people in the park.” (18)

“There were lots of people, so we decided to join in... We like the park very much, because of all the people, ... It’s just so lively.” (35)



Fig. 7.3: On a sunny day plenty of people visit the Vondelpark to enjoy the weather, socialize, have a picnic or merely take a rest.

Attractions / events

The availability of attractions and events in the park has motivated 5 (groups) of respondents to visit the Vondelpark. This category relates to the intrinsic motivation of entertainment as discussed in section 7.2.3. The following statements give an illustration:

“We also heard that there are shows in the park in the summer in the weekends, so we wanted to see if anything is on.” (29)

“And also because of the areas and attractions which are around in the park.” (19)

“We know that there are some open theatre activities in the weekend, but then we will already be back in Germany unfortunately.” (27)

“We heard that there was a horse riding school in or near the Vondelpark.” (40)

“I heard that there is something for everyone and that there are lots of things throughout the whole park.” (34)

Specific park features

The eight above described categories of park features refer to general categories of park features, such as green, people, atmosphere, weather. These general features are relevant to most urban parks. More specific and unique features of the Vondelpark, such as the rose garden, the music dome, or the 'Blauwe Theehuis', were hardly mentioned. When asked what specific elements or features of the park they were planning on seeing, most respondents' answers remained fairly broad and limited to general remarks such as "we don't know yet", "all over the park", "we will see where it takes us", or "we don't really know anything about the park, we don't know what to expect in the park". Most first-time visitors to the Vondelpark had little or no prior knowledge about the actual elements and attractions inside of the park. The majority of the interviewees had only seen the Vondelpark on a map or read a very limited amount of information about the park in one of the city guidebooks. Others accidentally bumped into the park and had no idea what to expect at all. A few exceptions nevertheless occurred where respondents specifically pointed to particular features of the Vondelpark. This concerned either multiple-time visitors to the park or visitors that had been able to acquire detailed information about the park from other sources (such as advice from locals or friends). Most people have general ideas of what to expect in a park, as many parks have similar features. The spatial image-making of urban parks in this sense plays a crucial role in determining the motivation to visit the Vondelpark. Several examples of specific 'motivations of park features' are stated on the following page.



Fig. 7.4: Attending a musical show at the open air theatre.

“...and of course this is the gay area of the park (located around the rose garden), so that’s why we came here.” (28) [These visitors knew about this area in the park because they had been there before.]

“We want to have dinner and we read that there are eating possibilities in and around the park... we read on a Brazilian internet site (blog) about Amsterdam. It is from a Brazilian guy who has lived in Amsterdam for a few years.” (31)

“After the soccer we will go to the ‘Blauwe Theehuis’ and have a bunch of beers again.” (33) [These interviewees knew about the ‘Blauwe Theehuis’ because they have been there before.]

“I also want to walk to see the botanical plants because I just read that it is special.” (41) [The interviewee read it on an information sign about the Vondelpark.]

❖ MOTIVATIONS OF THE ACTIVITY

While most motivations of the park features were stated in general terms, such as ‘aesthetic’ or ‘atmospheric’ motivations (as opposed to more specific park features such as ‘the movie house’ or ‘the rose garden’), most tourists were fairly specific about what they wanted to *do* in the park: the motivation of the activity. The motivations of the activity are strongly related to the motivations of the park features. Furthermore, the motivation of the activity generally precedes the motivation of the park features: people intend to do specific things and then search for settings that include those features that may satisfy their needs of activity. For example, if a person feels like playing Frisbee he or she may become motivated to visit the park on the condition that it provides the features (such as space, lack of traffic, people etc.) that would enable the person to play Frisbee. The analysis of the data revealed 15 categories belonging to the group of ‘extrinsic motivations of the activity’ as listed underneath.

- Walking / biking / touring
- Sitting / lying down / resting
- Sightseeing
- Sunbathing / enjoying the weather
- Enjoying nature
- Enjoying cultural-historical features of the park
- Enjoying events
- Eating / drinking / lavatory
- Smoking marijuana / using drugs
- Social interaction
- Intimacy and sexual intercourse
- Watching people
- Reading and writing
- Sports and entertainment activities
- Learning (about the park)

As stated above, the categories of ‘motivation of the activity’ show strong connections with the categories of ‘motivation of the park features’. Therefore, some of the categories of the ‘motivations of activity’ will not be discussed thoroughly, but will be directly referred to the categories which they relate to in the ‘motivations of park features’ group. An example: the remark “because I prefer to be close to the nature” both fits the motivation of park features category ‘green / nature’ and the motivation of activity category ‘enjoying nature’.

Walking / biking / touring

This category was significant to nearly all research participants. Walking and biking are by far the most popular means of transport through the park. A few examples:

“We just wanted to walk around the park.” (22)

“We just want to ride around and see.... We just wanted to get away from the business of the city and to be able to get a bike. It is nicer to bike around a park, because you can bike freely around.” (4)

“But today we just wanted somewhere to relax and just walk around. We already did a lot of walking the last couple of days, so we are rather tired. But we like walking.” (40)

“...then rent a bike in the park and bike around, because we are tired of walking.” (31)

Sitting / lying down / resting

This category was also relevant to most research participants and is strongly related to the ‘relaxation’ factor of the park. The category was frequently mentioned in combination with activities such as walking or biking. This demonstrates the important restorative function of the Vondelpark, which provides the possibility to recover from both activities in the park and activities in the city.

“Then we decided to lie in the grass for a bit.” (17)

“I am just sitting in the grass and reading and watching over the luggage, while the rest is off for a walk in the park to let the children run around and play.” (21)

“So we cycled a bit around the park, sat down and had a rest. ...Everything is peaceful about this park, nice grass to sit on, relaxed to sit here and enjoy the sun. Near the lake it is also very relaxing to sit. ... It is just to sit and relax really. We are not here for any activities, just sit, eat and relax.” (26)

A special case that also belongs to the category of ‘sitting / lying down / resting’ involved a group of backpackers who used the park for sleeping:

“We actually got quite stoned and drunk yesterday and decided to sleep in the park. The hostels here are so expensive and we are running out of money.” (35)

Sightseeing

The motivation of ‘sightseeing’ was significant to all research participants. This may be to no surprise as tourism involves exploring settings that are removed from the mundane living environment. Variation in visual stimulation is essential to human beings since it stimulates the brain and contributes to general health. These benefits in turn help to explain the motivation of sightseeing. The category of sightseeing relates to the intrinsic motivation category of ‘novelty’, which will be discussed in section 7.2.3.

“... just that we have seen the park.” (5)

“I was just waiting for the boat tour, which is across the street, and noticed the park and decided to have a quick look.” (13)

“... and we decided to see it.” (11)

Sunbathing / enjoying the weather

This category of the ‘motivation of the activity’ is directly related to the category of ‘weather’ from the ‘motivation of the park features’ group as discussed before. For a general discussion and examples of citations that relate to this category, see page 75.

Enjoying nature

This category of the ‘motivation of the activity’ is directly related to the category of ‘green / nature’ from the ‘motivation of the park features’ group as discussed before. For a general discussion and examples of citations that relate to this category, see page 77.

Enjoying cultural-historical features of the park

This category of the ‘motivation of the activity’ is directly related to the category of ‘attractions / events’ from the ‘motivation of the park features’ group as discussed before. For a general discussion and examples of citations that fit this category, see page 78.

Enjoying events

This category of the ‘motivation of the activity’ is directly related to the category of ‘attraction / events’ from the ‘motivation of the park features’ group as discussed before. For a general discussion and examples of citations that relate to this category, see page 78.

Eating / drinking / lavatory

The category of ‘eating / drinking / lavatory’ was a frequently mentioned motivation of the activity. The Vondelpark is not only used for eating / drinking in the provided restaurants and cafes of the park, but the park is also frequently used by tourists for picnicking / barbecuing in the open air. Some examples:

“We want to have dinner and we read that there are eating possibilities in and around the park. ... And we read that the Vondelpark is the best place for eating something around.” (31)

“So we decided to buy some food and drinks and go in the park and celebrate the birthday.” (8)

“Have lunch in the Vondelpark.” (10)

“... go for a quick pee.” (17)

“Having a picnic dinner.” (18)

“...and drink some drinks in the café of the park.” (24)

“And we wanted to do a barbecue.” (26)

“To eat, drink.” (8)

“After the soccer we will go to the ‘blauwe theehuis’ and have a bunch of beers again.” (33)



Fig. 7.5: Having some refreshing drinks at the ‘Blauwe Theehuis’ restaurant

Using drugs (smoking marihuana)

Several respondents have mentioned that their motivation to visit the Vondelpark was to smoke marijuana. These respondents often mentioned smoking or using drugs in the park as directly related to the intrinsic motivation of ‘relaxation’, which is discussed in section 7.2.3. The calming effect of the park appears to enhance the effects of the drugs.

The citations underneath relate to marijuana, which is a legal soft drug in the Netherlands.

"We are here for smoking." (47)

"To have a smoke in the park." (12)

"We already smoked before coming to the park and we will smoke some more in this park. The park is very calm and relaxing and perfect for smoking." (29)

"...so later on we went back to the park again to smoke." (35)

Social interaction

The category of 'social interaction' from the extrinsic 'motivation of the activity' is directly related to the category of 'socialization and belonging' from the intrinsic 'motivation of the effect', which will be discussed in section 7.2.3. For a general discussion and examples of citations that fit this category, see page 90.

Intimate / private / sexual behavior

Intimate or private behavior was mentioned by 2 groups of respondents. The first involved intimacy between a couple that wanted to spend time together in a park:

"We think that the park is very romantic and you can be more close with each other." (17)

The second example involved a few men who went to the gay cruising zone to get in touch with other gay men:

"We are here to meet other men." (28)

Watching people

The category of 'people watching', which corresponds with the category of 'people' from 'the motivation of park features' group, was found to be an important motivation to visit the park, as is illustrated by the following examples:

"I like to watch when people walk their dogs." (41)

"...and see how Dutch people enjoy themselves." (6)

"We really liked it yesterday: lots of people..." (42)

"Nice people around..." (29)

Reading and writing

Reading or writing was described by a few respondents as a motivation to visit the park. This activity is strongly related to the relaxation factor of urban parks, which offers an ideal setting to concentrate and to be able to be inspired.

“The main reason is that we wanted to write something for each other, to write what I think about her and what she thinks about me.” (37)

“I decided to sit and read in the park.” (41)

“...and reading...” (21)



Fig. 7.6: A tourist reading in the Vondelpark

Sports and entertainment activities

The topic of sport and entertainment activities has been brought up several times, which directly relates to the recreational function of urban parks.

“...to play Frisbee and hackyzacky.” (39)

“...and make some music.” (35)

“Whenever I go to a city I like to find a place where I can go jogging, so that would be a place like this... I also wanted to check out if it is possible to go running here.” (17)

“...to let the children run around and play. It is a nice place for children to play.” (21)

“For playing soccer.” (33)

“Horse riding.” (40)



Fig. 7.7: Entertainment activities. *Left:* making music. *Right:* playing acrobatic games.

Learning (about the park)

This category of the ‘motivation of the activity’ is directly related to the category of ‘novelty / education’ from the ‘intrinsic motivation of the effect’ group which will be discussed in paragraph 7.2.3. For a general discussion and examples of citations from this category, see page 96.

7.2.3. INTRINSIC / PUSH MOTIVES

In the previous section, each of the categories and subcategories from the three groups of extrinsic or push motivations (of the cause; of the park features; of the activity) have been discussed. This section elaborates on the found outcomes of intrinsic or push motivations. As discussed in section 2.3.4 of the theory, push motives generally precede the pull motives (see also chapter 4, figure 4.1). While push motives are the deeper underlying motives that are aroused within an individual, pull motives are directly triggered by external factors. Both push and pull motives serve to satisfy the intrinsic needs. An example: a tourist that just arrived in Amsterdam is exhausted after a long flight and feels an intrinsic need to relax (intrinsic motivation). The tourist observes from a map that a park is located near the hotel (extrinsic motivations of the cause). He decides to leave the hotel and visit the park in order to find a quiet spot in the grass (extrinsic motivation of the park features) to be able to lie down, take a rest and enjoy the nature (extrinsic motivations of the activity). This example also demonstrates how the four types of the motivations are connected to each other. While the four types of motivations have been discussed separately, it is important to realize that they work mutually in directing towards satisfaction of the individual's needs.

From the analysis of the data 5 categories and 15 subcategories of intrinsic motivations were extracted as listed underneath (for a full overview, see annex 3).

- Relaxation: 1) Intrinsic relaxation
 - 2) Direct recovery - Beginning of trip
 - End of a trip
 - A big night out
- Socialization: 1) Internal socialization
 - 2) External socialization
- Escape: 1) Freedom and space
 - 2) Safety and comfort
 - 3) Business and noise
 - 4) People
 - 5) Dirt and pollution
 - 6) Aesthetics
 - 7) Variety
 - 8) Privacy and intimacy
 - 9) Concentration and inspiration
- Novelty: 1) Something new that one has to / wants to see
 - 2) Education
- Entertainment

Each of these categories will be discussed separately.

Relaxation

The term relaxation was a constant respondent theme and has shown to be one of the most important intrinsic motivations for visiting the Vondelpark. In total, 45 out of 48 comments could be classified under the category of ‘relaxation’. The relaxation factor and the natural character of urban parks are strongly interrelated. Much research has confirmed the beneficial effects of natural environments, which may include relief of stress and recovery of mental and physical fatigue (for general references, see: Natuur en gezondheid, 2004 In Raad Landelijk Gebied, 2009). These beneficial restorative effects correspond directly to the relaxation element of urban parks. On one side, the relaxation factor is amplified by the recreational function of the Vondelpark, including the natural character and the availability of a great variety of attractions. On the other hand, the relaxation factor is intensified by the absence of factors which may cause stress and fatigue, factors which are more explicitly present within the city of Amsterdam (e.g. traffic, crowdedness, noise, visual overstimulation, movement etc.). As an effect, parks may be conceived as an oasis of peace within the hectic city. This contrast may stimulate the motivation to move from the city towards the city park (see also the intrinsic motivation of ‘escape’, page 91). Besides the relaxing features of the park (e.g. the green), it is also the type of activities that may be undertaken in the park which stimulate the process of relaxation (e.g. sports, playing activities, entertainment, etc.). The research data exposed two types of relaxation: ‘intrinsic relaxation’, which refers to a mental state rather than a purely physical form of relaxation, and ‘direct recovery’, which relates to recovery from physical exhaustion or fatigue.

The first subcategory of the motivation of relaxation, ‘intrinsic relaxation’, was supported by 30 citations. The following selected citations illustrate how the relaxation factor is directly related to the features or activities within the park:

“For the green, because it is relaxing.” (1)

“Just relaxing.” (3)

“Peaceful... It just seemed like a really relaxed place and relaxed to bike.” (4)

“...and see how Dutch people enjoy themselves, relaxing.” (6)

“It is also very relaxing to walk through. It is very peaceful... very relaxing.” (9)

“We just like to chill out in the park.” (18)

“We decided to go somewhere where it is peaceful. Everything is peaceful about this park, nice grass to sit on, relaxed to sit here. ...and so just to sit and relax really. We are not here for doing any activities, just sit, eat and relax. Near the lake it is also very relaxing to sit.” (26)

“I thought it was a good place to rest for a while... because the park is peaceful.” (17)

“That it’s a relaxing place.” (20)

“It’s relaxing because you only hear the peaceful sounds of nature...” (21)

“It is more relaxing to smoke in a park, because there are no cars, there’s no traffic, nothing. Only the trees, the grass, the birds and the bicycles. First relaxing in the park, then shopping, which can be quite exhausting indeed.” (12)

“We are here for relaxing.” (28)

“So quiet, so calm. We already smoked before coming to the park and will smoke some more in this park. The park is very calm and relaxing and perfect for smoking. We just want to relax in the park.” (29)

“For leisure and to spend some time near the green, it is good to relax. ... We are here to relax. We were trying to find some relaxing places in Amsterdam and we read that the Vondelpark is the best place to relax.” (31)

“But today we just wanted somewhere to relax...” (40)

“It’s really relaxing.” (41)

“Super chill.” (42)

“...it was just really peaceful. ... The park is restful, peaceful, for the quiet.” (43)



Fig. 7.8: The peacefulness of the Vondelpark enhances the feeling of intense relaxation.

A second subcategory of relaxation concerns ‘direct recovery’, which is supported by 15 citations. Three types of direct recovery could be extracted from the data: ‘recovery in the beginning of the trip’ (5 citations), ‘recovery at the end of the trip’ (9 citations), and ‘recovery from a night out’ (2 citations). In the beginning of their trip to Amsterdam, tourists (and especially long-distant tourists) are often exhausted and need

to recover from the associated journey to Amsterdam. On the contrary, many respondents indicated that they were fatigued upon the end of their trip to Amsterdam from the tourist activities and exertions expended in the city. By the end of their stay, most tourists have already visited the planned attractions of the city and use their last day just to relax and recover from fatigue before travelling back to their country of residence. The final type of direct recovery involved recovering in the Vondelpark the day after spending a night out in the city. A few examples of each of the three types of recovery are shown underneath:

Beginning of the trip:

“Today we have been travelling, we just travelled from deep in Greece this morning and so we were tired and just wanted to walk around the park and go rest, do something relaxing. The park is next to the hostel, so we decided to go for a walk around the park and have some stops to relax and rest a bit in the park.” (22)

End of the trip:

“And it is our last day: so today was a day of leisure and rest and just doing what we wanted to do really.” (19)

“This is our last day. In the beginning we were doing all the big things, like going to the museums and just making sure that we got all the big landmarks. But today we just wanted somewhere to relax and just walk around. We already did a lot of walking the last couple of days, so we are rather tired. But we like walking.” (40)

“Today we will just bike around the park, then go back into the city and ride our bikes for a bit, relax. We have already been here for 5 days, so we just want to go for a quick bike ride around the park just before we leave.” [it is their last day] (42)

“It is also our last day, the park is restful, peaceful, for the quiet.” (43)

“Today is also our last day, so no plans. We already saw most of the things that we wanted to see.” (44)

“Today is our last day, so it was more to relax.” (39)

A big night out:

“We went drinking last night, so we’re pretty tired and wouldn’t get much further than the park anyway today.” (33)

“Also we went out last night, so we got up late and just wanted to relax. We just got up from bed.” (39)

Socialization & belonging

Socialization is an important intrinsic motivation to visit the Vondelpark. Socialization relates to the feeling of belonging, connectedness, and the feeling of being loved and

appreciated, which is one of the intrinsic needs inherent to all humans (as defined in Maslow's hierarchy of needs, see Goble, F.G., 2004). The motivation of socialization has been explicitly mentioned by 9 respondents, although it seems very likely that socialization plays a much greater role than suggested by the research outcomes (in many of the occasions respondents did not explicitly bring up the topic of socialization, although observation of these respondents learned that socialization indirectly played a role (e.g. the respondents visit the park with friends, are planning to go picnicking together etc.). From the data, two subcategories of socialization could be extracted: internal and external socialization. Internal socialization refers to socialization within a group of familiar people, such as relatives and friends. For this type of socialization, the Vondelpark served as a medium through which kinship relationships could be enhanced and enriched, as the following examples demonstrate:

"And also because we want to celebrate the birthday of one of the students. So we decided to buy some food and drinks and go in the park and celebrate the birthday and have a good time with each other." (8)

"We are also meeting up with another friend here, but we cannot find her. ...enjoying each other's company and the other people in the park." (18)

"... and talk..." (24)

"Also, we came here to the park to have a good talk." (26)

"We decided to catch up in the park, because it is nice to wait in a park. We decided to catch up near the 'filmhuis'." (34)

It was evident that an important motivation for some respondents visiting the Vondelpark was to seek contact with unknown people, in other words 'getting to know new people', the so-called external socialization. A variety of dimensions of this motivation emerged from the data. For some respondents, the Vondelpark provided an opportunity to meet people from outside their familiar reference group, such as locals, with whom they sought to exchange views. For others, the Vondelpark provided an opportunity to meet people from the same reference group, such as gay tourists visiting the gay cruising zone of the park. The remarks of the following interviewees illustrate the subcategory of external socialization:

"There were lots of people, so we decided to join in and make some music, connect to the locals." (35)

"...enjoying each other's company and the other people in the park." (18)

"We are here to meet other men." (28)

"We came here for the soccer, chicks and beer. People all over, good vibe." (33)

Escape

In section 2.3.2 from chapter 2, the theory of ‘tourism as non-ordinary behavior’ has been discussed, which states that tourists seek to find those settings which are distanced from the mundane living environment and everyday life. In this sense, tourism involves escaping ‘the ordinary’. For the involved research participants, the first phase of escape is reflected in their travel to the city of Amsterdam, a setting which is distanced in time, in space, and in culture / ways of life. Amsterdam includes a complexity of spatial and social features which distinguish it from the ordinary living environment and which determine its touristic appeal. Once the tourist reaches the city, new decisions are made, resulting in movements from one setting into the other, from one attraction to the other. The sets of movements create a movement pattern through Amsterdam, which may include a visit to the Vondelpark. The combinations of physical characteristics are unique to the Vondelpark and are in contrast with the characteristics of the city. As a result, for some tourists, the Vondelpark may offer an opportunity to escape those characteristics of the city that are absent within the park, thus representing an escape within an escape. The intrinsic motivation of ‘escape’ (from the city to the Vondelpark) plays a significant role for many respondents, and has been supported by 45 citations (see annex 3 for a complete overview). 9 subcategories of escape could be extracted from the compiled data, which will be discussed separately below.

