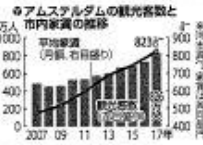


# 世界 深層

## 閉店を迫られた鮮魚店主は憤る。「この道36年。侮辱的だ」

in-depth 「取り下げた」を撤回する自治体で、報道や研究などに用いられる



国内で鮮魚を多く扱っていた店舗が、一時閉鎖していた店舗は、市の通告を受けて閉鎖した(アムステルダム市)

## 観光向け店舗に規制

### 来訪客が急増 家賃高騰・騒音



地元「住んでます」運動



「ここに住んでます」キャンペーンについて説明するタン・ホーレンさん

## アムステルダム

アムステルダム市は、観光客の急増による家賃の高騰や騒音などの問題に悩まされている。自治体は観光客向けの店舗に規制を課すことで対応している。しかし、鮮魚店主からは「侮辱的だ」と反発が出ている。



観光客向け店舗について話すタン・フルゲンキータ市議

### 京都はバス大混雑

観光客の急増により、京都のバスは混雑が激化している。特に観光名所へのバスは、朝から夕方まで行列が途切れない状態が続いている。自治体はバスを増便するなどの対策を講じているが、効果は限定的である。

### ヘネチアなども苦慮

イタリアのヘネチア市も観光客の急増による家賃の高騰や騒音などの問題に悩まされている。自治体は観光客向けの店舗に規制を課すことで対応しているが、地元住民からは「侮辱的だ」と反発が出ている。

### 地元「住んでます」運動

観光客の急増による家賃の高騰や騒音などの問題に悩まされている地域では、「ここに住んでます」運動が広がっている。住民たちは「LIVE HERE」という看板を掲げて、観光客向けの店舗の増設を反対している。

### 観光客の急増

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### 規制の是非

観光客向けの店舗に規制を課すことで対応している自治体は、地元住民からは「侮辱的だ」と反発が出ている。観光客の急増による家賃の高騰や騒音などの問題は、観光客向けの店舗の増設によって悪化している。

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The city of Amsterdam in the Netherlands is struggling to cope with the rapidly increasing number of tourists. Negative impact of tourism boom - the rise of rents and noise pollution. The city is implementing counter measures - closing a fish shop judged "for tourists" creates controversy. THE YOMIURI SHIMBUN - 18 September 2018 (Amsterdam, Yokobori Yuya, pictures also)

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### ■ *Notice from the city*

"We are in violation of city regulations, and were told to close within 2 weeks". Fons De Visscher (58) who runs a fresh fish shop in the centre of the city of Amsterdam received this sudden notice in a letter in May this year.

According to the new city ordinance that came into force in October last year, sales aimed primarily "at tourists" are restricted in the part of the city centre where the fresh fish shop is located, and the sale of ready-to-eat food also came to be restricted. It was pointed out that the store did not keep these rules.

In fact, at the side of the shop, a counter and seats were set up to provide room to eat herring and fried white fish. After De Visscher received the notification from the city he decided to remove the seats. "I also agreed to increase the use of Dutch in the store to show that it is not for tourists".

The store gained some extra time as the city is refining its arguments, but De Visscher, not hiding his indignation, said, "this has been my business for 36 years, and being told that I am doing business "for tourists" is rather insulting," His son Pepijn, (32) who co-manages the shop said, "I want you to take a look at the customers in our shop," emphasizing that there are many local regulars.

De Visscher organised a signature collection against the closure in the store and on Facebook. Despite the controversy, about four months after the original notice De Visscher's shop is still operating.

### ■ *Disneyfication*

Mascha Ten Bruggencate (45), member of the Amsterdam City Council that has agreed to promote the new ordinance, said, "We will not allow a further increase in the number of stores targeting tourists." Regulations implemented by the city are an attempt to secure "the diversity of shops", but "it is a challenge to draw a clear distinction between "for tourists" and "for local people". Still, a tough stance is needed to achieve a good balance.

The number of tourists visiting Amsterdam has increased from 1.86 million in 2007 to 8.26 million in 2017, about 1.7 times in 10 years. A main factor is the increase in Chinese tourists. The average private rent in the city also rose as the number of stores for tourists increased, and it became about 1.7 times higher in the same period. The population of the city is about 850,000 people, and it is a calculation that is multiplied by 10 times.

Associate Professor Fenne Pinkster of the Amsterdam University (urban geography) said, "the more businesses focus on tourists, the more bakeries and groceries catering to locals disappear. You end up with only restaurants and hotels, thus creating a city where it is no longer attractive to live."

In addition, "tourists often act as if they have come to a theme park, making a lot of noise, I call it the "Disneyfication" phenomenon; local residents hate this and avoid

the centre of the city. Bakeries and grocers lose their customers and this creates a "vicious circle" accelerating the shift to stores aimed at tourists."

The city has taken several measures to date. Permission for the construction of new hotels has been frozen. Residents offering their private houses for rent through Airbnb can only do so for 60 days a year. This will be limited even more, to a maximum of 30 days a year. The new rules may sometimes lead to a controversy such as the one about the fish store, but this is part of the city's efforts to deal with overcrowding.

On the other hand, the increase in tourists brings economic benefits to the city. The number of employees involved in the tourism industry grew steadily, reaching approximately 65,000 in 2005. Ten Bruggencate said, "We are not afraid of losing tourists, we are afraid of losing local residents," acknowledging the need to further finetune the rules.

### **Local "I live here" movement**

Local residents are also beginning to raise their voice.

Yet Ten Hoorn (54) is a resident of the "Red Light District" in the centre of the city which is a major tourist attraction. Local citizens started a campaign called "I live here" to stress to visitors that people are actually living in the district, hoping they would adapt their behaviour.

It is aimed to appeal to tourists "to keep their manners" and big posters are put on the doors of houses where local residents actually live. Pictures of residents are appearing on posters to make visitors aware in a visually appealing way that, indeed, locals do live here!

Mrs Ten Hoorn expressed the concern that "tourists are overflowing in our neighbourhood and us residents feel like foreigners in our own city. I do not want to make this beautiful city a ghost town, so I must act now."

### **◆ *Kyoto is also busy; Venice and others are struggling too***

Amsterdam is not the only city that is struggling with responding to the influx of tourists. The same is true for popular tourist destinations like Venice in Italy and Barcelona in Spain.

Venice has taken measures such as restricting the entry of large cruise ships. During the consecutive holidays from late April to May this year, they also introduced a traffic regulation at major points of the city, aiming to control the number of tourists and secure travel routes for local residents.

Like Venice, Barcelona, which is popular among Japanese tourists, restricted the construction of new hotels last year. To protect private residence the city also started regulating. Demonstrations of "anti-tourists" by local residents occurred in Europe's tourist spot, saying that daily life is being threatened by too many tourists.

Looking to the Tokyo Olympic Games in 2020, Japan is aiming to become a "tourism nation" but similar problems are occurring in Kyoto, so popular with foreigners. The number of foreign guests who stayed in Kyoto City increased to 1.35 million in 2001 from 1.13 million in 13 years. In Kyoto, city buses are crowded due to the increase of tourists and complaints are heard from local residents.

Amsterdam's Ten Bruggencate pointed out that "we became aware of the crisis only recently, as before we were focusing rather on attracting tourists. The wave of tourists flowing in became faster and bigger than expected; so, Japan needs to be careful."