The first subcategory of escape involves ‘freedom and space’, as disclosed by 9 respondents. Cities are compact environments, build up by a great variety of elements in a relatively small area, such as houses, shops, traffic, streets etc. The condensation caused by these elements may be in conflict with the feeling of spaciousness and freedom. Amsterdam is one of the most condensed cities in the world. The small multi-storey houses and narrow streets contribute to the enclosed, compact character. As a result, tourists may feel the urge to leave the city in search of space and freedom. The environment of the Vondelpark corresponds to these desires, as the following examples illustrate:

“We expect to see space and fountains. We just wanted to find a place where it is nice and green. It is just very busy where we are staying. We are staying at the Damrak at the Red Light District, which is nice, but a bit too busy. We just wanted to get away from the business of the city and to be able to get a bike. It is nicer to bike around a park, because you can bike freely around. Peaceful, and not so crowded. More spacious. It is also more relaxed because you don’t have to watch out for the cars.” (4)

“The park is nice, because there is a lot of space to sit around and it is a nice environment to hang out and just chill. The city is too busy and noisy to hang out with friends and there is hardly no place to sit and relax.” (8)

“The park is perfect to leave a big bunch of noisy children. There is enough space to sit and eat. It’s hard to fit such a big group in the small restaurants and cafes of Amsterdam.” (10)

"We couldn't have the children in the café, because the kids need space to run around." (21)

"And plenty of space" [to play soccer]. (33)

"And it looked like a good place for the bicycles to take a ride. You don't have to worry about the traffic so much, the paths are nice and wide in here, so you can ride 2 up and 3 up at a time. On the streets you have to be more cautious and aware of what's around you with the cars and stuff, so it's a nice break from that." (38)

"Then we played Frisbee and the "hakozaiki" ball game, because in the park you have the space" [to play]. (39)

"And we had to have a place to keep the luggage..." (47)

A second subcategory of escape concerned 'safety and comfort', which was brought up by 8 research participants. The research participants in question conceived Amsterdam as a dangerous environment, due to the traffic and chaotism of the city. Cycling is a must-do in Amsterdam, the city of bicycles. Unfortunately, many tourists find cycling on the Amsterdam streets too dangerous, since they are not accustomed to the traffic rules and biking skills of the Amsterdam citizens. The Vondelpark provides an outcome, as it both offers secure biking paths and disallows access to motorized traffic. A few examples:

"It is also not as dangerous as the city because there are no cars." (3)

"It is also more relaxed because you don't have to watch out for the cars." (4)

"Our daughter wanted to go on a bicycle ride. Allow our daughter to bike through the park: we are biking mainly in the park. We don't feel that our daughter is a hundred percent capable of riding on the Amsterdam streets, she hasn't done her biking test yet over in the UK. Also, I am basic with learning with the bike, so we are more comfortable with biking in the park than anywhere else really." (19)

"We were cycling in the city and we wanted to use a bicycle and it is easier to use a bicycle in the park than in the city, less danger." (30)

"It also seems safe to bike with a tour. ... Also easier to bike, because there is more space and no traffic." (32)

"And it looked like a good place for the bicycles to take a ride. You don't have to worry about the traffic so much, the paths are nice and wide in here, so you can ride 2 up and 3 up at a time. On the streets you have to be more cautious and aware of what's around you with the cars and stuff, so it's a nice break from that." (38)

The subcategory of 'safety and comfort' was also mentioned in relationship to children:

“It is easier, plus safer than in the city, because there’s just more overview.” [over the children] (10)

“It’s more safe over here for the children.” (21)

‘Business and noise’ was another frequently expressed escape motive (as supported by 10 citations). The business of the city is contrasting to the serenity of the Vondelpark. The sensual overstimulation by traffic, noise, flashlights, movements etc. may cause tourists to escape the city and seek new environments that are less demanding. A few examples:

“It is just very busy where we are staying. We are staying at the Damrak at the Red Light District, which is nice, but a bit too busy. We just wanted to get away from the business of the city...” (4)

“Take a break from the city.” (6)

The city is too busy and noisy to hang out with friends...” (8)

“I find the green very calming, very peaceful whenever you can come into a space like this, because it is removed from the city and all the cars and everything.” (15)

“...and less noise...” (3)

“We cycled a bit around the canals and the busy part of the city. Because of all the traffic, we decided to go somewhere where it is nice and peaceful. So we cycled a bit around the park, We only cycled in at the beginning of the park, bought an ice-cream, sat down in the grass by the lake for half an hour and cycled back. ... So rather than go to a restaurant and quickly have a meal and then quickly go out, we preferred to go to a park.” (26)

“The park is really beautiful to bike through and it is not as busy as the city.” (32)

While the data has indicated the significance of the Vondelpark for social interaction, the data also indicated that some respondents perceived the Vondelpark as an environment in which they were seeking to escape the people and the crowdedness of the city. The following citations illustrate this subcategory of ‘escape from people’:

“And there are less people...” (3)

“Peaceful, and not so crowded.” (4)

“It is quieter, nicer, somewhere nice to sit, to get away from the noise and crowds. For us it is actually not for socializing: when we go to a green space, we would probably talk less, because it is so peaceful, we are at peace and just feeling relaxed.” (11)

Several respondents have stated their motivation to visit the Vondelpark in terms of an escape from the dirty, polluted and unhealthy environment of the city. The natural

character of the Vondelpark corresponds to the respondents' perception of an unspoiled and clean environment, as demonstrated below:

"...not so dirty." (3)

"Fresh air and very relaxing." (9)

"Fresh air when you are biking." (32)

"And we saw some of the streets and they are pretty dirty, so we wanted to see how the park is. ... Just to get some clean fresh air." (36)

A number of respondents indicated that their motivation to visit the Vondelpark was directly caused by their desire to experience an environment that is different to the rest of the city, thereby connecting to the category of 'novelty' (page 96). This subcategory implies an escape from the monotonous city with the intention to find some variety in the Vondelpark, as expressed underneath:

"Yesterday we had lunch in the city, so today in the park." (45)

"I heard that there is something for everyone and that there are lots of things throughout the whole park." (34)

Motivations to escape the city and visit the park have also been stated in terms of 'aesthetics', indicating an escape from the ugliness of the city. An example:

"..., because the Vondelpark is more beautiful than in the city and the streets." (45)

Another subcategory of escape involved 'privacy and intimacy'. Some respondents have expressed their motivation to visit the park as related to a desire for privacy or intimacy, something that may be difficult to find in the busy city (this category is related to the subcategory of 'escape from people', as discussed before).

"Sleeping on the city streets is not really an option, but in a park we have more privacy, we can hide in the bushes and sleep more peacefully." (35)

"We think that the park is very romantic and you can be more close with each other. The city is more busy. You can focus more on each other, because the park is peaceful and not as disturbing as the city. Less people." (17)

"...and of course this is the gay area of the park." (28)

Some respondents suggested that their visit to the Vondelpark involved regressive behavior that allowed them to be more inspired and concentrated as opposed to other parts of the city. This regressive state is caused by the absence of elements and factors which may disturb the inner peace. This final subcategory of escape, 'inspiration and concentration', is illustrated by the following selection of examples:

"I don't mind waiting here, because I have a very exciting book and I love to read in the park. It's relaxing because you only hear the peaceful sounds of nature and you can be more concentrated on the book." (21)

"The main reason is that we wanted to write something for each other, to write what I think about her and what she thinks about me. We decided to write in the park, because you can be more concentrated, relaxed and inspired. When your thoughts are frozen, your thoughts become more flowing when you see the trees or green." (37)

Novelty

Novelty was a frequently expressed intrinsic motivation, as confirmed by 26 citations. This category corresponds to the general need for 'doing and learning new things as well as exploring different cultures and places', as expressed by Correia (2005). As mentioned before, the characteristics of urban parks are generally different to the characteristics of most other parts of the city, which explains the motivation of novelty. Two primary subcategories of novelty could be extracted from the data. They were 'something new that ought to be seen' and 'education'. For both of these subcategories, the respondents involved had not visited the Vondelpark before. The subcategory of 'something new that ought to be seen' referred to attaining new experiences rather than acquiring entirely new knowledge, whereas the subcategory of 'education' directly referred to acquiring knowledge. Although the two subcategories may be related since exposure to new destinations is presumably educational, the subcategories are discussed separately, as respondents mostly did not perceive this relationship.

The subcategory of 'something new that ought to be seen' concerned personal enrichment through visiting the Vondelpark, something that one either wanted to see and experience or felt that they needed to see (a must-see). This motivation subcategory was confirmed by 18 (groups of) research participants and was defined in a variety of ways, as the following remarks illustrate:

"So we just want to walk a bit around the beginning of the park, not do anything in particular, just that we have seen the park." (5)

"I didn't know about it before and was curious what it was. I just read the information sign at the beginning of the park and decided to enter the park. I want to see and learn more about the park, but I am not planning to stay very long, because I also want to see some other parts of the city. Just a short walk to have an idea of how this park looks like." (7)

"... a place that we have to see." (22)

"Just to see what it's all about and to see what it looks like." (36)

"But we want to see more of the whole park. It is our first time in the Vondelpark." (31)

"And we want to see as much as we can." (32)

“Also, because it is a big giant park that we have never seen before. ...see how they are designed, how they are different and how people utilize them.” (40)

“And see what kind of park it is. ... if there’s something interesting to see, we might have a look.” (11)

“We also got to see the Westerpark a few days ago, but we haven’t been to the Vondelpark yet.” (18)

“So I was curious about this big park in the middle of the city.” (6)

“So we just wanted to check it out.” (42)

The subcategory of education from the novelty group was stated 8 times, which related to the desire to gain more knowledge about the park due to a related field of study, through an arranged city tour, or through a general interest in Dutch culture. In most cases the visit to the Vondelpark was voluntary, whereas in one case (a school excursion) the visit to the park was obligatory. A few examples of each of these types of education:

Education – study

“We decided to visit the park, because we study plant sciences at the university. So we are curious and want to visit this park, because we are interested in plants and parks. We want to learn more about the plants in the park and about the flora here in the Netherlands.” (2)

“The class also walked around the park and had a short tour in the park.” [Group of young students] (10)

Education – city tour

“It’s part of the Amsterdam tour.” (10)

“We just heard that the park is one of the oldest parks of Amsterdam. We are curious about the history of the park.” [They are on a city tour] (32)

Education – Dutch culture

“So I always wanted to walk by and see what a Dutch park is like. I was curious how Dutch parks look like. ... See what the Dutch parks are like and see how Dutch people enjoy themselves.” (6)

“We are here to observe the Dutch culture and the way they spend their leisure time.” (31)

Entertainment

The ‘entertainment’ category from the intrinsic motivation of the effect group does *not* relate to external forms of entertainment, such as attractions and events (see p. 79), but to the internal ‘entertaining’ effects that are generated by these external forms of entertainment. Internal entertainment is caused by mental and bodily sensations of pleasure and fun. The mechanics of entertainment however are extremely difficult to

understand and require a deep understanding of human psychology, which will not be discussed in this study. Internal entertainment is one of the most important motivations of leisure. It is something that we often feel when we have no obligations, something related to the non-ordinary. Internal entertainment is caused by sensory stimulation that triggers endorphin and adrenalin to rush through the body and stimulate feelings happiness and excitement. This sensory stimulation may be caused by two types of external entertainment: mental / visual stimulation (e.g. attending a show at the open air theatre, watching people, reading the information signs in the park), or through pure physical stimulation (playing soccer, playing Frisbee). Internal entertainment was relevant to nearly all research participants. Since internal entertainment is predominantly an unconscious mental process, it was not always easy to detect the expressions from the interviews that belonged to this category. Entertainment was mostly expressed with verbs such as “enjoying”, “like”, “exciting”, as illustrated by the following citations:

“...exciting to see...” (7)

“It’s more adventurous...” (35)

“To enjoy” (12)

“I like to watch when people walk their dogs.” (41)

“...and have a good time...” (8)

“...enjoying each other’s company and the other people in the park.” (18)

“...and enjoy the atmosphere.” (8)

7.3. RELATING THE RESEARCH OUTCOMES TO THE TOURIST MOTIVATION CLASSIFICATION MODEL

In the previous section, each of the categories and subcategories from the four different groups of motivation has been discussed separately. In this section, the overview presented in table 7.1 including all the retrieved categories and subcategories from the Vondelpark study (see section 7.2.1) is compared to the tourist motivation typology derived from the review of the empirical studies on tourist motivation (see table 4.3, chapter 4). A first-scale comparison between the two tables clearly shows a high level of resemblance between the research outcomes of these tables. Firstly, *all* of the motivations derived from the Vondelpark study perfectly fitted the design of table 4.3, which was based on a division into the four segments of ‘extrinsic motivations of the cause’, ‘extrinsic motivations of the park features’, ‘extrinsic motivations of the activity’, and ‘intrinsic motivations of the effect’. From this observation, the conclusion can be drawn that the use of the provided four-segment motivation classification model of table 4.3 is not only applicable to classifying general, non-specific tourist motivations

or tourist motivations that concern larger areas, such as countries or cities, but that it may also be used to classify more site-specific motivations from small-scale studies. A more detailed examination of the resemblance between tables 4.3 and 7.1 revealed that, for each of the four above mentioned groups of intrinsic and extrinsic motivations, the categories of the two tables show much similarity. Underneath, the connection between the categories of tables 4.3 and 7.1 is discussed.

For the '*intrinsic motivation of the effect*' group, 5 categories were identified from the Vondelpark study, which are identical to the categories of table 4.3. Only one category from table 4.3, the category of 'prestige and ego-enhancement' was not found in the Vondelpark study. This type of motivation is difficult to capture, but may also be irrelevant for urban parks. In general, people may not directly be willing to express or be aware that their motivation to travel, or more specifically, to visit the Vondelpark involves "status" or the need to be recognized and boost one's ego. As Dann (1977) concluded, the category of ego-enhancement may be identified when respondents recall the people to whom the holiday was mentioned prior to departure. This argument is supported by the contention that 'those who have ego-enhancement in their motivational orientation would be quick to point out the prestige aspects of their holiday to their contemporaries' (Dann, 1977, p. 190). More in particular, ego-enhancement applies when people mention their holiday with the intention to create envy or engage in status battles with others. This type of motivation could not be directly identified from the Vondelpark study, leaving it either irrelevant or disguised by the research participants. While ego-enhancement is a very intangible form of motivation, some remarks from the respondents provide a slight indication that it might in fact play a minor role, remarks such as "something that I ought to see" or "it is the most famous park of Amsterdam". On the other hand, urban parks are free and accessible to nearly every person (as opposed to other tourist attractions) and may therefore provide little support to the "status" factor. The relevance of the prestige factor may also vary between different urban parks. For a world-famous park such as Central park in New York the prestige factor will likely play a greater role than less famous parks such as the Vondelpark.

For the '*extrinsic motivation of the cause*' group, the categories were also very similar, although sometimes stated in different terms. All 8 categories from table 4.3 were also found in table 7.1. A small adjustment was made in table 7.1 by relocating the category of 'safety / security' under the 'escape' category of the '*intrinsic motivation of the effect*' group. Furthermore, one extra category was found through the Vondelpark study which was not included in table 4.3: 'comparison with other parks'.

While the categories of the '*extrinsic motivation of the park features*' group of tables 4.3 and 7.1 also showed much resemblance, an important difference was that in the Vondelpark study most respondents only referred to general aspects of the park, aspects that are significant to all urban parks, such as the green, people, weather etc. More specific features of the Vondelpark were only mentioned rarely, since most respondents were badly informed and somewhat uncertain about what to expect within the park (for

instance, they knew that it was a big, popular or beautiful park, but had no notion of the specific attractions inside of the park). The people that *did* mention specific features had mostly already visited the Vondelpark before. Due to the general character of the motivations of the park features, this group only includes broad categories and no subcategories.

For the ‘extrinsic motivation of the activity’ group, all 13 categories from table 4.3 were also found in table 7.1. However, two extra motivation categories had been extracted from the Vondelpark study, which are absent in table 4.3. They are ‘using drugs’ and ‘intimate / private / sexual behavior’. It may be quite remarkable that exactly these two categories came out of the Vondelpark study, as they both point to deviant behavior. A conclusion that may be drawn from this finding is that deviant behavior is more relevant in the Vondelpark as opposed to other tourist sites.

The *subcategories* from tables 4.3 and 7.1 show less resemblance than the categories. This may be explained by the fact that the motivation categories are more general than the subcategories, and may therefore be applicable to different settings, whereas the subcategories are more case-specific.

The findings from both tables highlight the multi-motivational nature of tourist decision-making. They show that tourists are commonly driven by, not just one, but, a number of reasons to visit the Vondelpark. The high level of congruence between the categories of tables 4.3 and 7.1 suggest that the results of the Vondelpark may also be applicable to other urban parks.

8 CONCLUSION

❖ INTRODUCTION

This research set out to investigate the motivations involved in the decision to visit the Vondelpark in Amsterdam, examined from a tourist perspective. For this purpose, three phases of investigation have been incorporated into the research.

In the first phase, a detailed literature study was undertaken, contributing to broadening the scope of the extant tourism motivation literature and informing the overall theoretical and methodological frameworks to be used in the research.

The second phase consisted of an examination of nine related empirical studies that have implemented the concept of ‘push and pull’ motives (as derived from the theoretical framework) in their classifications of tourist motivations. Simultaneously, a 4-scale classification model was developed including four components: intrinsic motivations of the effect, extrinsic motivations of the cause, extrinsic motivations of the features, and extrinsic motivations of the activity. Subsequently, the tourist motivation categories from the nine empirical studies were re-clustered into the 4-scale model and adjusted to the context of urban parks. This resulted in the formation of a *hypothetical* tourist motivation typology for urban parks (table 4.3).

The third phase involved the empirical study at the Vondelpark, consisting of 48 in-depth interviews conducted with tourists visiting the Vondelpark. A topic list was used as a guiding tool, which was partly based upon the four components as described above. From the performed analysis, 37 categories and 24 subcategories of motivating factors were extracted, which were classified into the four groups of motivations. From this, a tourist motivation typology was created for the Vondelpark (table 7.1). Accordingly, each category and subcategory from the Vondelpark typology was discussed separately and linked back to the theory. Finally, the Vondelpark typology was compared to the hypothetical typology derived from phase two in order to determine the reliability and validity of the outcomes.

This research was based upon the fact that, while tourism motivation research in itself has been largely neglected and calls for urgent further development, the study of tourist motivations with respect to *urban parks* is fully absent, despite the fact that tourists are an (increasingly) significant user-group of urban capital parks. Furthermore, whereas the great majority of tourist motivation research remains limited within the quantitative sciences, this study also sought to contribute to an extension of the field by demonstrating the benefits of investigating tourist motivation from a qualitative perspective. As opposed to mere quantification, the knowledge obtained from qualitative research helps to clarify and contributes to a deeper understanding of the underlying processes of tourist motivation.

The obtained outcomes from the empirical study at the Vondelpark support the discussed theories of non-ordinary behavior, destination decision-making, and the cognitive process of motivation. Similarly, these theories help to understand each of the different types of motivations involved in the tourist's decision to visit the Vondelpark, thereby uncovering the 'why' behind the 'why' of the visit to the park. The findings indicate that a great variety of motivations play a role in determining the decision to visit the Vondelpark. Furthermore, the motivation categories from the Vondelpark study (table 7.1) show strong levels of resemblance with (and are virtually identical to) the motivation categories from the empirical studies (table 4.3).

The theoretical and practical implications of the research include:

- Offering a framework that combines insights, theories and approaches from various disciplines in order to take the topic of tourist motivation into a new spatial context not yet addressed: the context of urban parks;
- Offering a new and improved method for classifying tourist motivations (4-scale model); -> *implications for further tourist motivation research (not necessarily relating to urban parks);*
- Presenting a complete and reliable tourist motivation typology of the Vondelpark -> *practical implications for the Vondelpark;*
- Offering insight into each of the various tourist motivations relevant to urban parks.

❖ IMPLICATIONS OF THE VONDELPARK TYPOLOGY

The empirical study at the Vondelpark has two major practical implications, the first of which involves the Vondelpark typology as outlined by the following model (see also table 7.1, page 63).

TABLE 7.1: THE TOURIST MOTIVATION TYPOLOGY OF THE VONDELPARK

INTRINSIC / PUSH MOTIVES			EXTRINSIC / PULL MOTIVES		
MOTIVATION OF THE EFFECT		MOTIVATION OF THE CAUSE	MOTIVATION OF THE PARK FEATURES		MOTIVATION OF THE ACTIVITY
LEVEL 1	LEVEL 2	LEVEL 1	LEVEL 2		
Relaxation	<ul style="list-style-type: none"> Intrinsic relaxation Direct recovery 	Competition with other parks		Size of the park	Sitting/ lying down/ resting
Escape / regression	<ul style="list-style-type: none"> Freedom and space Safety and comfort Business and noise People Dirt and Pollution Variety Aesthetics Privacy and Intimacy Concentration and inspiration 	Information about the park	<ul style="list-style-type: none"> Guidebooks Maps Internet 	Popularity of the park	Walking / cycling / touring
		Recommendations and guidance	<ul style="list-style-type: none"> Recommendations by known people Recommendations by unknown people Guidance by known people Guidance by unknown people 	Aesthetics of the park	Sightseeing
				Atmosphere of the park	Sunbathing/ enjoying the weather
				Weather	Enjoying nature
				Green / nature	Enjoying cultural-historical features
				People	Enjoying events
				Attractions / events	Eating / drinking / lavatory
				Specific features	Using drugs (smoking marihuana)
Socialization / Belonging	<ul style="list-style-type: none"> Internal socialization External socialization 	Familiarity due to previous visit			Social interaction
Novelty	<ul style="list-style-type: none"> Something new that one has to see Education 	Accidental visit			Intimate / private / sexual behavior
		Passageway to another destination			Watching people
		Locational motives	<ul style="list-style-type: none"> Accommodation Other attractions 		Reading & writing
		Financial motives			Sports and entertainment activities
					Learning (about the park)

The green circle illustrates the tourist motivation typology of the Vondelpark. This typology is a complete and reliable representation of *all* the different types of tourist motivations relevant in the Vondelpark, as evidenced by the following:

- The data collection continued until clearly no new types of motivations could be obtained;
- Each type of motivation (each category and each subcategory) was mentioned at least a few times and by at least several different (groups of) respondents;
- While only 48 interviews were conducted, more than 475 (!) citations (words, phrases or sentences representing a specific motivation) could be labeled into different tourist motivation (sub)categories. In addition, the total amount of interviewees was much higher than the 48 conducted interviews due to the fact that often groups of tourists were interviewed. This in turn, along with the in-depth character of the interviews, explains the high amount of labeled citations;
- Only open-ended questions were asked, to prevent that given answers were influenced by the interviewer. The technique of probing was only used to guide answers, not to influence them. This guaranteed a high level of variety and completeness of the given answers;
- Spatial and temporal validity: interviews were conducted on different dates, time periods, weather conditions and locations at the Vondelpark;
- As many different *types* of people were interviewed in order to obtain as many different *types* of motivations as possible.

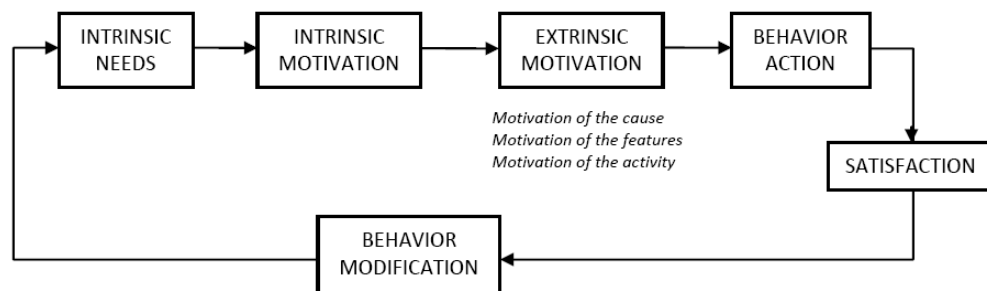
The reliability and validity of the Vondelpark typology confirms that the main research question has been (success)fully answered. Due to the scale and the exploratory character of the research, the findings, however, need to be interpreted cautiously because only tentative conclusions can be drawn from any single study. The generalizability of the outcomes to *the Vondelpark* is grounded from the fact that the typology manages to provide a full representation of all the motivations evident within the Vondelpark. For generalization to *all urban parks*, more research needs to be done (in the form of a multiple-case study).

The observation that the motivation categories from the Vondelpark study (table 7.1) show such strong levels of resemblance with the motivation categories from the nine empirical studies (table 4.3) is somewhat remarkable, since the Vondelpark study was executed independently from the empirical studies. It may be even more surprising considering the fact that the typology from table 4.3 was constructed out of an examination of the nine empirical studies on tourism motivation each relating to different contexts, while *none* of these contexts involved urban parks. The *subcategories* of the two tables show less resemblance, which may be explained by the fact that the subcategories are more case-specific. While the main categories from table 4.3 are applicable to the specific context of the Vondelpark, it is suggested that they may also be relevant to other urban parks. Intrinsic motivations are presumably less case-dependent than extrinsic motivations, since they evolve within the individual, whereas extrinsic motivations are aroused directly by the travel destination. The high level of

congruence between the retrieved motivation categories of table 4.3 and table 7.1 leaves many questions about the level of generalizability of the outcomes of the Vondelpark research *to all urban parks* and this is something that needs to be addressed. Nevertheless, it should be recognized that generalization in tourism motivation research is an issue that remains problematic due to the sheer complexity and multi-approach character of the field.

While the specific relationships between the data have not been addressed in this research, the practical significance of this type of study is evident. The research outcomes offer the foundation necessary for all further research on tourist motivations concerning the Vondelpark. Larger-scale research is required in order to obtain quantifications from and perceive relationships between the data, which in turn may have direct practical implications for the Vondelpark. This is also evidenced by the fact that, while the different types of tourist motivations were investigated separately, they cannot be understood separately since they operate in tandem. Hence, for a complete understanding of tourist motivation, the different groups of motivations need to be perceived with a joint perspective.

The practical implications of the Vondelpark study are demonstrated by referring to figure 4.1 from chapter 4 (see below).



This model not only demonstrates the relevance of the study of tourist motivations at the Vondelpark, it underlines the significance of all tourist motivation research. As intrinsic and extrinsic motivations originate directly from intrinsic needs, knowledge of tourist motivation may lead to higher overall tourist satisfaction levels. Within the context of the Vondelpark, this knowledge may then be applied by the city council and by tourism industry stakeholders for optimizing the Vondelpark and for connecting to the existent visitor needs.

❖ IMPLICATIONS OF THE 4-SCALE CLASSIFICATION METHOD

The second practical implication of the empirical study at the Vondelpark involves offering a new and improved method for classifying tourist motivations (4-scale model), as highlighted in the model below (see also table 7.1, page 63).

TABLE 7.1: THE TOURIST MOTIVATION TYPOLOGY OF THE VONDELPARK

INTRINSIC / PUSH MOTIVES				EXTRINSIC / PULL MOTIVES	
MOTIVATION OF THE EFFECT		MOTIVATION OF THE CAUSE		MOTIVATION OF THE PARK FEATURES	MOTIVATION OF THE ACTIVITY
LEVEL 1	LEVEL 2	LEVEL 1	LEVEL 2		
Relaxation	<ul style="list-style-type: none"> • Intrinsic recovery • Direct recovery 	Comparison with other parks		Size of the park	Walking / biking / touring
Escape / regression	<ul style="list-style-type: none"> • Freedom and space • Safety and comfort • Business and noise • People • Dirt and Pollution • Variety • Aesthetics • Privacy and Intimacy • Concentration and inspiration 	Information about the park	<ul style="list-style-type: none"> • Guidebooks • Maps • Internet 	Popularity of the park	Walking / biking / touring
		Recommendations and guidance	<ul style="list-style-type: none"> • Recommendations by known people • Recommendations by unknown people • Guidance by known people • Guidance by unknown people 	Aesthetics of the park	Sightseeing
				Atmosphere of the park	Sunbathing / enjoying the weather
				Weather	Enjoying nature
				Green / nature	Enjoying cultural-historical features
				People	Enjoying events
				Attractions / events	Eating / drinking / lavatory
Socialization / Belonging	<ul style="list-style-type: none"> • Internal socialization • External socialization 	Familiarity due to previous visit		Specific features	Using drugs (smoking marihuana)
Novelty	<ul style="list-style-type: none"> • Something new that one has to see • Education 	Accidental visit			Social interaction
		Passageway to another destination			Intimate / private / sexual behavior
Entertainment		Locational motives	<ul style="list-style-type: none"> • Accommodation • Other attractions 		Watching people
		Financial motives			Reading & writing
					Sports and entertainment activities
					Learning (about the park)

Crompton's 'push and pull' concept has been generally accepted in tourism motivation research as a method for classifying tourist motivations. Nevertheless, this concept needs urgent reconsideration. Firstly, the concept is strongly *outdated* as it is already more than 30 years old (originating from 1979). Secondly, the concept only distinguishes between two types of motivations and is therefore overly *simplified*. Thirdly, a detailed analysis of the push and pull concept in this thesis has demonstrated that the push and pull concept is *incomplete*. The different tourist motivation categories from the nine empirical studies that were classified under 'pull motivations' were often incompatible and could not simply be clustered into one group.

Due to the above described limitations of Crompton's model, a new and improved method was developed for classifying tourist motivations. The developed 4-scale classification model was proven an effective and accurate tool for classifying tourist motivations. This was first of all evidenced by the fact that each of the different motivation categories from the nine empirical studies (relating to different aspects of tourist motivation) could be re-clustered into the 4-scale classification model. Secondly, also all of the categories and subcategories from the Vondelpark study could be classified into the 4-scale classification model.

The study has indicated that there appears to be much terminological fuzziness surrounding tourist motivation concepts. Consequently, approaches used for classifying tourist motivations frequently adopt different terms for similar aspects (e.g.: the 'approach-avoidance' approach is in fact identical to the 'push-pull' approach). This terminological fuzziness causes much confusion and calls for standardization within the field of tourist motivation research. While the division within tourist motivation research is based on definitional rather than substantial differences, the used approaches are often also incomplete. The developed 4-scale model was proven a complete and reliable method for classifying all areas of tourist motivation, and may therefore qualify for standardization.

❖ *FURTHER IMPLICATIONS*

The study conducted at the Vondelpark has demonstrated the significance of the Vondelpark as a tourist destination. In addition to the research component, the personal experience of the reviewer in the Vondelpark with observing, interviewing, taking photographs of or even participating in the tourist experience has learnt that tourism plays a major role in determining the character of the park. Since established theory and research on the specific topic of tourist motivations with respect to urban parks is absent, this exploratory study was aimed at demonstrating the relevance of tourism research in urban parks. While the findings apply to one particular setting, this kind of study paves the way for further research and may provide a benchmark for future research in the area. Much work still remains, be it extension or replication, on tourism motivation in general and tourism motivation of urban parks in particular.

A few suggestions for further research:

- Comparing the motivations of tourists to the motivations of other user-groups in urban parks, such as residents;
- Extending the empirical evidence on the relationships between the different types of tourist motivations relevant to the Vondelpark;
- Testing the validity of the Vondelpark typology to urban parks through conducting research on tourist motivations that can be generalized to all urban parks (e.g. in the form of a multiple-case study);
- Examining whether the findings of this study are replicable in, or in what sense they are different to, other varied contexts (e.g. other tourist attractions within the city).

REFERENCES

- Aramberri, J. (2001). *The Host should get Lost: Paradigms in the Tourism Theory*. Annals of Tourism Research, Vol. 28, No 3. pp. 738-761. Drexel University, USA.
- Ateljevic, I. et al. (2007). *The Critical Turn in Tourism Studies: Innovative Research Methodologies*. Wageningen University, The Netherlands. University of Wales Institute, Cardiff, UK. 1st edition. Oxford: Elsevier.
- Bateman, T.S. and Crant, J.M. (2005). *Extrinsic Rewards and Intrinsic Motivation: Evidence from Working Adults*. McIntire School of Commerce, University of Virginia, USA.
- Birkinshaw, J. (2010). *Reinventing Management: Smarter Choices for Getting Work Done*. 1st edition. Cornwall: John Wiley and sons.
- Clawson, M. and Knetsch, J.L. (1966). *Economics of Outdoor Recreation*. 1st edition. Baltimore: Johns Hopkins Press.
- Correia, C. et al. (2007). *Modelling Motivations and Perceptions of Portuguese Tourists*. Journal of Business Research, Vol. 60, No. 1, pp. 76-80. Faculty of Economics, University of Algarve, Portugal.
- Crompton, J.L. (1979). *Motivations for Pleasure Vacation*. Annals of Tourism Research, Vol. 6, No. 4, pp. 408-424. Department of Recreation and Parks, Texas A&M University, USA.
- Dann, G.M.S. (1977). *Anomie, Ego-Enhancement and Tourism*. Annals of Tourism Research, Vol. 4, No. 4, pp. 184-194. The University of the West Indies, Barbados, West Indies.
- Decrop, A. (2006). *Vacation Decision-Making*. 1st edition. Oxfordshire: CABI publishing.
- Dunne, G. et al (2006). *City Break Travel Motivation - The Case of Dublin*. School of Hospitality Management and Tourism, Faculty of Tourism and Food, Dublin Institute of Technology.
- Edwards, D. et al (2008). *Urban Tourism Research: Developing an Agenda*. Annals of Tourism Research, Vol. 35, No. 4, pp. 1032-1052. University of Technology, Sydney.
- Fodness, D. (1994). *Measuring Tourist Motivation*. Annals of Tourism Research, Vol. 21, No. 3, pp. 555-581. University of Texas, USA.
- Fridgen, J.D. (1984). *Environmental Psychology and Tourism*. Annals of Tourism Research, Vol. 11, No. 1, pp. 19-39. Michigan State University, USA.
- Preston-Whyte, R. A. (2001). *Constructed Leisure Space: The Seaside at Durban*. Annals of Tourism Research, Vol. 28, No. 3, pp. 581-596. University of Natal, South Africa.
- Goble, F.G. (2004). *The third Force: The Psychology of Abraham Maslow*. Maurice Bassett Publishing.

Goossens, C. (2000). *Tourism Information and Pleasure Motivation*. Annals of Tourism Research, Vol. 27, No. 2, pp. 301-321. Tilburg University, The Netherlands.

Government of India, Ministry of Defence (2010). *Motivation*. Controller General of Defence Accounts. <http://cgda.nic.in> [Retrieved on 04-2010].

Hough, M. (1989). *City Form and Natural Process: Towards a New Urban Vernacular*. 2nd edition. London: Routledge.

Iso-Ahola, S.E. (1982). *Towards a Social Psychological Theory of Tourist Motivation: a Rejoinder*. Annals of tourism research. Vol. 9, No. 2, pp. 256-262. Department of Recreation, University of Maryland. USA.

Jenkins, O.H. (2000). *Tourist Destination Images and Stereotypes: A Study of Backpacker Images of Australia*. The University of Queensland, Department of Geographical Sciences and Planning, Australia.

Jennings, G. (2001). *Tourism Research*. Brisbane: Wiley.

Jong, L. de (2009). *Toerisme en Congres*. Gemeente Amsterdam, Afdeling Economische Zaken. Amsterdam. http://www.ez.amsterdam.nl/thema's/toerisme_en [Retrieved on 01-2010].

Kozak, M. (2002). *Comparative Analysis of Tourist Motivations by Nationality and Destinations*. Tourism Management, Vol. 23, No. 3, pp. 221-232. School of Tourism and Hotel Management, Mugla University, Turkey.

Law, C.M. (2002). *Urban Tourism: The Visitor Economy and Growth of Large Cities*. 2nd edition. London: Continuum.

Littlejohn, S.W. (2008). *Theories of Human Communication*. 7th edition. Belmont, CA: Wadsworth.

Lloyd, R. (2007). *Urban Tourism*. Entry in George Ritzer, ed. The Encyclopedia of Sociology. Oxford UK: Blackwell.

Loker, L.E. and Perdue, R.R. (1992). *Benefit-Based Segmentation of a Non-Resident Summer Travel Market*. Journal of Travel Research, vol. 31, pp. 30-35.

Lubbe, B.A. (2005). *Tourism Management in Southern Africa*. 2nd edition. South Africa: Pearson Education.

McClelland, D.C. (1987). *Human Motivation*. New York: Cambridge University Press.

McShane, S. and Von Glinow, M. (2009). *Organizational Behavior*. 5th edition. India: McGraw-Hill Education.

Page, S. (1995). *Urban Tourism*. Journal of Vacation Marketing, Vol. 3, pp. 94-95. London: Routledge.

Page, S. and Connell, J. (2006). *Tourism: a Modern Synthesis*. 2nd edition. London: Thomson Learning.

Pearce, P.L. (1982). *The Social Psychology of Tourist Behavior*. International Series in Experimental Social Psychology, Vol. 3. Oxford: Pergamon Press.

Pearce, D.G. and Butler, R.W. (1993) *Tourism Research: Critiques and Challenges*. International Academy for the Study of Tourism. London: Routledge.

QSR International (2010). <http://www.qsrinternational.com> [retrieved on 05-2010]

Raad Landelijk Gebied (2009). *Recht op Groen II: Advies over de Groene Kwaliteit van de Openbare Ruimte*. <http://www.rlg.nl/adviezen> [retrieved on 07-2010]

Richard, R. (2007). *Define Motivation*. Ezine Articles. <http://ezinearticles.com> [Retrieved on 02-2010].

Ryan, C. (2005). *The Tourist Experience*. 2nd edition. London: Thomson Learning.

Sharpley, R. (2006). *Travel and tourism*. 1st edition. London: Sage.

Shaw, G. and Williams, A.M. (2002). *Critical Issues in Tourism: a Geographical Perspective*. 2nd edition. Oxford: Blackwell.

Simmel (1990). *Philosophy of Money*. 2nd edition, trans. by T. Bottomore and D. Frisby. London: Routledge.

Snepenger, D. et al (2006). *Modelling Iso-Ahola's Motivation Theory in the Tourism Context*. Journal of Travel Research, Vol. 45, pp. 140-149. Travel and Tourism Research Association. Sage publications.

Teare, R. (1994). *Consumer Decision Making*. In R. Teare, J.A. Mazanec, S. Crawford-Welch, and S. Calver (Eds.), *Marketing in Hospitality and Tourism: A Consumer Focus* (pp.1-96). London: Cassell.

Thompson, C.W. and Travlou, P. (2007). *Open Space: People Space*. 1st edition. New York: Taylor and Francis.

Tribe, J. (2006). *The Truth about Tourism*. Annals of Tourism Research, Vol. 33, No. 2, pp. 360-381. University of Surrey, UK.

Tzoulas, K. and James, P. (2004). *Our Natural Heritage: Urban Parks*. The School of Environment and Life Sciences. The Research Institute for the Built and Human Environment. University of Salford.

Waag Society's Parq (2009). *The Community Park as Shared Media Space*. Project Waag. <http://project.waag.org/parq/vondelpark.htm> [Retrieved on 03-2010]

Wang, N. (2000) *Tourism and Modernity: A Sociological Analysis*. Oxford: Elsevier Science/Pergamon.

Williams, S. (2004). *Tourism: Critical Concepts in the Social Sciences*. 1st edition. New York: Routledge.

APPENDICES

ANNEX 1: THE TOPIC LIST

Stage 1: determining if the approached person meets the requirements for participating in the interview

- Determine whether the person is an international tourist and whether leisure is the person's main purpose for visiting both Amsterdam and the Vondelpark
- Determine whether the person visits the Vondelpark for personal reasons or also for other people (e.g. children)

Stage 2: introduction

- Introduce myself
- Explanation of the research
- Objective and procedure of the interview
- Duration of the interview
- Comments on use of voice-recorder
- Comments on anonymity and confidentiality (data from the voice-recorder and personal (contact) details will be used strictly for the sake of the research + the interviewee will stay anonymous)

Stage 3: in-depth interview concerning the motivations for visiting the Vondelpark

- The situation before getting to the Vondelpark: how did the interviewee decide to visit the Vondelpark?
 - Destination decision-making:
 - From the home environment to the city of Amsterdam
 - From the city of Amsterdam to the Vondelpark
 - Probing for *push motivations* (escape, social interaction etc.) and *pull motivations of the cause* (accessibility, financial motives, recommendations etc.)
- *Pull motivations of the park features* (what features, attractions, elements of the parks have determined the motivation to visit the Vondelpark?)
- *Pull motivations of the activity* (what activity possibilities of the park have determined the motivation to visit the Vondelpark?)

Stage 4: termination of the interview

- Summarizing the interview
- Ask if everything is clear and if the respondent has any more questions / remarks
- Expression of thanks
- Promise of confidentiality
- Remarks on process and use of information

- Further contact details (for sending written interview and / or final report to the interviewee or in case additional information / clarifications are needed later on)
- Informal talk

Stage 5: some general information about the respondent

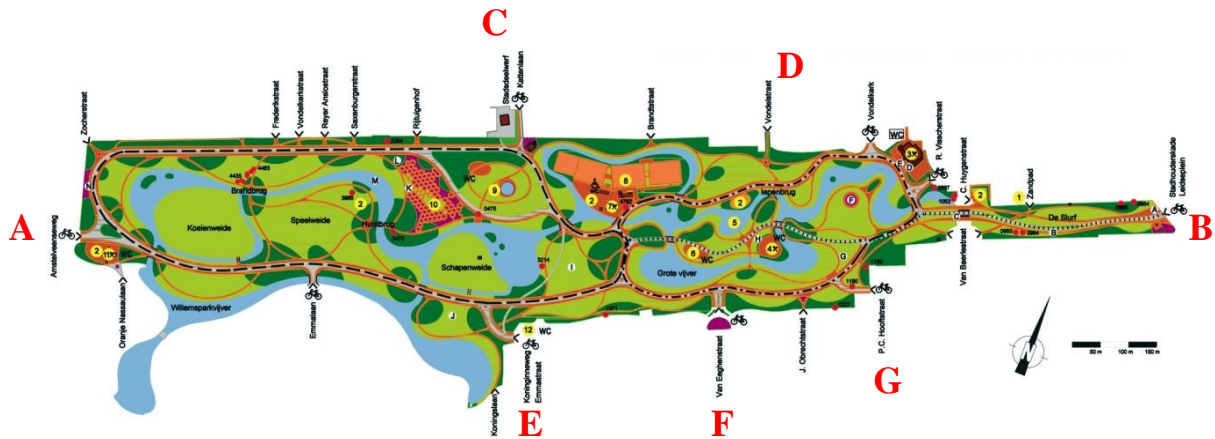
- Age, gender, nationality, country of residence, occupation status (unemployed, part-time employee, full-time employee, student, retired)
- First / second / ... time visitor Amsterdam
- First / second / ... time visitor Vondelpark
- How long already staying in Amsterdam before visiting the Vondelpark?
- How long still staying in Amsterdam?
- Alone or with company (friends / family / other) + how many people?

Stage 6: the external conditions of the interview

- Weather: sunny / cloudy / rainy
- Time, day and date of the interview
- Location in the park where the interview was taken
- Other intervening factors which may influence the motivations (special events, occasions, unexpected circumstances etc.)

Note: during the interview offer refreshing drinks to the interviewees as a small gift of thanks.

ANNEX 2: ANSWERS TO THE INTERVIEW QUESTIONS



Interview 1

Date and time: Tuesday 4 may, 14.33. **Entrance:** main entrance A. **Weather:** cloudy and sunny, 11°.

Number of people: 2

Connection: old friends

Duration of stay: 3 days (arrived 2 days ago, leaving in 1 day)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: +/- 15 min

Person 1: age = 36, gender = male, nationality = Danish, country of residence = Denmark, 10 to 15th time visitor Amsterdam, 6 to 8th time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 35, gender = female, nationality = Italian, country of residence = Italy, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Person 2 knows the city and wants to show the city to his friend (person 2). Also, it is a small city, easy to walk around. They wanted to catch up with each other, and decided that Amsterdam would be a great place to catch up. Person 2 wanted to see Amsterdam, because she has never been here before and heard a lot of nice stories about the city. Person 1 wanted to revisit Amsterdam, because he really likes the atmosphere of the city. Visiting Amsterdam was also convenient, because it is located between Italy and Denmark.

Motivations to visit the Vondelpark:

■ Intrinsic motivation + motivation of the cause:

For the green, because it is beautiful, relaxing and nice to walk around. Also, because the Vondelpark is the biggest green spot in Amsterdam. The man has already been to the park before and wanted to show the women around the park, to show her this famous big park of Amsterdam.

They decided that if the sun would shine, they would go to the park. Otherwise they would have gone to the Van Gogh museum. It depends on the weather how long they will stay in the park. If it stays sunny, they will stay longer, if it doesn't they will go to the museum. Afterwards they will go to the museum.

Person 1 also came to the park before to run (previous visits of Amsterdam).

- Motivation of the activities:
Walking around and relaxing; exploring the park; talking.
- Motivation of the park features:
Only the beginning of the park, walking paths and benches, grass.

Interview 2

Date and time: Tuesday 4 may, 14.50. Entrance: main entrance A. Weather: cloudy and sunny, 11°.

Number of people: 2

Connection: an unmarried couple

Duration of stay: 4 days (arrived 1 day ago, leaving in 3 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: 20 min

Person 1: age = 22, gender = male, nationality = Italian, country of residence = Italy, 3rd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student and part-time employee.

Person 2: age = 22, gender = female, nationality = Italian, country of residence = Italy, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student and part-time employee.

Motivations to visit Amsterdam:

Take a break and do some sightseeing in the city, spend time together. Mainly visit the main tourist attractions of the city. Person 1 has been in the city before and liked the atmosphere. That is why he came back. His girlfriend is new in the city and wants to get to know the city.

Until now they visited Dam square, central, station, Leidseplein, Jordaan and Flower market.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They were near the Leidseplein, so it was close-by. They saw the park on the map. They decided to visit the park, because they study plant sciences at the university. So they are curious and wanted to visit the park, because they are interested in plants and parks. They want to learn more about the plants in the park and about the flora here in the Netherlands.

Later they will maybe have a drink somewhere, and go back in the city.

- Motivation of the activities:
Walking around and learning about the park and its flora (mainly by reading the information signs).

- Motivation of the park features:

All around the park: walking paths and benches, but especially the green part of the park: information signs about the plants and the park.

Interview 3

Date and time: Tuesday 4 may, 14.56. **Entrance:** main entrance A. **Weather:** cloudy and sunny, 11°.

Number of people: 8

Connection: friends and / or married couples

Duration of stay: 7 days (arrived 2 days ago, leaving in 5 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: 20 min

Group characteristics: *ages* = above 60, *gender* = 4 male and 4 female, *nationality* = Italian, *country of residence* = Italy, *occupation status* = retired.

Motivations to visit Amsterdam:

Take a break and spend time together with friends and visit Holland. Do some sightseeing in Amsterdam. See the museums, the main tourist attractions of the city etc.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:

Trespassing through the park on their way to the van Gogh museum. The Vondelpark is a fast way to get to the museum by foot, but also because it is a nicer walk through the park. It is also not so dangerous as the city because there are no cars. And there are less people and less noise, not so dirty. Just relaxing.

- Motivation of the activities:

Walking through the fastest main road towards the Van Gogh museum: convenience, safety and esthetic walking.

- Motivation of the park features:

Walking paths and green

Interview 4

Date and time: Tuesday 4 may, 15.09. **Entrance:** main entrance A. **Weather:** cloudy and sunny, 11°.

Number of people: 2

Connection: an unmarried couple

Duration of stay: 3 days (arrived 1 day ago, leaving in 1 day)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: Damrak, 20 min

Person 1: *age* = 30, *gender* = male, *nationality* = English, *country of residence* = England, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, *occupation status* = full-time employee.

Person 2: age = 31, gender = female, nationality = English, country of residence = England, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Take a short break in Amsterdam. See some of the museums, enjoy the atmosphere of the city. Amsterdam is also easy to walk around, because it is very compact.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:

They read about the Vondelpark in the Lonely Planet guidebook, which showed some very nice pictures about the park. They also saw the park on the map. It just seemed like a really relaxed place and relaxed to bike. They just want to ride around and see. They expect to see space and fountains. They just wanted to find a place where it is nice and green. It is just very busy where they are staying. They are staying at the Damrak at the Red Light District, which is nice, but a bit too busy. They just wanted to get away from the business of the city and to be able to get a bike. It is nicer to bike around a park, because you can bike freely around. It is peaceful, and not so crowded. It is more spacious. It is also more relaxed because you don't have to watch out for the cars.

Afterwards they are going to visit the museums.

- Motivation of the activities:

Just biking freely around and enjoy the park.

- Motivation of the park features:

All around the park

Interview 5

Date and time: Thursday 6 may, 16.21. Entrance: main entrance A. Weather: cloudy and sunny, 14°.

Number of people: 2

Connection: a married couple

Duration of stay: 5 days (arrived 4 days ago, leaving in 1 day)

Mode of transportation to the park: by tram

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near Rembrandtplein

Person 1: age = 38, gender = male, nationality = Portuguese, country of residence = Portugal, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 36, gender = female, nationality = Portuguese, country of residence = Portugal, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

They wanted to visit Holland and some of its most important cities / attractions. Therefore they also decided to visit the most beautiful city of Holland, Amsterdam.

Until now they visited went to Den Haag, flower market etc.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They saw the park on the map and in the books about Amsterdam. The only thing they know about the park is that it is a big park. So they just want to walk a bit around the beginning of the park, not do anything in particular, just that they have seen the park.

Afterwards they will take a tram to the area of central station.

- Motivation of the activities:
Walking around
- Motivation of the park features:
In the beginning of the park

Interview 6

Date and time: Thursday 6 may, 16.30. **Entrance:** main entrance A. **Weather:** cloudy and sunny, 14°.

Number of people: 1

Duration of stay: not sure yet (arrived 4 days ago, not sure how long he will still be staying)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: staying at a friend at Lindengracht, very close to downtown

Person: age = 25, gender = male, nationality = Canadian, country of residence = Canada, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = unemployed, but looking for work in Amsterdam.

Motivations to visit Amsterdam:

He came to visit Amsterdam because he got a working holiday visa for Holland, which was easy to get compared to other countries in Europe. Also, because of the English language: Dutch people generally speak English very well, so it's easier to get a job of English. There are also a lot of Dutch immigrants in Canada, so it seemed very familiar and Holland was kind of like a safe place to go. He decided to start in Amsterdam, because it is the capital of Holland, and he wanted to see it, because it is famous capital of Holland and it is also a good place to start looking for a job. He will stay if he can find a job. Otherwise he will go somewhere else in Europe. He also has a friend living here.

Until now he did a lot of walking around through the city, canal tour, Heineken tour and sleeping.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
He saw the park on all of maps, because it seems like a very large park. So he always wanted to walk by and see what a Dutch park is like and he was in the area, so he thought that he would stop by. It is on every map he has seen, so he was curious about this big park in the middle of the city. Of course it's not as famous as the New York park, but it seems like sort of the same idea. To get to know the city a bit: big park, orientation. He was curious how Dutch parks look like. He wants to walk around the

whole park. Take a break from the city, see what the Dutch parks are like and see how Dutch people enjoy themselves, relaxing.

After the park he will go back to his friend's home.

- Motivation of the activities:
Walking around
- Motivation of the park features:
All around the park

Interview 7

Date and time: Thursday 6 may, 16.48. **Entrance:** main entrance A. **Weather:** cloudy and sunny, 14°.

Number of people: 1

Duration of stay: 3 days (arrived today, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near Rembrandtplein.

Person: age = 33, gender = female, nationality = Portuguese, country of residence = United Kingdom, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = employed.

Motivations to visit Amsterdam:

She came to Amsterdam to catch up with some Spanish friends, who are arriving tomorrow from Spain. Her Spanish friends wanted to go to Amsterdam, and she agreed, because she has never been here before and always wanted to visit Amsterdam. It seemed like a fun place to go.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
She took a tram to her hostel, dropped her baggage and decided to go into the city and just walk around and see where it takes her. She just happened to walk against this park. She didn't know about it before and was curious what it was. She just read the information sign at the beginning of the park and decided to enter the park. She wants to see and learn more about the park, but she is not planning to stay very long, because she also wants to see some other parts of the city. Just a short walk to have an idea of how this park looks like and maybe relax a bit from her trip to Amsterdam, before she continues her walk in the city. She is actually a bit tired, but also excited to see the city and she doesn't have a lot of time in Amsterdam and expects that when her friends come, it will be more about catching up than about seeing Amsterdam. That is why she wants to do it now.
- Motivation of the activities:
Walking around
- Motivation of the park features:
See a bit of the park (not too long).

Interview 8

Date and time: Thursday 6 may, 17.26. **Entrance:** main entrance A. **Weather:** cloudy and sunny, 14°.

Number of people: 2 (but they are together with a group of 8 (exchange) students; total = 10 persons)

Connection: friends

Duration of stay: 4 days (arrived 3 days ago, leaving in 1 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: staying at friends, not so far

Person 1: age = 23, gender = female, nationality = Spanish, country of residence = Spain, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student.

Person 2: age = 25, gender = female, nationality = Spanish, country of residence = Spain, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student.

Motivations to visit Amsterdam:

To catch up with their friends and to see Amsterdam, because person 1 really liked the atmosphere of the city during her last visit and person 2 always wanted to see Amsterdam, because she heard a lot of good stories from friends about the city. It's nice that they can stay with friends who can show them around the city.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
They were actually sort of guided by the whole group to the park. The other guys know the nice places in the city. It was mainly because the park was close, because they were near the Leidseplein and also because they want to celebrate the birthday of one of the students. So they decided to buy some food and drinks and go in the park and celebrate the birthday and have a good time with each other and enjoy the atmosphere. The park is nice, because there is a lot of space to sit around and it is a nice environment to hang out and just chill. The city is just too busy and noisy to hang out with friends and there is hardly no place to sit and relax.
- *Motivation of the activities:*
Sit and hang out in the grass, picnic, eat, drink, socialize and have a good time.
- *Motivation of the park features:*
A nice spot in the grass

Interview 9

Date and time: Monday 17 may, 12.17. **Entrance:** main entrance A. **Weather:** sunny and cloudy, 15°.

Number of people: 2

Connection: a married couple

Duration of stay: 7 days (arrived 6 days ago, leaving today)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: next to park

Person 1: age = 39, gender = male, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.
Person 2: age = 36, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Because they always wanted to see Amsterdam, typical image that you cannot find anywhere else: small old houses, tulips etc.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
 Now they are going back to the hotel to get their luggage to go to the airport to catch their flight back home. They are actually a bit in a hurry. They are walking through this park right now because it is the fastest way to get to the hotel. Before they walked through the park, because it is on the way to the city. It is also very beautiful and relaxing to walk through. It is very peaceful, and when you walk through this park you feel healthy. Fresh air and very relaxing.
- Motivation of the activities:
 Mainly walking
- Motivation of the park features:
 Walking paths

Interview 10

Date and time: Monday 17 may, 12.51. Entrance: main entrance A. Weather: sunny and cloudy, 15°.

Number of people: 23

Connection: a school class (21 students and 2 teachers)

Duration of stay: 3 days (arrived 2 days ago, leaving in 1 day)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near train station

Group characteristics: ages = between 16 and 19 and one teacher, gender = male and female, nationality = Belgian (Wallonian), country of residence = Belgium (Wallonia).

Motivations to visit Amsterdam:

It's a school excursion. They are doing a tour through Amsterdam so that the children learn more about the culture, history and architecture. Visit the famous museums etc.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
 Have lunch in the Vondelpark. It's part of the tour. The park is perfect to leave a big bunch of noisy children, especially when it is nice weather like this. There is enough space to sit and eat. It's hard to fit such a big group in the small restaurants and cafes of Amsterdam. It is easier, plus safer than in the city, because there's just more overview. It's also cheaper, because the park is free and they offer prepared lunches. They want to

keep the trip cheap for the scholars. The class also walked around the park and had a short tour in the park. It's part of the Amsterdam tour.

- Motivation of the activities:
Have an educational tour, walk, have lunch.
- Motivation of the park features:
Cultural elements and the grass area

Interview 11

Date and time: Monday 17 may, 13.32. Entrance: main entrance A. Weather: sunny and cloudy, 15°.

Number of people: 2

Connection: old friends

Duration of stay: 4 days (arrived 3 days ago, leaving in 1 day), but the English girl has problems with the flights to England at the moment due to the volcanic ash from Iceland, so person 1 might have to stay longer.

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near train station

Person 1: *age = 25, gender = female, nationality = English, country of residence = England, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.*

Person 2: *age = 28, gender = female, nationality = Polish, country of residence = Poland, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.*

Motivations to visit Amsterdam:

They decided to meet in the middle / halfway between England and Poland, which is Amsterdam. They decided to visit Amsterdam, because person 2 wanted to see it: she wanted to see Holland and the windmills, tulips and cows: the typical things of Holland, including Amsterdam.

Until now they went to Zaanstad, tulip fields and the city etc.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They were looking at the map yesterday and they thought that maybe if the weather would be fine today, that they would go and visit the park and see what kind of park it is. Anytime that person 1 is in a city, she knows that she needs to find a bit of greenery. She always looks for parks when she is in a city. It is quieter, nicer, somewhere nice to sit, to get away from the noise and crowds. For them it is actually *not* for socializing: when they go to a green space, they would probably talk less, because it is so peaceful, they are at peace and just feeling relaxed. They literally walked in: all they know about the park is that it is a big green belt on the map, so they decided to see it. If there's somewhere nice to sit, they might sit down, if there's something interesting to see, they might have a look.

Before coming to the park they were walking a bit through the town and then to the Van Gogh museum. Afterwards they will do the boat tour close-by.

- Motivation of the activities:
Just have a look, have a walk, enjoy the green. If there is some nice place to sit, they might sit down, if there's something interesting to see, they may see it.
- Motivation of the park features:
All around the park. Not too far, because they also want to do the boat tour.

Interview 12

Date and time: Monday 17 may, 13.41. Entrance: main entrance A. Weather: sunny and cloudy, 15°.

Number of people: 2

Connection: (business) friends

Duration of stay: 5 days (arrived 1 days ago, leaving in 4 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near train station

Person 1: age = 38, gender = female, nationality = Lebanese, country of residence = Lebanon, 5/ 6th time visitor Amsterdam (always for business), 2nd time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 35, gender = female, nationality = Lebanese, country of residence = Lebanon, 5/ 6th time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

They have both been to Amsterdam several times before, but it was always for business, so they never really had the time to explore and enjoy the city.

This time they came to Amsterdam for a fair for private labeling, everything related to nutrition, that will be tomorrow and the day after tomorrow. They came two days earlier to have a bit of a rest.

Until now they didn't see much of the city, they saw the park mainly, the canals and the nice buildings in Amsterdam.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
Yesterday they were also in the Vondelpark and they decided to come back today. Yesterday they arrived in the afternoon and they just had a smoke in the park. The hotel is very near, it is in Marriot, and they have the view from the room on the park, so they decided that it would be nice to have a smoke in the park. It is more relaxing to smoke in a park, because there are no cars, there's no traffic, nothing. Only the trees, the grass, the birds and the bicycles. Because they liked it yesterday, they decided to come back today. Yesterday they only hang out in the beginning of the park, but person 2 also went walking a bit further in the park yesterday on her own just to see how the park looks like. Also, to enjoy the weather in the park, because it is nice today. They hadn't expected the weather to be so nice, because the weather forecast said that it would be

cloudy and no sun. Otherwise they wouldn't have come to the park. Now they decided to leave the park, because they prefer to go shopping in the city. First relaxing in the park, so that they are prepared for shopping, and that can be quite exhausting indeed.

- Motivation of the activities:
Hanging out, sitting, smoking and relaxing.
- Motivation of the park features:
Benches, green.

Interview 13

Date and time: Monday 17 may, 13.58. Entrance: main entrance A. Weather: sunny and cloudy, 15°.

Number of people: 1

Duration of stay: 1 day (she is staying for a total of 7 days in Holland, but the conference is in Den Haag)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: accommodation is in Den Haag.

Person 1: age = 62, gender = female, nationality = Australian, country of residence = Australia, 2nd time visitor Amsterdam, 1st (at least: she thinks so, she can't remember if she has been here before) time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Last time she was in Amsterdam for vacation. This time is a mixture of vacation and conference. In Amsterdam she just came for the day with the train from Den Haag. The conference is in Den Haag.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
She was just waiting for the boat tour, which is across the street, and noticed the park and decided to have a quick look (she doesn't have a lot of time, because she already missed the previous boat and doesn't want to miss it again and doesn't have much time in Amsterdam).
She was just walking, she just likes walking, and looking, finding things. And she likes gardens.
She likes any type of gardens. She is an outdoor person. She likes looking at the nice architecture from here. She might come back and see more of the park later on. She doesn't know anything about the park. She just glanced at the sign with the map of the park. She loves plants, she likes flowers. She likes to see what's coming out. She has a big garden in Australia. Australia is a bit different from here. Most of us have big gardens, so we are used to green around us.
- Motivation of the activities:
Very short walk, just the beginning of the park, make some pictures.
- Motivation of the park features:
Plants, flowers

Interview 14

Date and time: Monday 17 may, 14.10. **Entrance:** main entrance A. **Weather:** sunny and cloudy, 15°.

Number of people: 2

Connection: friends

Duration of stay: a few days (arrived 1 days ago, leaving in a few days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: next to park

Person 1: age = 24, gender = female, nationality = Russian, country of residence = Russia, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 23, gender = female, nationality = Russian, country of residence = Russia, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Never been here before. Only for seeing Amsterdam.

They walked through in the city Amsterdam yesterday. Today they were in the flower market before.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They saw some photos of the park in the guidebook and decided to go here. They also saw it on the map and decided to come to the park. It seemed very beautiful and magnetic, especially the water.
- Motivation of the activities:
Mainly walking, maybe sit if they get tired.
- Motivation of the park features:
Walking paths, green, walking

Interview 15

Date and time: Monday 17 may, 14.29. **Entrance:** main entrance A. **Weather:** sunny and cloudy, 15°.

Number of people: 1

Duration of stay: 3 days (arrived 1 day ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: Flying Pig down town, Damrak, close to central station.

Person: age = 23, gender = female, nationality = Canada, country of residence = Canadian, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student.

Motivations to visit Amsterdam:

She is actually on her way to Africa and she decided to extend her layover flight and spend around 9 days traveling through Europe. She is visiting Amsterdam, Paris and Rome, because they are the famous big cities of Europe.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

She just decided to wander through here. She went to the Van Gogh museum and the Rembrandt and she had heard that this was a beautiful park, so she decided to stop here on her way back to the city. She heard it from a few backpackers from the hostel and from all the reading that she has done. She was planning on stopping through the park. She always likes to go and find the nice green spaces when she visits a city and she heard that it was a beautiful park. She finds the green very calming, very peaceful whenever you can come into a space like this, because it is removed from the city and all the cars and everything. She heard that it was a huge park. Whenever she goes to a city she likes to find a place where she can go jogging, so that would be a place like this. She also wanted to check out if it is possible to go running over here. She read that it was one of the true green spaces in the city, so she decided to check it out.

Afterwards she will just go and explore the rest of the city a little bit more.

- *Motivation of the activities:*

Walking

- *Motivation of the park features:*

As far as she can get, because she heard that it is a big park.

Interview 16

Date and time: Monday 17 may, 15.07. Entrance: side entrance E. Weather: sunny and cloudy, 15°.

Number of people: 2

Connection: married couple

Duration of stay: 5 days (arrived 1 days ago, leaving in 4 days)

Mode of transportation to the park: by ferry, tram and by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: in the North of Amsterdam

Person 1: age = 55, gender = female, nationality = Swiss, country of residence = Switzerland, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 59, gender = male, nationality = Turkey, country of residence = Switzerland, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

No specific reason. It is just that they are married for 20 years and wanted to go on a vacation on their own without the children.

Today they went to the Westermarkt and afterwards they will go around the city, Herengracht etc.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
They read about the park in a guidebook: the book told about a special park and about its history and they decided to visit the park, because it is nice weather. They are waiting for the museums until it starts raining. The book said that the people in Amsterdam like this park and so they also wanted to go to the park. And also it was not so far to go to this park (from the market).
- *Motivation of the activities:*
Walking a bit, sitting, resting
- *Motivation of the park features:*
Just a bit of the park

Interview 17

Date and time: Monday 24 may, 14.54. Entrance: main entrance A. Weather: sunny, 22°.

Number of people: 2

Connection: unmarried couple

Duration of stay: 3 days (arrived 1 day ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near central station.

Person 1: age = 23, gender = male, nationality = English, country of residence = England, 2nd time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = student.

Person 2: age = 23, gender = female, nationality = English, country of residence = England, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = student.

Motivations to visit Amsterdam:

Person 1 has been in Amsterdam before and really liked the atmosphere. The houses and streets, really beautiful and a lot of things to see and do. He wanted to show the city to his girlfriend. They wanted to spend a weekend together and there were cheap tickets going to Amsterdam.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
They were already in the park earlier today. Just a short walk through the park, because they were going to the museum. The main reason that they came back was that person 1 had to go to the toilet and they couldn't find any toilets close-by and then they just passed the park again and thought it was a good place to rest for a while: go for a quick pee (in the bushes), sit down and see where they want to go next on the map. Then they decided to lie in the grass for a bit. They think that the park is very romantic and you can be more close with each other. The city is more busy. You can focus more on each other, because the park is peaceful and not as disturbing as the city. There are less people. [Observation before interviewing: the couple was first kissing, then looking at the map and reading the guidebook]
- *Motivation of the activities:*
Going to the toilet, be intimate with each other, determine what they will do next.
- *Motivation of the park features:*

The grass at the beginning of the park

Interview 18

Date and time: Monday 24 May, 18.35. **Entrance:** main entrance A. **Weather:** sunny, 22°.

Number of people: 2 (2 together with an American friend who studies here in Holland: total 3)

Connection: college friends

Duration of stay: 6 days (arrived 3 days ago, leaving in 3 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: stay at their friend who lives near the Westerpark.

Person 1: age = 20, gender = male, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student.

Person 2: age = 21, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student.

Motivations to visit Amsterdam:

Person 1 was studying in Spain and person 2 came to visit him in Spain and to come and travel with him in Europe. They wanted to visit their friend Megan here in Holland, because she has been here all semester. They had free housing if they came to stay with her and she knows the city a bit, so can show them the nice places.

They went to the coffee shops, went partying, biking and exploring the city, photography museum, art gallery. Only Amsterdam.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
To have a picnic dinner. It is the most popular park of Amsterdam, they heard people talk about it before and Megan said it was a good park to come to. They are also meeting up with another friend here, but cannot find her. They were also already in the middle of the city, so it was closer (than the Westerpark, for example). They also got to see the Westerpark a few days ago, but they haven't been to the Vondelpark yet. They just like to chill out in the park and enjoying each other's company and the other people in the park.
- Motivation of the activities:
Picnicking, chilling out and enjoying each other's company and the other people in the park.
- Motivation of the park features:
The grass, the people

Interview 19

Date and time: Wednesday 2 June, 14.51. **Entrance:** main entrance A. **Weather:** fairly sunny, 21°.

Number of people: 2 (3 in total, but the husband is a lot older than herself, so he was tired and decided to go to the hotel room and take a rest instead).

Connection: family

Duration of stay: 3 days (arrived 2 days ago, leaving in 1 day)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: close, about ten minutes from the park.

Person 1: age = 49, gender = female, nationality = English, country of residence = England, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 13, gender = female, nationality = English, country of residence = England, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = child.

Motivations to visit Amsterdam:

Mainly because their daughter is interested in the Anne Frank museum. And also because it is half term holiday for the primary and secondary school. Next time they want to spend more time in Amsterdam because there are so many adventurous things to do and 3 days is not enough.

They saw the Anne Frank museum, the Van Gogh museum. Local cafes and restaurants, to get used to the local Dutch food. Canal tour, and had some more history of Amsterdam.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

Their daughter wanted to go on a bicycle ride and it was their last day: so today was a day of leisure and rest and just doing what they wanted to do really. The park is not far away from the hotel, about ten minutes away from the hotel, so it was easy to get to the park. Allow their daughter to bike through the park: they are biking mainly in the park. The mother and father don't feel that their daughter is a hundred percent capable of riding on the Amsterdam streets, she hasn't done her biking test yet over in the UK. Also she herself is basic with learning with the bike, so they are more comfortable with biking in the park than anywhere else really. And also because of the areas and attractions which are around in the park as well. It is the fact that the park is highlighted on the map. They already saw people coming and biking in the park before, so decided that that would be a good thing to do as well. They had the fair impression that the parks in Holland are more opened up and adjusted for biking than the parks in the UK. In the UK there are only a few parks where you can bike on certain paths, but in Holland it doesn't seem to matter which park you are on, you can cycle on it anyway. Because person 1 is older than her daughter, she also wanted a bit of a break and find some cool shade in between the biking, so that her daughter could carry on biking.

Afterwards they will meet up with her husband again. The husband is a lot older than herself, so he was tired and decided to go to the hotel room and take a rest instead

- *Motivation of the activities:*

Biking, resting, eating, and enjoying the shade, taking some photos.

- *Motivation of the park features:*

Biking area, all around the park

Interview 20

Date and time: Wednesday 2 June, 15.09. Entrance: main entrance A. Weather: fairly sunny, 21°.

Number of people: 3

Connection: family

Duration of stay: 8 days (arrived 6 days ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near central train station

Person 1: age = 19, gender = female, nationality = Australian, country of residence = Australia, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = just finished high school, on a gap year.

Person 2: age = 22, gender = female, nationality = Australian, country of residence = Australia, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 3: age = 56, gender = female, nationality = Australian, country of residence = Australia, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Person 1 is on a gap year and doing a Europe tour. She wanted to see Amsterdam because everyone said it's a fun place and that it has a lot of attractions that you don't have anywhere else, like the red-light district and the coffee shops. They were in Italy for their mum's birthday and they went together with the 3 of them to Amsterdam.

Anne frank house, dam square, photography museum.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They got told about it by a Dutch lady. They were sitting in a café near the park (just up the road) and a Dutch women advised them to go to the Vondelpark. She said that they should go to this park and that it's a relaxing place and nice in the sun. They had no plans, so decided to go to the park and see what happens.
- Motivation of the activities:
Walk and explore the park.
- Motivation of the park features:
No plans.

Interview 21

Date and time: Wednesday 2 June, 15.29. Entrance: main entrance A. Weather: fairly sunny, 21°.

Number of people: 8 (4 grown-ups and 4 children)

Connection: family and friends

Duration of stay: 4 days (arrived 3 days ago, leaving today)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: at Leidseplein

Interviewee: age = 44, gender = female, nationality = Australian, country of residence = England, 3rd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

It is half term for school holidays and a long weekend, so it's a city break. Amsterdam is close to England and hopefully the weather would be good.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They had to check out at 14.00 at the hotel and now have to wait for the flight (which is not until 19.00). The park is very close and the people from the hotel recommended the park, because it is close and is a nice place for children to play. We couldn't have the children in the café, because the kids need space to run around. It's more safe over here for the children. The interviewee is sitting in the grass and reading and watching over the luggage, while the rest went off for a walk in the park to let the children run around and play. She doesn't mind waiting here, because she has a very exciting book and she loves to read in the park. It's relaxing because you only hear the peaceful sounds of nature and you can be more concentrated on the book.
- Motivation of the activities:
Have a place to leave the luggage, reading, playing activities for the children.
- Motivation of the park features:
Green, playgrounds, walking paths

Interview 22

Date and time: Wednesday 2 June, 16.53. **Entrance:** main entrance A. **Weather:** fairly sunny, 21°.

Number of people: 2

Connection: an unmarried couple

Duration of stay: 3 days (arrived today, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: flying pig, next to the Vondelpark

Person 1: age = 21, gender = male, nationality = Canadian, country of residence = Canada, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student and part-time employee.

Person 2: age = 21, gender = female, nationality = Canadian, country of residence = Canada, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student and part-time employee.

Motivations to visit Amsterdam:

They are on a Europe tour. Person 1 has been on a Europe tour before alone, but wanted to do it again together with his girlfriend. Finishing it off (Amsterdam is last stop). They both have never seen Amsterdam before.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
Friends from Canada that have been in Amsterdam before said that the Vondelpark is a place that you have to see and a beautiful park, so they decided to visit the park. The 'I am Amsterdam' sign is on the way, so they are going to see that. Today they have been travelling, they just travelled from deep in Greece this morning and so they were tired and just wanted to walk around the park and go rest, do something relaxing. The park is next to the hostel, so they decided to go for a walk around the park and have some stops to relax and rest a bit in the park. They just wanted something nice to see.
- *Motivation of the activities:*
Walking through the whole park and back, resting in between.
- *Motivation of the park features:*
All over the park, walking area

Interview 23

Date and time: Wednesday 2 June, 17.32. Entrance: main entrance A. Weather: fairly sunny, 21°.

Number of people: 3

Connection: friends

Duration of stay: 4 days (arrived 1 day ago, leaving in 3 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near train station

Person 1: age = 25, gender = female, nationality = Spanish, country of residence = Spain, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student

Person 2: age = 25, gender = female, nationality = Spanish, country of residence = Spain, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student

Person 3: age = 25, gender = female, nationality = Spanish, country of residence = Spain, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student

Motivations to visit Amsterdam:

They have heard about Amsterdam and all the people say that it is very beautiful and that they have to come here. Also, the flights to Amsterdam were very cheap and they had time to come here.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
They saw the park on the map and they were also close to the park. They decided to come, because today is a very sunny day, so that they could enjoy the sun in the park, because it is better than in the city. Just walk and see the view.
In Madrid, where they live, you have a famous park called Retiro, which is also in the center of the city and seemed similar to the Vondelpark: central location, great

atmosphere, a lot of people and lively, the lake, green etc. and they like this Retiro park very much, so they expected the Vondelpark to be something similar. They really like the Retiro, so they also wanted to visit the Vondelpark.

Before they were in the city. Afterwards they are going to the Jordaan.

- Motivation of the activities:
Walking, have a nice view and enjoy the beauty of the park.
- Motivation of the park features:
All over the park, walking area

Interview 24

Date and time: Wednesday 2 June, 17.57. Entrance: main entrance A. Weather: fairly sunny, 21°.

Number of people: 2

Connection: friends

Duration of stay: 4 days (arrived today, leaving in 3 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: next to park

Person 1: age = 26, gender = female, nationality = German, country of residence = Germany, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 33, gender = female, nationality = German, country of residence = Germany, 4th time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

They were looking for a destination that is not so far away from where they live by train. It is a big city, but at the same time it is not so big that it is confusing of too loud or stressful. They think that it is very nice to sit here in the cafes and outside and that is something that you can do exclusively here in Amsterdam.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
The hostel is nearby: it is directly next to the park. They were already here in the park earlier today for about 4 hours and saw the entire park. It was really nice to sit here in the grass and talk and drink some drinks in the café of the park. Afterwards they went back to the hostel and then into the city and now they are walking back through the park to the hostel. They are planning to go back in the park later on this evening, because they really liked it. Probably just sit down and drink and talk again and enjoy.
- Motivation of the activities:
Walking, sitting and drinking in the park.
- Motivation of the park features:
The whole park: a bit of everything.

Interview 25

Date and time: Wednesday 2 June, 18.01. Entrance: main entrance A. Weather: fairly sunny, 21°.

Number of people: 2

Connection: unmarried couple

Duration of stay: 5 days (arrived today, leaving in 4 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: not very close, near train station

Person 1: age = 26, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 29, gender = male, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

They are on a Europe Tour (they already went to Belgium, Germany and Czech Republic) and Amsterdam just seemed like a fun place to go.

They have just been walking a bit around the city.

Motivations to visit the Vondelpark:

▪ Intrinsic motivation + motivation of the cause:

They read about the park in the guidebook. They have been walking around (Leidseplein) and just came walking past the park. They read that it's the biggest and most central park of Amsterdam and that it is the place that the locals go to relax, hang out, hike, jog and exercise. They just want to walk around and do some exercise in the park.

After the park probably walk a little bit more in the city, have some dinner.

▪ Motivation of the activities:

Walking / exercising / resting

▪ Motivation of the park features:

All around the park

Interview 26

Date and time: Thursday 3 June, 16.13. Entrance: main entrance A. Weather: sunny, 23°.

Number of people: 4

Connection: friends

Duration of stay: 4 days (arrived 1 day ago, leaving in 3 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: apartment is very near, at Leidseplein

Person 1: age = 31, gender = male, nationality = English, country of residence = England, 2nd time visitor Amsterdam, 3rd time visitor Vondelpark, occupation status = full-time employee.

Person 2: *age* = 31, *gender* = male, *nationality* = English, *country of residence* = England, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, *occupation status* = full-time employee.
Other 2 persons: also male, around the 31, English and full time employee.

Motivations to visit Amsterdam:

One of the guys comes to Amsterdam regularly for business. He is from England, but he commutes back and forth, so he rents an apartment when he is here and the rent covers the whole apartment. So the other three other guys decided to come with him to Amsterdam, because they can stay in his apartment. The guys rent an apartment in England to tourists, which offers them a good amount of money and they are looking to do it in Amsterdam as well for tourists, because it is a good investment.

Amsterdam has a good reputation in England as a good place for holiday for relaxing and unwinding. So this also was a reason to visit Amsterdam

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

It was the wintertime when they came to the Vondelpark before, so it was not like this. Then they hired bicycles and cycled around through the park, but it was a very cold day. Yesterday they also visited the park. Yesterday they only arrived in Amsterdam late in the afternoon, so they quickly viewed his apartment, rented some bikes, cycled a bit around the canals and the busy part of the city. Because of all the traffic, they decided to go somewhere where it is nice and peaceful. So they cycled a bit around the park, sat down and had a rest. They only cycled in at the beginning of the park, bought an ice-cream, sat down in the grass by the lake for half an hour and cycled back.

They decided to come back today, because it is a nice sunny day and they wanted to do a barbecue. So rather than go to a restaurant and quickly have a meal and then quickly go out, they preferred to go to a park. Their friend who is here in Amsterdam for business knew about the park and said that it was a very nice thing to see. It is quite a famous thing, the park.

Everything is peaceful about this park, nice grass to sit on, relaxed to sit here and enjoy the sun. Near the lake it is also very relaxing to sit, but they decided to go and sit here in the beginning of the park, because here there is not so much wind, which is better for barbecuing, and so just to sit and relax really. They are not here for doing any activities, just sit, eat and relax. Also they came here to the park to have a good talk. Afterwards they will go back to the apartment.

Tomorrow they will go shopping and Saturday back home.

- *Motivation of the activities:*

Only BBQ, maybe get an ice-cream a bit further on.

- *Motivation of the park features:*

Grass area in the beginning of the park

Interview 27

Date and time: Thursday 3 June, 16.45. **Entrance:** entrance B. **Weather:** sunny, 23°.

Number of people: 2

Connection: friends

Duration of stay: 3 days (arrived today, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near the Vondelpark, on the other end of the park near entrance B

Person 1: *age = 54, gender = female, nationality = German, country of residence = Germany, 3rd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.*

Person 2: *age = 55, gender = female, nationality = German, country of residence = Germany, 4th time visitor Amsterdam, 1st or 2nd (she thinks she has been here before) time visitor Vondelpark, occupation status = full-time employee.*

Motivations to visit Amsterdam:

It is a holiday in Germany and they have a long weekend and they thought that it is a good idea to come to Amsterdam. It is a nice city with lots of things to see that they haven't seen before.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

The weather is nice. And they are staying somewhere on the other end of the park and they just decided to walk through the park on their way to the city. They just sat in the train to Amsterdam the whole day, so they like walk now all the way through the park to the city. They know that there are some open theatre activities in the weekend, but then they will already be back in Germany unfortunately.

They are just going to walk around the city a bit today.

- *Motivation of the activities:*

Walking

- *Motivation of the park features:*

The whole park

Interview 28

Date and time: Friday 4 June, 16.01. **Entrance:** main entrance A. **Weather:** sunny, 23°.

Number of people: 3

Connection: friends

Duration of stay: 3 days (arrived 1 day ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: gay hotel Amistad, near Leidseplein.

Group characteristics: *ages = 30, 31, 29 gender = male, nationality = English, country of residence = England, 3rd – 8th time visitor Amsterdam, 2nd to 6th time visitor Vondelpark, occupation status = full-time employees.*

Motivations to visit Amsterdam:

For them it's the gay capital of the world. It's such a fun city and there are so many different things to do over here, also for homosexuals. They love this city, the parties, the atmosphere, everything. And the city is so beautiful, great atmosphere. That is why they always come back.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They have already been to the park and the gay cruising zone of the park a couple of times before in their previous visits to Amsterdam. They love the atmosphere of the park and of course this is the gay area of the park, so that's also why they came here. They are here for sun tanning, relaxing and to meet other men.
- Motivation of the activities:
Enjoying the sun, relaxing, meeting other men
- Motivation of the park features:
The gay area of the park, in the rose garden

Interview 29

Date: 4 June, 17.02. Entrance: entrance E. Weather: very sunny, 23°.

Number of people: 2

Connection: friends

Duration of stay: 4 days (arrived 1 day ago, leaving in 3 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: around Albert Kuip Market

Person 1: age = 30, gender = male, nationality = Israeli, country of residence = Israel, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 29, gender = male, nationality = Israeli, country of residence = Israel, 2nd time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

They have both been here before and it is a beautiful city and it has a lot to offer and a great location. It has a good reputation.

They just toured around the markets, yesterday the dam area, around the city by bikes.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They knew it was beautiful and obviously it is. Also, it is recommended in their guidebooks of Amsterdam and they used a map to get to the park. Also, another friend told them that it is beautiful. Person 2 also really liked the park before, so quiet, so calm, nice people around, nice nature. They already smoked before coming to the park and will smoke some more in this park. The park is very calm and relaxing and perfect for smoking. They also used a map to find the park. They just want to relax in the park. They also heard that there are shows in the park in the summer in the weekends, so they wanted to see if anything is on (but it isn't yet).
- Motivation of the activities:
Biking, smoking, relaxing
- Motivation of the park features:
Biking paths and a nice quiet spot to relax and have a smoke.

Interview 30

Date and time: Friday 4 June, 17.12. **Entrance:** main entrance A. **Weather:** very sunny, 23°.

Number of people: 4

Connection: 2 married couples and friends

Duration of stay: 4 days (arrived 1 day ago, leaving in 3 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: Rembrandthotel, Rembrandt.

Group characteristics: *ages* = between 50 and 60, *gender* = 2 male and 2 female, *nationality* = Spanish, *country of residence* = Spain, 1st time visitor Amsterdam, 1st time visitor Vondelpark, *occupation status* = full- and part-time employees.

Motivations to visit Amsterdam:

It is an exciting city and they haven't seen it before, because it is their first time visit to the city, so they wanted to see the city. It is a funny city with a lot of nightlife and people in the streets and very exciting.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

They decided to see some special places from the tourist maps and guidebooks. They were cycling in the city and they wanted to use a bicycle and it is easier to use a bicycle in the park than in the city, less danger.

They rented the bikes near central station and biked through the city and the Dam to the park.

- *Motivation of the activities:*

Cycling, exploring the park and have some drinks in the park.

- *Motivation of the park features:*

A bit all over

Interview 31

Date and time: Friday 4 June, 17.51. **Entrance:** entrance G. **Weather:** sunny, 23°.

Number of people: 2

Connection: married couple

Duration of stay: 4 days (arrived 2 days ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near Anne Frank house

Person 1: *age* = 32, *gender* = female, *nationality* = Brazilian, *country of residence* = Brazil, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, *occupation status* = full-time employee.

Person 2: *age* = 32, *gender* = male, *nationality* = Brazilian, *country of residence* = Brazil, 1st time visitor Amsterdam, 1st time visitor Vondelpark, *occupation status* = full-time employee.

Motivations to visit Amsterdam:

Her husband doesn't know it, never seen it before and person 1 has been in Amsterdam before and she liked it. She has been in Amsterdam a long time ago, so she doesn't remember that much, just that it was a very nice place, so she wanted to revisit it. They are on a Europe tour and Amsterdam is the first stop (afterwards going to Berlin, Prague and Barcelona).

They went to the museums, walking through the center before going to the park.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

They are from Curitiba in Brazil, where there are a lot of parks and they like to hang out in parks in the sun. On a nice sunny day like today the museum was not such a nice idea, because on a sunny day, for leisure and spend some time near the green, it is good to relax. They are here to relax and observe the Dutch culture and the way they spend their leisure time and to see people.

They want to have dinner and they read that there are eating possibilities in and around the park, then rent a bike in the park and bike around, because they are tired of walking, but they want to see more of the whole park. They were trying to find some relaxing places in Amsterdam and they read on a Brazilian internet site (blog) about Amsterdam (which was written by a Brazilian guy who has lived in Amsterdam) that the Vondelpark is the best place to relax and for eating something around. It is their first time in the Vondelpark.

- *Motivation of the activities:*

Walking, eating, biking, resting, relaxing

- *Motivation of the park features:*

A bit everywhere

Interview 32

Date and time: Saturday 5 June, 12.10. **Entrance:** main entrance A. **Weather:** very sunny, 24°.

Number of people: 2 (out of a group of 10)

Connection: married couple

Duration of stay: 3 days (arrived 1 day ago, leaving in 2 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: close to central station.

Person 1: age = 57, gender = male, nationality = German, country of residence = Germany, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 54, gender = female, nationality = German, country of residence = Germany, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = part-time employee.

Motivations to visit Amsterdam:

Person 1 has been in Amsterdam a long time ago and his wife has never been here before, so they decided to go here together. They are interested in the history and wanted to see the

museums (Van Gogh) and old architecture. It was a long weekend in Germany, so they decided to come here.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
Because this is one of the places where the tour stops: they are on a city tour, which also takes them through the Vondelpark. Because they don't have a lot of time in Amsterdam and they want to see as much as they can of the city and all the beautiful places, they decided to do a guided bicycle tour through the city. The tour starts close to their hotel and goes all around the city, including the Vondelpark. They are together in the group with 8 other tourists. They chose the 'Historic city tour' at the tour operator called 'Orangebike', because they are interested in the history of the city. The tour is easier for them, everything is arranged. Biking seemed nice, because you feel more like a local and it is nice with this weather. It also seems safe to bike with a tour. The Vondelpark was part of the package. They just heard that the park is one of the oldest parks of Amsterdam. They are curious about the history of the park. The park is really beautiful to bike through and it is not as busy as the city. Fresh air when you are biking. It is also easier to bike, because there is more space and no traffic.
- *Motivation of the activities:*
Biking together with a tour, learning more about the history of the park
- *Motivation of the park features:*
Cultural aspects, biking paths

Interview 33

Date and time: Saturday 5 June, 13.02. Entrance: entrance D. Weather: very sunny, 24°.

Number of people: 9

Connection: friends

Duration of stay: 4 days (arrived 2 days ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: Stayokay hostel, next to Vondelpark

Group characteristics: *ages* = between 20 and 25, *gender* = 9 males, *nationality* = English, *country of residence* = England, both 1st and 2nd time visitors Amsterdam, 2nd time visitor Vondelpark, *occupation status* = students / part-time employees.

Motivations to visit Amsterdam:

Party and drink. Amsterdam is the city of partying, so they wanted to come here: party, drink, smoke, have an awesome time. It's a guys' weekend out.

Until now: city center, bars, red light district, walking around, park...

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
"For the soccer, chicks and beer". They went drinking last night, so they are pretty tired and wouldn't get much further than the park anyway today. It's a nice sunny day and the park is at their doorstep (from the hostel). They were in the park yesterday as well

and it was awesome: sunshine, people all over, good vibe. There is nothing better than playing soccer in the sun, soft grass, with girls around sun tanning. It is very relaxing and there is plenty of space. After the soccer they will go to the 'blauwe theehuis' and have a bunch of beers again.

- Motivation of the activities:
Play soccer, hang around, relax, drink beer.
- Motivation of the park features:
The grass, the 'blauwe theehuis'

Interview 34

Date and time: Saturday 5 June, 14.31. Entrance: main entrance A. Weather: very sunny, 24°.

Number of people: 4

Connection: 2 couples and friends

Duration of stay: 6 days (arrived 4 days ago, leaving in 2 days)

Mode of transportation to the park: by tram

Mode of transportation in the park: by foot and bikes

Walking distance from accommodation to Vondelpark: close to Westerpark

Group characteristics: *ages* = between 25 and 35, *gender* = 2 female and 2 male, *nationality* = Scottish, *country of residence* = Scotland, both 1st and 2nd time visitors Amsterdam, 1st time visitor Vondelpark, *occupation status* = full-time employees.

Motivations to visit Amsterdam:

Person 1 always wanted to go to Amsterdam and her Auntie lives here and her friend's sisters live here and they decided to go all together and they enjoy smoking, but they also enjoy all the other things of the city, like the culture, so they decided to come here.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
She heard that there is something for everyone and that there are lots of things throughout the whole park. Lots of friends that have been in Amsterdam advised them to come because it is beautiful and that it was quite easy to get to. It is quite well-known. First they stayed at a hostel near central, but they had a bad experience, so the 2 girls decided to go and stay at the auntie. The 2 boys are staying with one of the boys' sister. They decided to catch up in the park, because it is nice to wait in a park. They decided to catch up near the 'filmhuis'.

They also plan to go to Westerpark as well, because it is close to their aunties.

- Motivation of the activities:
Hang around, enjoy and eat.
- Motivation of the park features:
The grass area

Interview 35

Date and time: Sunday 6 June, 11.03. Entrance: main entrance A. Weather: cloudy, 20°.

Number of people: 3

Connection: friends

Duration of stay: +/- 4 days (arrived 2 days ago, leaving in +/- 2 days probably)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: accommodation was in the park

Group characteristics: *ages* = 19, 20, 21, *gender* = male, *nationality* = Mexican/Colombian/US, *country of residence* = America, *1st time visitor Amsterdam*, *2nd time visitor Vondelpark*, *occupation status* = gap year, playing in a band (partly upcoming students).

Motivations to visit Amsterdam:

They are doing a Europe tour that started in Spain and they are going all over Europe. They have no clear plans (just see where the road takes us), but Amsterdam was definitely on their list, because it's something that they just had to see and all their friends talk about it. It's such a liberal city and seemed like great fun.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

They are actually trying to travel in Europe as much as they can through 'couchsurfing', which is a volunteer-based network that connects travelers with locals all over the world, who then offer free accommodation. But in Amsterdam it was really hard to find a "couch".

The first time they visited the park was the day before yesterday: they were just walking around the Leidseplein and happened to find the park. There were lots of people, so they decided to join in and make some music, connect to the locals. While they were sitting in the Vondelpark they met a local guy who said that they could stay at his house, but later on it appeared that he was sort of an alcoholic, so they got a bit scared by him that night. Yesterday, after the bad experience, they first went into the city. It was really a sunny day, so later on they went back to the park again to eat and chill out, drink and smoke. They actually got quite stoned and drunk yesterday and decided to sleep in the park. The hostels here are so expensive and they are running out of money. The park is free and it's also nicer to sleep in the open air, it's more adventurous, you feel one with the nature. They have their sleeping equipment with them. Sleeping on the city streets is not really an option, but in a park they have more privacy, they can hide in the bushes and sleep more peacefully. Next to the park is also the Stayokay hostel, where they take free showers. They like the park very much, because of all people, the green, the whole atmosphere. It's just so lively.

It depends on the "couchsurfing" how long they will stay in Amsterdam. If they get offered a couch, they might stay longer.

- *Motivation of the activities:*

Sleeping, eating, making music, relaxing, meeting people and meeting locals.

- *Motivation of the park features:*

Middle of the park, a bit in the bushes

Interview 36**Date and time: Sunday 6 June, 11.50. Entrance: main entrance A. Weather: cloudy, 20°.***Number of people: 4**Connection: 2 married couples and friends**Duration of stay: 3 days (arrived 1 day ago, leaving in 2 days)**Mode of transportation to the park: by boat (canal tour, which stops in front of the park)**Mode of transportation in the park: by foot**Walking distance from accommodation to Vondelpark: not too far from the park*

Group characteristics: *ages* = between 66 and 73, *gender* = 2 male and 2 female, *nationality* = American, *country of residence* = America, *1st time visitor Amsterdam*, *1st time visitor Vondelpark*, *occupation status* = retired.

Motivations to visit Amsterdam:

They went on a river cruise on the Rhine through Europe, which started in Switzerland and ended up in Amsterdam. They have never seen Amsterdam before and they wanted to see what it's all about, because everybody talks about Amsterdam. They know that there are a lot of bikes and they wanted to see the Van Gogh museum.

Motivations to visit the Vondelpark:▪ *Intrinsic motivation + motivation of the cause:*

They saw the park on the city map and they took the canal boat ride, which stops in front of the park, so it's also close-by. Just to see what it's all about and to see what it looks like. They were looking for a green place to go and they saw some of the streets and they are pretty dirty, so they wanted to see how the park is. Just to get some clean fresh air. They will only see part of the park, just take it how it comes and then go for lunch.

▪ *Motivation of the activities:*

Walking, resting, get some fresh air.

▪ *Motivation of the park features:*

Beginning of the park

Interview 37**Date and time: Sunday 6 June, 12.02. Entrance: main entrance A. Weather: cloudy, 20°.***Number of people: 2**Connection: couple**Duration of stay: 1 short day (without overnight stay, stopover)**Mode of transportation to the park: by foot**Mode of transportation in the park: by foot*

Person 1: *age* = 27, *gender* = female, *nationality* = Mexican, *country of residence* = Mexico, *4th / 5th time visitor Amsterdam*, *1st time visitor Vondelpark*, *occupation status* = travelling for a long time.

Person 2: *age* = 28, *gender* = male, *nationality* = Mexican, *country of residence* = Mexico, *5th time visitor Amsterdam* (but 3 times were only 1 day, stopover), *2nd time visitor Vondelpark*, *occupation status* = travelling for a long time.

Motivations to visit Amsterdam:

They are on a stopover and had some hours before the next flight, so decided to go in Amsterdam for a few hours.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
It is an occasionality. They came here because they wanted to be in a Park. Contact with the nature. They like the nature, because it is alive. The main reason is that they wanted to write something for each other, to write what he thinks about her and what she thinks about him. So they thought that the park was a good place and he knew that the park was here, because he has been here two times ago and he remembered that it was very nice and they walked from the central station to the park. They decided to write in the park, because you can be more concentrated, relaxed and inspired. When your thoughts are frozen, your thoughts become more flowing when you see the trees or green.
- Motivation of the activities:
Writing, enjoy and observe the nature, come to peace.
- Motivation of the park features:
Only the beginning, because they don't have that much time

Interview 38

Date and time: Sunday 6 June, 12.06. Entrance: main entrance A. Weather: cloudy, 20°.

Number of people: 3

Connection: family

Duration of stay: 8 days (arrived 1day ago, leaving in 7 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: unknown

Person 1: age = 61, gender = male, nationality = American, country of residence = America, 2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 57, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Person 3: age = 23, gender = male, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

They came to visit their (step) son (person 3). He was studying in Leiden. He has just finished his study, so they came to visit him after his semester was over. The stepfather also visited his stepson three years ago for a week, when he was taking classes in Maastricht.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
Today they were at the Van Gogh museum and decided to go to the park, which was nearby. They saw the park on the map and it is near the museums that they were going to and it looked like a good place for the bicycles to take a ride. You don't have to worry about the traffic so much, the paths are nice and wide in here, so you can ride 2

up and 3 up at a time. On the streets you have to be more cautious and aware of what's around you with the cars and stuff, so it's a nice break from that.

After the park have a lunch and maybe see another museum.

- Motivation of the activities:
Biking and exploring the park.
- Motivation of the park features:
The whole park, see everything.

Interview 39

Date and time: Sunday 6 June, 12.10. Entrance: main entrance A. Weather: cloudy, 20°.

Number of people: 3

Connection: friends

Duration of stay: 6 days (arrived 5 days ago, leaving in 1 day)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: 10 to 15 minutes to walk

Person 1: age = 24, gender = male, nationality = Irish, country of residence = Ireland, 2nd time visitor Amsterdam, 3rd time visitor Vondelpark, occupation status = student.

Person 2: age = 22, gender = male, nationality = Irish, country of residence = Ireland, 2nd time visitor Amsterdam, 3rd time visitor Vondelpark, occupation status = student.

Person 2: age = 22, gender = male, nationality = Irish, country of residence = Ireland, 2nd time visitor Amsterdam, 3rd time visitor Vondelpark, occupation status = upcoming student.

Motivations to visit Amsterdam:

The previous time in Amsterdam they also came together but they didn't come long enough the first time, so they decided to come back to see the rest of the city, like the zoo and the park.

They went to the zoo, visited the park twice already.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They already visited the Vondelpark twice before since they have been here in Amsterdam. Then they played Frisbee and the "hakozyaki" ball game, because in the park you have the space to play and it is a nice environment. They decided to come back to the park (to play Frisbee and hakozyaki) because they enjoyed it so much, it is really relaxing.
Today is their last day, so it was more to relax. Also they went out last night, so they got up late and just wanted to relax. They just got up from bed.
- Motivation of the activities:
Play Frisbee, play Hakyzaky and relax.
- Motivation of the park features:
The grass area

Interview 40**Date and time: Sunday 6 June, 12.23. Entrance: main entrance A. Weather: cloudy, 20°.***Number of people: 2**Connection: unmarried couple**Duration of stay: 4 days (arrived 6 days ago, leaving in 1 day)**Mode of transportation to the park: by foot**Mode of transportation in the park: by foot**Walking distance from accommodation to Vondelpark: 5 minutes to walk from the hostel*

Person 1: age = 36, gender = male, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = gave up his job, sold all his stuff and decided to go travelling and volunteer work.

Person 2: age = 21, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = travelling and volunteer work.

Motivations to visit Amsterdam:

They were staying in Ireland for months, doing volunteer organic farming. They are now doing a Europe tour and Amsterdam is their first stop (after the volunteer work in Ireland). They decided to visit Amsterdam for a complexity of reasons. For as far as person 1 is concerned they came here because there is a very specific history here from through the 20th century and going back to the Dutch-East-India trading company: a rich history, which they don't have in America. But there are also concurrent reasons concerning the liberal and tolerance laws in Amsterdam that they don't have in America and they wanted to see how that works in a city on a daily basis, on a human level. In America there is this idea that when everything would be legal that there would be chaos in the streets, but there actually isn't any. They see that these liberal laws actually work.

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*

They read on the internet that there was a horse riding school in or near the Vondelpark. Also, because it is a big giant park which they have never seen before. Person 1 has lived in New York for a while around Central Park and he likes the idea of recreational, sort of natural places in the middle of metropolitan areas. And see how they are designed, how they are different and how people utilize them. In Central park, people do all kinds of crazy stuff and it is all condensed. In San Francisco however he went to the hanging gardens, but they were almost empty.

They saw the park on the map and also a girl from the hostel had been to the park yesterday and told them about it. She said that it was insane, that it was really crowded and that it was really a nice park.

This is their last day. In the beginning they were doing all the big things, like going to the museums and just making sure that they got all the big landmarks. But today they just wanted somewhere to relax and just walk around. They already did a lot of walking the last couple of days, so they are rather tired. But they like walking.

They haven't really looked at the map, but they don't like to plan. Most tourists like to plan out everything, but it takes out the element of chance, what you'll find and that is just as vital and interesting. So they are leaving it up to chance, just see what they will see. That's part of the fun, the unexpected.

- Motivation of the activities:
Horse riding (if it exists?), walking, relaxing
- Motivation of the park features:
Just see where it takes them.

Interview 41

Date and time: Sunday 6 June, 12.32. Entrance: main entrance A. Weather: cloudy, 20°.

Number of people: 1

Duration of stay: 8 days (arrived 6 days ago, leaving in 2 days)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: first hotel close to the Dam area, but she didn't like it, so now she is staying in a better hotel near the park.

Person: age = 56, gender = female, nationality = Danish, country of residence = Denmark, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Her daughter recommended Amsterdam and some places that she should see in the city, including the Vondelpark. Some years ago her daughter used to study part-time in Delft and part-time in Amsterdam, so stayed here and she knows Amsterdam.

She has been to museums, walking in town close to Dam area, see the city.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
Her daughter recommended this park, she said that she should walk along the borders of the park close to the houses, because it was an exceptional scenery: the view of the old and beautiful houses through the trees.
Just before going to the park she found a shop for hiking equipment. She is going to New Zealand and her daughter said that the Netherlands is the best country to buy hiking equipment. The shop is close to the park. She just bought a book and thought that it was nice weather to stay out without getting sunburned (she has a very light skin and burns very fast). Yesterday she was in the other part of the city, which was a very hectic day: a lot of queuing at the Anne Frank house, visiting churches etc.
She just started to read the information sign at the entrance of the park, so she doesn't really know anything about the park yet. She also wants to walk to see the botanical plants because she just read that it is special.
She decided to sit and read in the park, because she prefers to be close to the nature. She likes to watch when people walk their dogs and you can hear birds singing etc. It's really relaxing. So if you want to get extra strength you go to a park. We do that in my town in Denmark as well.

Afterwards she will go back to the area where she was yesterday and eat some Dutch pancakes.

- Motivation of the activities:
Mainly sit and reading, walk around to see the botanical plants and flowers.

- Motivation of the park features:
A place to sit and read, botanical garden.

Interview 42

Date and time: Sunday 6 June, 12.51. **Entrance:** main entrance A. **Weather:** cloudy, 20°.

Number of people: 2

Connection: friends

Duration of stay: 5 days (arrived 4 days ago, leaving in 1 day)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: near train station

Person 1: age = 18, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = student.

Person 2: age = 19, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = student.

Motivations to visit Amsterdam:

They are on a Europe tour for 2 weeks (Holland and they visited France). Friends said that Amsterdam was really nice.

Until now they did the museums, shopping, walking around, Vondelpark.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They heard about the park before they came, so they just wanted to check it out. Friends who visited Amsterdam before said that it was beautiful and awesome. Yesterday they just biked around, walked around, sat by the water. They really liked it yesterday: really pretty, super chill, lots of people, so they decided to come back today. Today they will just bike around the park, then go back into the city and ride their bikes for a bit, relax. They have already been here for 5 days, so they just want to go for a quick bike ride just before they leave (it is their last day).
- Motivation of the activities:
Biking through the park
- Motivation of the park features:
Around the park, biking parts.

Interview 43

Date and time: Sunday 6 June, 13.12. **Entrance:** main entrance A. **Weather:** cloudy, 20°.

Number of people: 2

Connection: family (mother and daughter)

Duration of stay: 10 days (arrived 9 days ago, leaving in 1 day)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: near Beatrixpark?

Person 1: age = 47, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = unemployed.

Person 2: age = 75, gender = female, nationality = American, country of residence = America, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, occupation status = retired.

Motivations to visit Amsterdam:

The mother (person 2) wanted to come to Amsterdam and she invited her daughter (person 1). Person 2 wanted to come and see the Van Gogh museum for a very long time, so that was her number 1 thing. And when she came here she found out they had the Hermitage, and then she became even more excited because she loves art galleries like that.

They took a couple of day excursions, Harlem and Apeldoorn. They have been to the galleries and all over the city.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:

They saw it on the map and somebody told them that they should definitely go, that it is really nice.

They came to the Vondelpark 4 days ago, when they just walked in a little way and then walked back out. So they were already here by foot and decided to hire the bikes and come back. They were riding around the Beatrixpark and they realized that it was so beautiful that they should go and see the Vondelpark. The Beatrixpark was so pretty, all the lakes and fountains, the flowers, it was just really peaceful and beautiful, old trees, quiet.

It is also their last day. The park is restful, peaceful, for the quiet.

The first day when it got sunny when they came to the Vondelpark, they came in and sat for a while, but it is really big for walking the whole park. So that's why they hired the bikes and came back. The last time they came in the park, near Olympiaplein, side passage near south of the park.

Afterwards, go in city again, maybe biking.

- Motivation of the activities:

Biking and resting.

- Motivation of the park features:

A bit all over until they get tired

Interview 44

Date and time: Sunday 6 June, 13.19. Entrance: main entrance A. Weather: cloudy, 20°.

Number of people: 2

Connection: family (mother and daughter)

Duration of stay: 4 days (arrived 3 days ago, leaving in 1 day)

Mode of transportation to the park: by foot

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: near central train station

Person 1: age = 22, gender = female, nationality = French, country of residence = France, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = student.

Person 2: age = 49, gender = female, nationality = French, country of residence = France, 1st time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Friends recommended them and said that it was beautiful and that there are a lot of things to see and do. Also, it is their first visit.

The last few days they saw the famous things of Amsterdam: museums, churches, Dam, Red light district, historic center etc.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
It was just a coincidence. We just walked around the Rijksmuseum and just found the park. It seemed like a very beautiful park, so they decided to walk in. Today is also their last day, so no plans. They already saw most of the things that they wanted to see. They don't know how big the park is, so they will see how far it takes them, but they won't stay too long, because they also want to go to the Van Gogh museum afterwards.
- Motivation of the activities:
Just walking around a bit, see how it looks like.
- Motivation of the park features:
Walking paths

Interview 45

Date and time: Sunday 6 June, 13.26. **Entrance:** main entrance A. **Weather:** cloudy, 20°.

Number of people: 7

Connection: friends

Duration of stay: 4 days (arrived 3 days ago, leaving in 1 day)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: close-by. Archotel, near the Rijksmuseum.

Group characteristics: ages = between 30 and 36, gender = 7 females, nationality = Italian, country of residence = Italy, 1-2nd time visitor Amsterdam, 1st time visitor Vondelpark, occupation status = full- and part-time employees.

Motivations to visit Amsterdam:

They wanted to experience Holland and the unique character and panorama of windmills, tulips etc. and Amsterdam is a beautiful city and they (some of them) have not been here before.

They also saw Volendam and Marken. Dam, city centre, Anne frank and around the city.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:

They hadn't heard anything about the park before. They saw a big park on the map and decided to buy lunch and have lunch in the park, because it is more beautiful than in the city and the streets. Yesterday they had lunch in the city, so today in the park. They just arrived in the park, no plans. After lunch they will go biking through the park.

- Motivation of the activities:
First have lunch, then biking around the park.
- Motivation of the park features:
All around, biking and sitting areas.

Interview 46

Date and time: Sunday 6 June, 13.32. **Entrance:** entrance B. **Weather:** cloudy and rainy, 20°.

Number of people: 2

Connection: unmarried couple

Duration of stay: not sure yet (they arrived 1 month ago, not sure how long they will still be staying)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: not far from entrance B Vondelpark

Person 1: age = 29, gender = male, nationality = Bulgarian, country of residence = Bulgaria, 1st time visitor Amsterdam, many time visitor Vondelpark, occupation status = full-time employee.

Person 2: age = 25, gender = female, nationality = Bulgarian, country of residence = Bulgaria, 1st time visitor Amsterdam, many time visitor Vondelpark, occupation status = full-time employee.

Motivations to visit Amsterdam:

Person 1 decided to come and work here in a local company and person 2 is his girlfriend, so she moved with him. He already started working and doesn't know how long they will be staying, maybe for up to 2 years.

Motivations to visit the Vondelpark:

- Intrinsic motivation + motivation of the cause:
They have already been in the park quite a lot of times. The first time he visited the park, he saw it on the map. When he was looking for apartments here he just saw the direction from his company to the apartment where they are staying right now, so it was on the way, so he went through the park. They were hoping to get a suntan, but there is not much sun today. Yesterday they just passed by the park very quickly and saw a lot of people (it was a very sunny day), so that was the reason to be here today, but there is no sun. They will just take some rest and bike further to the city to do some shopping.
- Motivation of the activities:
Getting a suntan (but there is no sun), biking, take some rest.
- Motivation of the park features:
All around the park

Interview 47

Date and time: Sunday 6 June, 14.14. **Entrance:** main entrance A. **Weather:** cloudy and rainy, 20°.

Number of people: 5

Connection: friends

Duration of stay: 4 days (arrived 3 days ago, leaving today)

Mode of transportation to the park: by tram

Mode of transportation in the park: by foot

Walking distance from accommodation to Vondelpark: not very far from the Vondelpark

Group characteristics: *ages* = between 25 and 31, *gender* = 2 female and 3 male, *nationality* = Spanish, *country of residence* = Spain, 1st time visitor Amsterdam, 2nd time visitor Vondelpark, *occupation status* = full-time employees.

Motivations to visit Amsterdam:

For smoking weed

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
Because it is beautiful. It is near the hotel where they had to check out and they had to have a place to keep the luggage, so they decided to go to the park. They are here for smoking and relaxing. They also went to the park yesterday and really liked it, very lively, so they wanted to come back. They are only staying in the beginning of the park, because it is too far to walk further with their luggage. They are now waiting for their flight.
- *Motivation of the activities:*
Smoking and relaxing in the grass
- *Motivation of the park features:*
Beginning of the park, the grass area

Interview 48

Date and time: Sunday 6 June, 14.23. **Entrance:** main entrance A. **Weather:** cloudy and rainy, 20°.

Number of people: 1

Duration of stay: 5 days (arrived 1 day ago, leaving in 4 days)

Mode of transportation to the park: by bike

Mode of transportation in the park: by bike

Walking distance from accommodation to Vondelpark: Stayokay, directly next to the park

Person: *age* = 31, *gender* = male, *nationality* = Serbian, *country of residence* = Serbia, 1st time visitor Amsterdam, 4th time visitor Vondelpark, *occupation status* = full-time employee.

Motivations to visit Amsterdam:

Never been before and he has a friend who lives here, but he is not here at the moment (he will be later on).

Motivations to visit the Vondelpark:

- *Intrinsic motivation + motivation of the cause:*
Now he is only going to bike through the park because it is on his way to his hostel, which is directly next to the park. But he has already been in the park before, not only because the park is next to the hostel, but also to see the park: because it was Saturday and he was looking all over the town for a nice hostel and a few guys advised him to go to the Stayokay hotel, it is a huge hotel. And he found the park somehow and so he was biking throughout the park, which was really chill to do: it was nice weather and a very nice park. Today he will probably not go in the park, because it is raining, but maybe he will later on.
- *Motivation of the activities:*
Biking
- *Motivation of the park features:*
Only the way to the Stayokay hostel

ANNEX 3: VONDELPARK TOURIST MOTIVATION TYPOLOGY

* The numbers in brackets behind each citation refer to the numbers of the interviews from annex 2.

EXTRINSIC MOTIVATIONS OF THE CAUSE

COMPARISON WITH OTHER PARKS	
○	“Of course it’s not as famous as the New York park, but it seems like sort of the same idea.” (6)
○	“We had the fair impression that the parks in Holland and more opened up and adjusted for biking than the parks back in the UK. In the UK there are only a few parks where you can bike on certain paths, but in Holland it doesn’t seem to matter which park you are on, you can cycle on it anyway. Because I am older than my daughter, I also wanted a bit of a break and find some cool shade in between the biking, so that my daughter could carry on biking.” (19)
○	“In Madrid, where we live, you have a famous park called Retiro, which is also in the center of the city and seemed similar to the Vondelpark: central location, great atmosphere, a lot of people and lively, the lake, green etc. and we like this Retiro park very much, so we expected the Vondelpark to be something similar. We really like the Retiro, so we also wanted to visit the Vondelpark.” (23)
○	“We are from Curitiba in Brazil, where there are a lot of parks and the people like to hang out in parks in the sun.” (31)
○	“I’ve lived in New York for a while around Central Park and I like the idea of recreational, sort of natural places in the middle of metropolitan areas and see how they are designed, how they are different and how people utilize them. In Central park, people do all kinds of crazy stuff and it is all condensed. In San Fransisco, however, I went to the hanging gardens, but they were almost empty.” (40)
○	“... So if you want to get extra strength you go to a park. We do that in the parks in my town in Denmark as well.” (41)
○	“We were riding around the Beatrixpark and we realized that it was so beautiful that we should go and see the Vondelpark. The Beatrixpark was so pretty, all the lakes and fountains, the flowers, it was just really peaceful and beautiful, old trees, quiet.” (43)

INFORMATION ABOUT THE PARK	
MAPS	
○	“We saw the park on the map.” (2)
○	“We also saw the park on the map.” (4)

- “We saw the park on the map.” (5)
- “I saw the park on all of maps. ... It is on every map I have seen.” (6)
- “We were looking at the map yesterday ... All we know about the park is that it is a big green belt on the map.” (11)
- “We also saw it on the map and decided to go here.” (14)
- “...and see where we want to go next on the map.” (17)
- “It is the fact that the park is highlighted on the map.” (19)
- “We saw the park on the map.” (23)
- “And we used a map to get to the park.” (29)
- “We decided to see some special places from the tourist maps and guidebooks.” (30)
- “We saw the park on the city map.” (36)
- “We saw the park on the map.” (38)
- “We saw the park on the map.” (40)
- “We saw it on the map.” (43)
- “We saw a big park on the map and...” (45)
- “The first time I visited the park, I saw it on the map.” (46)

GUIDEBOOKS

- “We read about the Vondelpark in the Lonely Planet guidebook, which showed some very nice pictures about the park.” (4)
- “We saw the park in the books about Amsterdam.” (5)
- “We saw some photos of the park in the guidebook and decided to go here. ... It seemed very beautiful and magnetic, especially the water.” (14)
- “I knew it from all the reading that I have done.” (15)
- “We read about the park in a guidebook: the book told about a special park and about its history and we decided to visit the park. The book said that the people in Amsterdam like this park and so we also wanted to go to the park.” (16)
- “We read about the park in the guidebook.” (25)
- “Also, it is recommended in our guidebooks of Amsterdam.” (29)
- “We decided to see some special places from the tourist maps and guidebooks.” (30)

INTERNET
<ul style="list-style-type: none"> ○ “We read on a Brazilian internet site (blog) about the Vondelpark.” (31) ○ “We read on the internet that there was a horse riding school near the Vondelpark.” (40)

RECOMMENDATIONS & GUIDANCE
RECOMMENDATIONS BY KNOWN PEOPLE (relatives/ friends)
<ul style="list-style-type: none"> ○ “...and Megan said that it was a good park to come to.” (18) ○ “Friends from Canada that have been in Amsterdam before said that the Vondelpark is a place that we have to see and a beautiful park.” (22) ○ “Also, another friend told us.” (29) ○ “Lots of friends who’ve been in Amsterdam advised us to come to this park.” (34) ○ “My daughter recommended this park. She said that I should walk along the borders of the park close to the houses, because it was an exceptional scenery: the view of the old and beautiful houses through the trees.” (41) ○ “We heard about the park before we came. Friends who visited Amsterdam before said that it was beautiful and awesome.” (42)
RECOMMENDATIONS BY UNKNOWN PEOPLE (locals / experts / random)
<ul style="list-style-type: none"> ○ “I heard it from a few backpackers from the hostel.” (15) ○ “I heard people talk about it before...” (18) ○ “We got told about it by a Dutch lady. We were sitting in a café near the park, just up the road, and a Dutch woman advised us to go to the Vondelpark. She said that we should go to this park and that it’s a relaxing place and nice in the sun. We had no plans, so decided to go to the park and see what happens.” (20) ○ “...and the people from the hotel recommended the park...” (21) ○ “... and also a girl from the hostel had been to the park yesterday and told us about it. She said that it was insane, that it was really crowded and that it was really a nice park.” (40) ○ “And somebody told us that we should definitely go, that it is really nice.” (43)
GUIDANCE BY KNOWN PEOPLE (relatives/ friends)
<ul style="list-style-type: none"> ○ “I know the city and want to show the city to my friend... I also wanted to show my friend around the park, to show her this famous big park of Amsterdam.” (1) ○ “We were actually sort of guided by the whole group to the park. The other guys know the nice places in the city.” (8) ○ “Our friend who is here in Amsterdam for business knew about the park and said that it was a very nice thing to see. He took us to the park” (26)

GUIDANCE BY UNKNOWN PEOPLE (an arranged tour)

- “It’s part of the tour. ... The class also walked around the park and had a short tour in the park. It’s part of the Amsterdam tour.” (10)
- “Because this is one of the places where the tour stops: we are on a city tour, which also takes us through the Vondelpark. We chose the ‘Historic city tour’ at the tour operator called ‘Orangebike’, because we’re interested in the history of the city. The Vondelpark was part of the package.” (32)

FAMILIARITY DUE TO PREVIOUS VISIT

- “I know the city and want to show the city to my friend... I also wanted to show my friend around the park, to show her this famous big park of Amsterdam.” (1)
- “Yesterday we were also in the Vondelpark and we decided to come back today. Because we liked it yesterday, we decided to come back today.” (12)
- “We were already in the park earlier today.” (17)
- “We already saw people coming and biking in the park before, so we decided that that would be a good thing to do as well.” (19)
- “We were already here in the park earlier today. It was really nice. We are planning to go back in the park later on this evening, because we really liked it.” (24)
- “Yesterday we also visited the park.” (26)
- “We have already been to the park and the gay cruising zone of the park a couple of times before in our previous visits to Amsterdam.” (28)
- “I also really liked the park before.” (29)
- “We were in the park yesterday as well and it was awesome: sunshine, people all over, good vibe.” (33)
- “So we thought that the park was a good place and I knew that the park was here, because I’ve been here 2 times ago and I remembered that it was very nice.” (37)
- “We already visited the Vondelpark twice before since we have been here in Amsterdam. We decided to come back to the park because we enjoyed it so much, it is really relaxing.” (39)
- “We really liked it yesterday: really pretty, super chill, lots of people, so we decided to come back today.” (42)
- “We came to the Vondelpark 4 days ago, when we just walked in a little way and then walked back out. So we were already here by foot and decided to hire the bikes and come back. The first day when it got sunny when we came to the Vondelpark, we came in and sat for a while, but it is really big for walking the

whole park. So that's why we hired the bikes and came back." (43)

- "We have already been in the park quite a lot of times." (46)
- "We also went to the park yesterday and really liked it, very lively, so we wanted to come back." (47)
- "But I have already been in the park before..." (48)

ACCIDENTAL VISIT

- "I took a tram to my hostel, dropped my baggage and decided to go into the city and just walk around and see where it takes me. I just happened to walk against this park. I didn't know about it before." (7)
- "I was just waiting for the boat tour, which is across the street, and I noticed the park and decided to have a quick look. I was just walking, I just like walking, and looking, finding things." (13)
- "...and then we just passed the park again..." (17)
- "We were just walking around Leidseplein and happened to find this park." (35)
- "We haven't really looked at the map, but we don't like to plan. Most tourists like to plan out everything, but it takes out the element of chance, what you'll find and that is just as vital and interesting. So we are leaving it up to chance, just see what we will see. That's part of the fun, the unexpected." (40)
- "It was just a coincidence. We just walked around the Rijksmuseum and just found the park." (44)
- "Because it was Saturday and I was looking all over town for a nice hostel and a few guys advised me to go to the Stayokay hotel, because it is a huge hotel. And I found the park somehow." (48)

PASSAGEWAY TO ANOTHER DESTINATION

- "We are trespassing through the park on our way to the van Gogh museum. The Vondelpark is a faster way to get to the museum by foot." (3)
- "Now we are going back to the hotel to get our luggage to go to the airport to catch our flight back home. We are actually a bit in a hurry. We are walking through this park right now because it is the fastest way to get to the hotel. Before we also walked through the park, because it was on the way to the city." (9)
- "Afterwards we went back to the hostel and then into the city and now we are walking back through the park to the hostel." (24)
- "And we are staying somewhere on the other end of the park and we just decided to walk through the park on our way to the city." (27)

- “When I was looking for apartments here I just saw the direction from my company to the apartment where we are staying right now, so it was on the way, so I went through the park.” (46)
- “Now I am only going to bike through the park because it is on my way to my hostel, which is directly next to the park.” (48)

LOCATIONAL MOTIVES

ACCOMODATION

- “The hotel is very near, it is in Marriot, and we have the view from the room on the park.” (12)
- “The park is not far away from the hotel, about ten minutes away from the hotel, so it was easy to get to the park.” (19)
- “The park is very close and the people from the hotel recommended the park, because it is close...” (21)
- The park is next to the hostel.” (22)
- “The hostel is nearby: it is directly next to the park.” (24)
- “And we are staying somewhere on the other end of the park and we just decided to walk through the park on our way to the city.” (27)
- “And the park is at our doorstep (from the hostel).” (33)
- “...and that it was quite easy to get to.” (34)
- “It is near the hotel where we had to check out...” (47)
- “..., because the park is next to the hostel,...” (48)

OTHER ATTRACTIONS

- “Afterwards we will go to the museum.” (1)
- “We were near the Leidseplein, so it was close-by.” (2)
- “Afterwards we are going to visit the museums.” (4)
- “And I was in the area, so I thought that I would stop by.” (6)
- “It was mainly because the park was close, because we were near the Leidseplein.” (8)
- “Before coming to the park we went to the Van Gogh museum. Afterwards we will do the boat tour close-by.” (11)
- “I am just waiting for the boat tour, which is across the street.” (13)
- “I went to the Van Gogh museum and the Rembrandt, ... so I decided to stop here

on my way back to the city.” (15)

- “And also it was not so far to go to this park (from the market).” (16)
- “Just a short walk through the park, because we were going to the museum.” (17)
- “We were also already in the middle of the city, so it was closer (than the Westerpark, for example).” (18)
- “We were sitting in a café near the park, just up the road.” (20)
- “The ‘I am Amsterdam’ sign is on the way, so we are going to see that. ... And we were also close to the park.” (23)
- “We have been walking around (Leidseplein) and just came walking past the park. ... We read that it’s the most central park of Amsterdam.” (25)
- “...walk through the park on our way to the city.” (27)
- “...and that it was quite easy to get to.” (34)
- “And we took the canal boat ride, which stops in front of the park, so it’s also close-by.” (36)
- “Today we were at the Van Gogh museum and decided to go to the park, which was nearby. ...and it is near the museums that we were going to...” (38)
- “The shop is close to the park.” (41)
- “We just walked around the Rijksmuseum... but we won’t stay too long, because we also want to go to the Van Gogh museum afterwards.” (44)

FINANCIAL MOTIVES

- “It’s also cheaper, because the park is free and they offer prepared lunches. We want to keep the trip cheap for the scholars.” (10)
- “We actually got quite stoned and drunk yesterday and decided to sleep in the park. The hostels here are so expensive and we are running out of money. The park is free ... Next to the park is also the Stayokay hostel, where we take free showers.” (35)

EXTRINSIC MOTIVATIONS OF THE PARK FEATURES

SIZE OF THE PARK

- “Also, because the Vondelpark is the biggest green spot in Amsterdam.” (1)
- “The only thing that we know about the park is that it is a big park.” (5)

- “Because it seems like a very large park. So I was curious about this big park in the middle of the city.” (6)
- “We literally walked in: all we know about the park is that it is a big green belt on the map, so we decided to see it.” (11)
- “I heard that it was a huge park.” (15)
- “We read that it’s the biggest and most central park of Amsterdam.” (25)
- “Also, because it is a big giant park.” (40)

POPULARITY OF THE PARK

- “I also wanted to show my friend around the park, to show her this famous big park of Amsterdam.” (1)
- “It is the most popular park of Amsterdam.” (18)
- “It is quite a famous thing, the park.” (26)
- “It is quite well-known.” (34)

AESTHETICS OF THE PARK

- “For the green, because it is beautiful and nice to walk around.” (1)
- “But also because it is nicer to walk through the park.” (3)
- “It is also very beautiful to walk through.” (9)
- “And I like gardens. I like any type of gardens. I am an outdoor person. I like looking at the nice architecture from here. I love plants, I like flowers, I like to see what’s coming out. I have a big garden in Australia. Australia is a bit different from here. Most of us have big gardens, so we are used to green around us.” (13)
- “We saw some photos of the park in the guidebook. It seemed very beautiful and magnetic, especially the water.” (14)
- “And I had heard that this was a beautiful park.” (15)
- “Friends from Canada that have been in Amsterdam before said that the Vondelpark is a beautiful park, so we decided to visit the park. We just wanted something nice to see.” (22)
- “We decided to go somewhere where it is nice. It was a very nice thing to see.” (26)
- “We knew it was beautiful and obviously it is. ... Also, another friend told us that it is beautiful.” (29)

- “The park is really beautiful to bike through...” (32)
- “Because it is beautiful.” (34)
- “...and it’s a nice environment.” (39)
- “... that I should walk along the borders of the park close to the houses, because it was an exceptional scenery: the view of the old and beautiful houses through the trees.” (41)
- “... said that it was beautiful. We really liked it yesterday: really pretty.” (42)
- “We were riding around the Beatrixpark and we realized that it was so beautiful that we should go and see the Vondelpark. The Beatrixpark was so pretty, all the lakes and fountains, the flowers, it was just really peaceful and beautiful, old trees, quiet.” (43)
- “It seemed like a very beautiful park, so we decided to walk in.” (44)
- “...because it is more beautiful than in the city and the streets.” (45)
- “Because it is beautiful.” (47)
- “...and a very nice park.” (48)

ATMOSPHERE OF THE PARK

- “...and enjoy the atmosphere.” (8)
- “Great atmosphere.” (23)
- “We love the atmosphere of the park...” (28)
- “Good vibe.” (33)
- “We like the park very much, because of all people, the green, the whole atmosphere. It’s just so lively.” (35)

WEATHER

- “We decided that if the sun would shine, we would go to the park. Otherwise we would have gone to the Van Gogh museum. It depends on the weather how long we will stay in the park. If it stays sunny, we will stay longer.” (1)
- “The park is perfect to leave a big bunch of noisy children, especially when it is nice weather like this.” (10)
- “And we thought that maybe if the weather would be fine today, that we would go and visit the park.” (11)
- “Also to enjoy the weather in the park, because it is nice today. We hadn’t

expected the weather to be so nice, because the weather forecast said that it would be cloudy and no sun. Otherwise we wouldn't have come to the park." (12)

- "And we decided to visit the park, because it is nice weather. We are waiting for the museums until it starts raining." (16)
- "...and find some cool shade." (19)
- "...and nice in the sun." (20)
- "We decided to come, because today is a very sunny day, so that we could enjoy the sun in the park." (23)
- "We decided to come back today, because it is a nice sunny day. ...and enjoy the sun. ... because here there is not so much wind, which is better for barbecuing." (26)
- "The weather is nice." (27)
- "We are here for sun tanning." (28)
- "...and we like to hang out in parks in the sun. On a nice sunny day like today the museum was not such a nice idea, because on a sunny day, for leisure and spend some time near the green, it is good to relax." (31)
- "...and it is nice with this weather." (32)
- "It's a nice sunny day. There is nothing better than playing soccer in the sun... We were here yesterday and it was awesome: sunshine,..." (33)
- "It was really a sunny day, so later on we went back to the park again..." (35)
- "I just bought a book and thought that it was nice weather to stay out without getting sunburned" [she has a very light skin and burns very fast] (41)
- "The first day when it got sunny when we came to the Vondelpark..." (43)
- "We were hoping to get a suntan, but there is not much sun today. Yesterday we just passed by the park very quickly and saw a lot of people, so that was the reason to be here today, but there is no sun." (46)
- "Today I will probably not go in the park, because it is raining, but maybe I will later on." (48)

LOVE FOR THE GREEN / NATURE

- "We came here for the green." (1)
- "...because we are interested in plants and parks. We want to learn more about the plants in the park and about the flora here in the Netherlands." (2)
- "We just wanted to find a place where it is nice and green." (4)

- “Anytime that I am in a city, I know that I need to find a bit of greenery. I always look for parks when I am in a city.” (11)
- “And I like gardens. I like any type of gardens. I am an outdoor person. I like looking at the nice architecture from here. I love plants, I like flowers, I like to see what’s coming out. I have a big garden in Australia. Australia is a bit different from here, most of us have big gardens, so we are used to green around us.” (13)
- “It’s relaxing because you only hear the peaceful sounds of nature...” (21)
- “I always like to go and find the nice green spaces when I visit a city. I read that it was one of the true green spaces in the city, so I decided to check it out.” (15)
- “Nice nature.” (29)
- “We are from Curitiba in Brazil, where there are a lot of parks and we like to hang out in parks in the sun. ...and spend some time near the green.” (31)
- “And it’s also nicer to sleep in the open air, it’s more adventurous, you feel one with the nature. We like the park very much, because of ..., the green,...” (35)
- “We were looking for a green place to go.” (36)
- “We came here because we wanted to be in a Park. Contact with the nature. We like the nature, because it is alive.” (37)
- “And I like the idea of recreational, sort of natural places in the middle of metropolitan areas.” (40)
- “Because I prefer to be close to the nature.” (41)

PEOPLE

- “...and see how Dutch people enjoy themselves.” (6)
- “...and enjoying the other people in the park.” (18)
- “... a lot of people and lively,...” (23)
- “Nice people around...” (29)
- “We are here to see people.” (31)
- “People all over, good vibe.” (33)
- “There were lots of people, so we decided to join in... We like the park very much because of all the people, ... It’s just so lively.” (35)
- “She said that it was really crowded. And see... how people utilize them.” (40)
- “I like to watch when people walk their dogs.” (41)

- “We really liked it yesterday: lots of people...” (42)
- “Yesterday we just passed by the park very quickly and saw a lot of people, so that was the reason to be here today.” (46)
- “We also went to the park yesterday and really liked it, very lively, so we wanted to come back.” (47)

ATTRACTIONS / EVENTS

- “And also because of the areas and attractions which are around in the park as well.” (19)
- “We know that there are some open theatre activities in the weekend, but then we will already be back in Germany unfortunately.” (27)
- “We also heard that there are shows in the park in the summer in the weekends, so we wanted to see if anything is on (but it isn’t yet).” (29)
- “I heard that there is something for everyone and that there are lots of things throughout the whole park.” (34)
- “That there was a horse riding school in or near the Vondelpark.” (40)

INTRINSIC MOTIVATIONS OF THE EFFECT

RELAXATION

INTRINSIC RELAXATION

- “For the green, because it is relaxing.” (1)
- “Just relaxing.” (3)
- “Peaceful... It just seemed like a really relaxed place and relaxed to bike.” (4)
- “...and see how Dutch people enjoy themselves, relaxing.” (6)
- “And it’s a nice environment to hang out and just chill. The city is too busy and noisy to hang out with friends and there is hardly no place to sit and relax.” (8)
- “...and maybe relax a bit from my trip to Amsterdam, before I continue my walk in the city. I’m actually a bit tired.” (7)
- “It is also very relaxing to walk through. It is very peaceful... very relaxing.” (9)
- “It is quieter, nicer, somewhere nice to sit, to get away from the noise and crowds. For us it is actually *not* for socializing: when we go to a green space, we would probably talk less, because it is so peaceful, we are at peace and just feeling relaxed.” (11)

- “It is more relaxing to smoke in a park, because there are no cars, there’s no traffic, nothing. Only the trees, the grass, the birds and the bicycles. First relaxing in the park, then shopping, which can be quite exhausting.” (12)
- “I find the green very calming, very peaceful whenever you can come into a space like this, because it is removed from the city and all the cars and everything.” (15)
- “...and thought it was a good place to rest for a while... because the park is peaceful.” (17)
- “We just like to chill out in the park.” (18)
- “Because I am older than my daughter, I also wanted a bit of a break and find some cool shade in between the biking, so that my daughter could carry on biking.” (19)
- “That it’s a relaxing place.” (20)
- “It’s relaxing because you only hear the peaceful sounds of nature...” (21)
- “So we were tired and just wanted to walk around the park and go rest, do something relaxing. Go for a walk around the park and have some stops to relax and rest a bit in the park.” (22)
- “We decided to go somewhere where it is peaceful. Everything is peaceful about this park, nice grass to sit on, relaxed to sit here. ...and so just to sit and relax really. We are not here for doing any activities, just sit, eat and relax. Near the lake it is also very relaxing to sit.” (26)
- “We are here for relaxing.” (28)
- “So quiet, so calm. We already smoked before coming to the park and will smoke some more in this park. The park is very calm and relaxing and perfect for smoking. We just want to relax in the park.” (29)
- “For leisure and to spend some time near the green, it is good to relax. ... We are here to relax. We were trying to find some relaxing places in Amsterdam and we read... that the Vondelpark is the best place to relax.” (31)
- “Very relaxing...” (33)
- “...so later on we went back to the park again to chill out. ... Sleeping on the city streets is not really an option, but in a park we have more privacy, we can hide in the bushes and sleep more peacefully.” (35)
- “The main reason is that we wanted to write something for each other, to write what I think about her and what she thinks about me. We decided to write in the park, because you can be more concentrated, relaxed and inspired. When your thoughts are frozen, your thoughts become more flowing when you see the trees or green.” (37)
- “We decided to come back to the park because we enjoyed it so much, it is really relaxing. Today is our last day, so it was more to relax. Also we went out last

<p>night, so we got up late and just wanted to relax. We just got up from bed.” (39)</p> <ul style="list-style-type: none"> ○ “But today we just wanted somewhere to relax...” (40) ○ “It’s really relaxing.” (41) ○ “Super chill.” (42) ○ “...it was just really peaceful. ... The park is restful, peaceful, for the quiet.” (43) ○ “We are here for smoking and relaxing.” (47) ○ “...which was really chill to do...” (48)
DIRECT RECOVERY
BEGINNING OF TRIP
<ul style="list-style-type: none"> ○ “And maybe relax a bit from my trip to Amsterdam, before I continue my walk in the city. I am actually a bit tired.” (7) ○ “We came two days earlier to have a bit of a rest. ... Yesterday we arrived in the afternoon and we only had a smoke in the park.” (12) ○ “Today we’ve been travelling, we just travelled from deep in Greece this morning and so we were tired and just wanted to walk around the park and go rest, do something relaxing. The park is next to the hostel, so we decided to go for a walk around the park and have some stops to relax and rest a bit in the park.” (22) ○ “Yesterday we only arrived in Amsterdam late in the afternoon.” (26) ○ “We just sat in the train to Amsterdam the whole day, so we like walk now all the way through the park.” (27)
END OF TRIP
<ul style="list-style-type: none"> ○ “And it is our last day: so today was a day of leisure and rest and just doing what we wanted to do really.” (19) ○ “We had to check out at 14.00 at the hotel and now have to wait for the flight (which is not until 19.00). The park is very close and the people from the hotel recommended the park, because it is close and is a nice place for children to play. We couldn’t have the children in the café, because the kids need space to run around. It’s more safe over here for the children. I am just sitting in the grass and reading and watching over the luggage, while the rest is off for a walk in the park to let the children run around and play.” (21) ○ “Today is our last day, so it was more to relax.” (39) ○ “This is our last day. In the beginning we were doing all the big things, like going to the museums and just making sure that we got all the big landmarks. But today we just wanted somewhere to relax and just walk around. We already did a lot of walking the last couple of days, so we are rather tired. But we like walking.” (40) ○ “Today we will just bike around the park, then go back into the city and ride our bikes for a bit, relax. We have already been here for 5 days, so we just want to go

<p>for a quick bike ride around the park just before we leave (their last day).” (42)</p> <ul style="list-style-type: none"> ○ “It is also our last day, the park is restful, peaceful, for the quiet.” (43) ○ “Today is also our last day, so no plans. We already saw most of the things that we wanted to see.” (44) ○ “It is near the hotel where we had to check out and we had to have a place to keep the luggage, so we decided to go to the park. We are now waiting for our flight.” (47)
A BIG NIGHT OUT
<ul style="list-style-type: none"> ○ “We went drinking last night, so we’re pretty tired and wouldn’t get much further than the park anyway today.” (33) ○ “Also we went out last night, so we got up late and just wanted to relax. We just got up from bed.” (39)

NOVELTY / EDUCATION
SOMETHING NEW THAT ONE WANTS / HAS TO SEE
<ul style="list-style-type: none"> ○ “We just want to ride around and see.” (4) ○ “So we just want to walk a bit around the beginning of the park, not do anything in particular, just that we have seen the park.” (5) ○ “So I was curious about this big park in the middle of the city. ... To get to know the city a bit: big park, orientation. I want to walk around the whole park.” (6) ○ “I didn’t know about it before and was curious what it was. I just read the information sign at the beginning of the park and decided to enter the park. I want to see and learn more about the park, but I am not planning to stay very long, because I also want to see some other parts of the city. Just a short walk to have an idea of how this park looks like but also ... excited to see the city and I don’t have a lot of time in Amsterdam and expect that when my friends come, it will be more about catching up than about seeing Amsterdam. That is why I want to do it now.” (7) ○ “And see what kind of park it is. ... if there’s something interesting to see, we might have a look.” (11) ○ “Yesterday I only hang out in the beginning of the park, but I also went walking a bit further in the park yesterday on my own just to see how the park looks like.” (12) ○ “And I decided to have a quick look. I was just walking, I just like walking, and looking, finding things. I might come back and see more of the park later on. I don’t know anything about the park.” (13) ○ “We also got to see the Westerpark a few days ago, but we haven’t been to the Vondelpark yet.” (18)

<ul style="list-style-type: none"> ○ "... a place that we have to see." (22) ○ "But we want to see more of the whole park. It is our first time in the Vondelpark." (31) ○ "And we want to see as much as we can." (32) ○ "Just to see what it's all about and to see what it looks like." (36) ○ "Also, because it is a big giant park, that we have never seen before. ...see how they are designed, how they are different and how people utilize them." (40) ○ "I just started to read the information sign at the entrance of the park, so I don't really know anything about the park yet." (41) ○ "So we just wanted to check it out." (42) ○ "We came to the Vondelpark 4 days ago, when we just walked in a little way, sat for a while and then walked back out. But it was really big for walking the whole park. So that's why we hired the bikes and decided to come back today to see the rest of the park." (43) ○ "We hadn't heard anything about the park before. Yesterday we had lunch in the city, so today in the park." (45) ○ "...but also to see the park." (48)
EDUCATION
STUDY
<ul style="list-style-type: none"> ○ "We decided to visit the park, because we study plant sciences at the university. So we are curious and want to visit this park, because we are interested in plants and parks. We want to learn more about the plants in the park and about the flora here in the Netherlands." (2) ○ "It's part of the tour. ... The class also walked around the park and had a short tour in the park. It's part of the Amsterdam tour." (10)
CITY TOUR
<ul style="list-style-type: none"> ○ "It's part of the tour. ... The class also walked around the park and had a short tour in the park. It's part of the Amsterdam tour." (10) ○ "We just heard that the park is one of the oldest parks of Amsterdam. We are curious about the history of the park." (32)
DUTCH CULTURE
<ul style="list-style-type: none"> ○ "So I always wanted to walk by and see what a Dutch park is like. I was curious how Dutch parks look like. ... See what the Dutch parks are like and see how Dutch people enjoy themselves." (6) ○ "...that the people in Amsterdam like this park and so we also wanted to go to the park." (16) ○ "...and that it is the place that the locals go to relax, hang out, hike, jog and

exercise.” (25)

- “We are here to observe the Dutch culture and the way they spend their leisure time.” (31)

SOCIALIZATION& BELONGING

INTERNAL SOCIALIZATION

- “And also because we want to celebrate the birthday of one of the students. So we decided to buy some food and drinks and go in the park and celebrate the birthday and have a good time with each other.” (8)
- “We are also meeting up with another friend here, but we cannot find her. ...enjoying each other’s company and the other people in the park.” (18)
- “... and talk...” (24)
- “Also, we came here to the park to have a good talk.” (26)
- “We decided to catch up in the park, because it is nice to wait in a park. We decided to catch up near the ‘filmhuis’.” (34)

EXTERNAL SOCIALIZATION

- “...enjoying each other’s company and the other people in the park.” (18)
- “We are here... and to meet other men.” (28)
- “We came here for the soccer, chicks and beer. People all over, good vibe. ...,with girls around sun tanning.” (33)
- “There were lots of people, so we decided to join in and make some music, connect to the locals.” (35)

ESCAPE

FREEDOM AND SPACE

- “We expect to see space and fountains. We just wanted to find a place where it is nice and green. It is just very busy where we are staying. We are staying at the Damrak at the Red Light District, which is nice, but a bit too busy. We just wanted to get away from the business of the city and to be able to get a bike. It is nicer to bike around a park, because you can bike freely around. Peaceful, and not so crowded. More spacious. It is also more relaxed because you don’t have to watch out for the cars.” (4)
- “The park is nice, because there is a lot of space to sit around and it is a nice environment to hang out and just chill. The city is too busy and noisy to hang out with friends and there is hardly no place to sit and relax.” (8)
- “The park is perfect to leave a big bunch of noisy children. There is enough space

to sit and eat. It's hard to fit such a big group in the small restaurants and cafes of Amsterdam." (10)

- "We couldn't have the children in the café, because the kids need space to run around." (21)
- "And plenty of space" [to play soccer]. (33)
- "And it's also nicer to sleep in the open air, it's more adventurous, you feel one with the nature." (35)
- "And it looked like a good place for the bicycles to take a ride. You don't have to worry about the traffic so much, the paths are nice and wide in here, so you can ride 2 and 3 up at a time. On the streets you have to be more cautious and aware of what's around you with the cars and stuff, so it's a nice break from that." (38)
- "Then we played Frisbee and the "hakozi" ball game, because in the park you have the space to play." (39)
- "And we had to have a place to keep the luggage..." (47)

SAFETY AND COMFORT

- "It is also not as dangerous as the city because there are no cars." (3)
- "It is also more relaxed because you don't have to watch out for the cars." (4)
- "It is easier, plus safer than in the city, because there's just more overview." [over the children] (10)
- "Our daughter wanted to go on a bicycle ride. Allow our daughter to bike through the park: we are biking mainly in the park. We don't feel that our daughter is a hundred percent capable of riding on the Amsterdam streets, she hasn't done her biking test yet over in the UK. Also, I am basic with learning with the bike, so we are more comfortable with biking in the park than anywhere else really." (19)
- "It's more safe over here for the children." (21)
- "We were cycling in the city and we wanted to use a bicycle and it is easier to use a bicycle in the park than in the city, less danger." (30)
- "It also seems safe to bike with a tour. ... Also easier to bike, because there is more space and no traffic." (32)
- "And it looked like a good place for the bicycles to take a ride. You don't have to worry about the traffic so much, the paths are nice and wide in here, so you can ride 2 and 3 up at a time. On the streets you have to be more cautious and aware of what's around you with the cars and stuff, so it's a nice break from that." (38)

BUSINESS AND NOISE

- "...and less noise..." (3)
- "It is just very busy where we are staying. We are staying at the Damrak at the Red Light District, which is nice, but a bit too busy. We just wanted to get away

<p>from the business of the city... Peaceful, and not so crowded.” (4)</p> <ul style="list-style-type: none"> ○ “Take a break from the city.” (6) ○ The city is too busy and noisy to hang out with friends...” (8) ○ “It is quieter, nicer, somewhere nice to sit, to get away from the noise and crowds. For us it is actually <i>not</i> for socializing: when we go to a green space, we would probably talk less, because it is so peaceful, we are at peace and just feeling relaxed.” (11) ○ “It is more relaxing to smoke in a park, because there are no cars, there’s no traffic, nothing. Only the trees, the grass, the birds and the bicycles. First relaxing in the park, so that we are prepared for shopping, and that can be quite exhausting indeed.” (12) ○ “I find the green very calming, very peaceful whenever you can come into a space like this, because it is removed from the city and all the cars and everything.” (15) ○ “We think that the park is very romantic and you can be more close with each other. The city is more busy. You can focus more on each other, because the park is peaceful and not as disturbing as the city. Less people.” (17) ○ “We cycled a bit around the canals and the busy part of the city. Because of all the traffic, we decided to go somewhere where it is nice and peaceful. So we cycled a bit around the park, We only cycled in at the beginning of the park, bought an ice-cream, sat down in the grass by the lake for half an hour and cycled back. ... So rather than go to a restaurant and quickly have a meal and then quickly go out, we preferred to go to a park.” (26) ○ “The park is really beautiful to bike through and it is not as busy as the city.” (32)
PEOPLE
<ul style="list-style-type: none"> ○ “And there are less people...” (3) ○ “Peaceful, and not so crowded.” (4) ○ “It is quieter, nicer, somewhere nice to sit, to get away from the noise and crowds. For us it is actually <i>not</i> for socializing: when we go to a green space, we would probably talk less, because it is so peaceful, we are at peace and just feeling relaxed.” (11) ○ “We think that the park is very romantic and you can be more close with each other. The city is more busy. You can focus more on each other, because the park is peaceful and not as disturbing as the city. Less people.” (17)
DIRT AND POLLUTION
<ul style="list-style-type: none"> ○ “...not so dirty.” (3) ○ “Fresh air and very relaxing.” (9) ○ “Fresh air when you are biking.” (32) ○ “And we saw some of the streets and they are pretty dirty, so we wanted to see

how the park is. ... Just to get some clean fresh air.” (36)
VARIETY
<ul style="list-style-type: none"> ○ “Yesterday we had lunch in the city, so today in the park.” (45) ○ “I heard that there is something for everyone and that there are lots of things throughout the whole park.” (34)
AESTHETICS
<ul style="list-style-type: none"> ○ “..., because it is more beautiful than in the city and the streets. Yesterday we had lunch in the city, so today in the park.” (45)
PRIVACY AND INTIMACY
<ul style="list-style-type: none"> ○ “...and of course this is the gay area of the park.” (28) ○ “Sleeping on the city streets is not really an option, but in a park we have more privacy, we can hide in the bushes and sleep more peacefully.” (35) ○ “We think that the park is very romantic and you can be more close with each other. The city is more busy. You can focus more on each other, because the park is peaceful and not as disturbing as the city. Less people.” (17)
INSPIRATION & CONCENTRATION
<ul style="list-style-type: none"> ○ “We think that the park is very romantic and you can be more close with each other. The city is more busy. You can focus more on each other, because the park is peaceful and not as disturbing as the city. Less people.” (17) ○ “I don’t mind waiting here, because I have a very exciting book and I love to read in the park. It’s relaxing because you only hear the peaceful sounds of nature and you can be more concentrated on the book.” (21) ○ “The main reason is that we wanted to write something for each other, to write what I think about her and what she thinks about me. We decided to write in the park, because you can be more concentrated, relaxed and inspired. When your thoughts are frozen, your thoughts become more flowing when you see the trees or green.” (37) ○ “So if you want to get extra strength you go to a park.” (41)

